



**Vale of Glamorgan Public Services Board Meeting**  
**16<sup>th</sup> August 2017 @ 2pm - 4 pm**  
**Corporate Suite, Civic Offices Barry.**

**Agenda**

No.	Agenda Item	Lead
1	<b>Welcome and Introductions</b>	Chair, Cllr John Thomas
2	<b>Apologies for Absence</b>	Lloyd Fisher – Policy Officer, Vale of Glamorgan Council
3	<b>Minutes of the Public Services Board 13<sup>th</sup> June 2017</b>  Agenda Item 3 - Vale of Glamorgan Public S	Huw Isaac – Head of Performance and Development, Vale of Glamorgan Council
4	<b>Revised Terms of Reference</b>  Agenda Item 4 - Vale PSB revised Terms of	Huw Isaac – Head of Performance and Development, Vale of Glamorgan Council
5	<b>Collaboration between Fire and Rescue Services and Health and Social Services in Wales</b>   Agenda Item 5 - WG letter regarding collat Priorities for FRA sup	Vaughan Jenkins, Group Manager, South Wales Fire and Rescue Service
6	<b>Vale of Glamorgan Council Strong Communities Fund</b>  Agenda Item 6 - PSB Report on the Strong	Rob Thomas – Managing Director, Vale of Glamorgan Council
7	<b>Business Intelligence Group – Revised terms of reference</b>  Agenda Item 7 - Business Intelligence	Helen Moses - Strategy and Partnership Manager, Vale of Glamorgan Council

8	<p><b>Annual Report</b></p>  <p>Agenda Item 8 - Vale of Glamorgan Public S</p>	Huw Isaac – Head of Performance and Development Vale of Glamorgan Council
9	<p><b>Draft Well-being Plan Discussion</b></p> <ul style="list-style-type: none"> <li>• <b>FGC Report and Feedback</b></li> </ul>  <p>Agenda Item 9 - Letter from the Futur</p> <p>To discuss the advice received from the Future Generations Commissioner regarding the drafting of the Well-being Plan</p> <ul style="list-style-type: none"> <li>• <b>Draft Plan</b></li> </ul>   <p>Agenda Item 9 - Draft Well-being Plan    Agenda Item 9 Draft Well-being Plan Discu</p> <p>To discuss the draft structure, vision, objectives and actions prior to the draft plan being considered in full at the PSB meeting in September</p> <p>To discuss proposals and resources for consultation and engagement</p>	Huw Isaac – Head of Performance and Development and Helen Moses, Strategy and Partnership Manager, Vale of Glamorgan Council
10	<p><b>Forward Work Programme</b></p>  <p>Agenda Item 10 - PSB Forward Work Pr</p>	Chair, Cllr John Thomas
11	<b>Any Other Business</b>	Chair, Cllr John Thomas
12	<b>Date of next meeting – 19<sup>th</sup> September 2017</b>	



**Vale of Glamorgan Public Services Board**  
**13<sup>th</sup> June 2017**  
**Minutes**

<b>In attendance:</b>		
<b>Name</b>	<b>Title</b>	<b>Organisation</b>
Cllr John Thomas (JT)	Leader	Vale of Glamorgan Council
Vaughan Jenkins (VJ)	Group Manager	South Wales Fire & Rescue Service
Alun Michael (AM)	South Wales Police and Crime Commissioner	South Wales Police and Crime Commissioner
Mark Brace (MB)	Assistant Commissioner	South Wales Police and Crime Commissioner
Gareth O'Shea (GOS)	Director of Operations (South)	Natural Resources Wales
Fiona Kinghorn (FK)	(Acting) Executive Director of Public Health	Cardiff and Vale University Health Board
Abigail Harris (AH)	Executive Director of Strategy and Planning	Cardiff and Vale University Health Board
Rachel Connor (RC)	Executive Director	Glamorgan Voluntary Services
Lisa Gore (LG)	Chief Inspector	South Wales Police
Darren Panniers (DP)	(Interim) Head of Operations (Cardiff and Vale)	Welsh Ambulance Trust
Cllr Mike Cuddy (MC)	Nominated Town and Community Council Representative	Penarth Town Council
Peter Greenhill (PG)	Head of Local Delivery Unit	National Probation Service
Judith Cole (JC)	Deputy Director Reforming Local Government Programme: Finance	Welsh Government
Wayne Carter (WC)	Widening Participation Manager	Cardiff and Vale College
<b>In attendance:</b>		
Huw Isaac (HI)	Head of Performance and Development	Vale Of Glamorgan Council
Helen Moses (HM)	Strategy and Partnership Manager	Vale Of Glamorgan Council
Francesca Howorth (FH)	Business Support Officer	Vale Of Glamorgan Council
Lloyd Fisher (LF)	Policy Officer	Vale Of Glamorgan Council
<b>Also In attendance for Agenda Item 7:</b>		
Hannah Davies (HD)	Engagement Officer	Vale of Glamorgan Council
<b>Apologies:</b>		
Anne Wei (AW)	Strategic Partnership and Planning Manager	Cardiff and Vale University Health Board
Rob Thomas (RT)	Managing Director	Vale of Glamorgan Council
Emil Evans (EE)	Vice Principal	Cardiff and Vale College
Stuart Parfitt (SP)	Divisional Commander Central BCU	South Wales Police

Huw Jakeway (HJ)	Chief Fire Officer	South Wales Fire & Rescue Service
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	Actions
<p><b>1. Welcome and Introductions</b></p> <p>JT welcomed everyone to the meeting and introductions were made.</p>	
<p><b>2. Appointment of Chair and Vice Chair</b></p> <p>In line with the statutory guidance on Public Services Boards within the Well-being of Future Generations Act and in accordance with the PSB's terms of reference, the appointments of the PSB Chair and Vice Chair were made.</p> <p>It was agreed that Councillor John Thomas be appointed Chair of the Board and Mark Brace was re-appointed as Vice Chair.</p>	
<p><b>3. Apologies</b></p> <p>See above.</p>	
<p><b>4. Invitations to Participate in the Vale of Glamorgan Public Services Board</b></p> <p>In line with Statutory Guidance, partners were asked to confirm their representation on the PSB. All partners confirmed their willingness to continue to participate in the PSB and who the named representative would be from their organisation. MC advised that his attendance on the PSB as the representative for Town and Community Councils will be dependent upon the confirmation by the Community Liaison Committee. DP advised that although in an interim position, as Head of Operations for South Wales he will continue to attend the PSB.</p>	
<p><b>5. Review of the PSB terms of reference</b></p> <p>The PSB terms of reference were reviewed by the Board. AH noted that under section 8 of the terms of reference on 'implementing our responsibilities' that 8.1 does not provide an all-encompassing list of the legislation that the PSB must take account of. To address this, it was suggested that a covering sentence be added to the terms of reference stating that the PSB would give due regard to any pieces of key legislation. AM advised that where currently the terms of reference refer to South Wales Police and the Office of the Police and Crime Commissioner as invitees, this should be amended to read the Police and Crime Commissioner for South Wales and the Chief Constable for South Wales Police.</p>	<p>HM</p> <p>HM</p>
<p><b>6. Minutes of the Public Services Board 15<sup>th</sup> December 2016</b></p> <p>The minutes of the previous meeting were agreed.</p> <p>FK advised that, Len Richards has been appointed Chief Executive of Cardiff and Vale University Health Board and will be in post from 19<sup>th</sup> June.</p>	

## 7. Well-being Plan Workshop

HM gave a brief presentation that provided an overview of the work that has been undertaken in progressing from the Well-being Assessment to the Plan. The presentation detailed the work undertaken as part of the PSB's Expert Workshops and Self-Assessment Framework and outlined the timescales the Board must work towards in developing the Well-being Plan. HM emphasised that the plan is being viewed as a strategic, targeted plan that will not be all-encompassing, but structured around the four well-being outcome areas. HM detailed the requirements of the workshop in reviewing the ideas and actions that had emerged from the expert workshops and the findings of the self-Assessment exercise. The purpose of the discussions would be to determine whether these ideas and actions should be carried forward into the draft Well-being Plan.

MC asked in the context of the PSB Officers network, whether progress in the Vale of Glamorgan is ahead or behind other PSBs. HM clarified that all PSBs seem to be in a similar position with regards to progress, although the Vale would appear slightly ahead of other boards in that it had consulted on the areas of focus for the plan as part of the consultation on the Well-being Assessment.

AM noted that it was strange that the PSB has had no contact from the Office of the Future Generations Commissioner. HM explained that the PSB has received formal feedback from the Commissioner's Office on the Well-being Assessment; however, as yet the PSB had received no response to the initiation of the 14 week consultation period that must be undertaken as a part of the development of the Well-being Plan.

AH said that it is important within the Plan to set the PSB's scale of ambition; for example, when ensuring that young people have a good start in life and preventing adverse childhood experiences it will be essential to set out where we want to get to in the next five years and how we will measure this. HM responded that following the expert workshops it is for the PSB to consider the outcomes and shape its ambitions for the well-being objectives. GOS said that the PSB has now reached an essential stage in discussions in which we now need to focus on how we move forward with the plan.

AM welcomed the approach of the PSB to developing its Well-being Plan and the challenge to be ambitious in delivering its objectives. AM said that there is a challenge for the PSB in addressing aspects of community safety and proposed that following the Auditor General for Wales' report on Community Safety in Wales, and as a means of reducing duplication, there is an opportunity to incorporate the Community Safety Plan within the Well-being Plan. This approach would be one that would integrate community safety into the development of the plan rather than community safety being treated as a separate issue. FK noted that the Well-being Plan objective areas that have been identified have been the result of moving from the assessment to the planning process, as such the inclusion of community safety as a fifth well-being objective area would be a divergence from the process that has led to the four objective areas. HI proposed that rather than being seen as a fifth objective area, due to its cross-cutting nature, community safety could be integrated throughout the Well-being Plan and the four well-being outcome areas. This should be a consideration during the discussion of potential content of the plan.

<p>HM suggested that the Police and Crime Commissioners' Office would be welcome to join the editorial group that will work through drafting the Well-being Plan. MB Volunteered to join the Editorial Group.</p> <p>The PSB then split into two groups to work through ideas for the Well-being Plan and to determine prospective content for further consideration and development by the editorial group.</p>	
<p><b>8. Forward Work Programme</b></p> <p>JT introduced the Forward Work Programme and asked partners if they had any further items they wished to be included for future meetings. GOS suggested that an update on the Environment Act be brought to the PSB for the next meeting.</p>	
<p><b>9. Any Other Business</b></p> <p>There were no additional items.</p>	
<p><b>10. Date of next meeting</b></p> <p>16<sup>th</sup> August 2017, Corporate Suite, Civic Offices, Barry</p>	



## Vale of Glamorgan Public Services Board 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.

**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

**1.5** *In order to fulfil its statutory functions the Public Services Board will:*

- support and progress the principles and goals of the Well-being of Future Generations Act (Wales) 2015 in the Board and its member organisations;
- assess the state of economic, social, environmental and cultural well-being in the Vale of Glamorgan providing a robust evidence base to inform decisions on collective priorities for the area;
- set objectives that are designed to maximise the PSB's and member bodies' contributions to the national well-being goals;
- take individually and collectively, reasonable steps to meet these objectives;

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- undertake collaborative activities which promote the cultural, economic, social, and environmental well-being of the region;
- provide public service leadership to tackle ‘fundamental and unmet’ challenges from a citizen perspective and ensure an effective whole-system response to the needs of citizens;
- ensure partners are working together to unblock barriers and address the key challenges facing the Vale;
- facilitate new models of delivery through potential pooling of resources, aligning services better across sectors or setting up new arrangements;
- be a learning partnership which develops best practice in transforming citizen centred services and facilitates the sharing of experience across the Welsh public service;
- co-ordinate local, regional and national priorities and develop effective relationships which overcome organisational barriers;
- look beyond the boundary of the Vale of Glamorgan as appropriate to offer and receive support from other PSBs to meet the challenges and opportunities identified in the PSB’s assessment and objectives;

## 2. Membership

2.1 Details of the membership of the PSB and roles and responsibilities are set out below:

### **Statutory Membership**

2.2 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)

2.3 The above will be the Board members. A member of the Board is able to designate an individual from their organisation to represent them on the Board. The person designated should have the authority to make decisions on behalf of the organisation. The Leader of the Vale of Glamorgan Council can only designate another member of the authority’s executive to attend on their behalf.

2.4 The Leader of the Council in their capacity as PSB Chair at the first meeting of the PSB will request confirmation from all statutory partners with regards to who will be the representative on the Board and that they have the appropriate authority to make decisions.

2.5 The Chair of the PSB and nominated local authority officer should be notified of any changes in representation.

### **Invited Participants and other Partners**

**2.6** 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

**2.7** The PSB will also engage with key partners in the area who have a material interest in the well-being of the area, or who deliver important public services, in the preparation, implementation and delivery of the work of the Board. 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:

- 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

**2.8** Invitees are not required to accept the invitation and will not become statutory members of the Board. Bodies or persons which accept invitations from the Board will become **invited participants**. Invited participants having accepted an invitation, will work jointly with the board on anything the board does under its well-being duty, including assessing the state of well-being in its area, setting objectives to maximise its contribution to the achievement of the goals, and taking reasonable steps to meet those objectives. They will be therefore entitled to make representations to the Board about the assessments of local well-being and the local well-being plan and take part in Board meetings and provide other advice and assistance.

**2.9** The PSB chair will ask invited participants to join the PSB and for acceptance of the invitation to be confirmed to a nominated officer of the local authority. The Chair will clearly set out the reasons for the invitation and expectations for participation.

**2.10** An invited participant may participate in the activity of the PSB from the day which the Board receives acceptance of its invitation.

## **The Board**

**2.11** The full Board will therefore comprise appropriate representation from the following organisations (to be updated as appropriate):

- Cardiff and Vale College
- Cardiff and Vale University Health Board
- Community Rehabilitation Company
- Glamorgan Voluntary Services
- National Probation Service
- Natural Resources Wales
- **The South Wales Police and Crime Commissioner**
- South Wales Fire and Rescue Authority
- South Wales Police
- Town and Community Councils (Community Liaison Committee Representative)
- Vale of Glamorgan Council
- Welsh Ambulance Service Trust - Cardiff and Vale
- Welsh Government

**2.12** All Board members will be expected to progress and support the work of the Board and will be regarded by their colleagues as equal partners. Board members will ensure their organisation is appropriately represented at Board meetings as detailed in the statutory guidance. Board members will also take responsibility for ensuring that their organisation meets commitments made to the Board.

**2.13** At the first meeting of the PSB one of the statutory members or invited participants will be appointed by the PSB as Chair and this will be reviewed annually.

**2.14** Additional partners can be formally invited by the secretariat to participate in the PSB as required if agreed by the Board. This will ensure that as priorities and objectives are developed relevant organisations are invited to either participate in the PSB or its sub-groups.

## **3. Meetings**

**3.1** The PSB was formally established on the 1<sup>st</sup> April 2016. The PSB will meet a minimum of five times a year in the Vale of Glamorgan, subject to revision by members, and within 60 days of each local government election of councillors.

## **4. Secretariat**

**4.1** The secretariat function will be provided by Vale of Glamorgan Council. The function includes:

- Arranging regular meetings of the PSB
- Preparing agendas and commissioning papers for meetings
- Inviting participants and managing attendance

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- Minute taking
- Working on the Annual Report
- Preparing evidence for Scrutiny

## 5. Resources

- 5.1** The Board must determine how it will resource the functions it has to undertake and this is the responsibility of all of the members equally. It is for the Board to determine appropriate and proportionate resourcing of the Board's collective functions.
- 5.2** Each statutory member will make a contribution towards the work of the PSB e.g. the undertaking of the well-being assessment, development, publication and implementation of the well-being plan and associated activities.
- 5.3** Each invited participant will be asked to make a voluntary contribution towards the work of the PSB e.g. the undertaking of the well-being assessment, development, publication and implementation of the well-being plan and associated activities.
- 5.4** To support the PSB work programme the Board will need to identify appropriate professionals from partner organisations to lead the programmes and associated workstreams and ensure that the programmes deliver the required outcomes.

## 6. Decision-making

- 6.1** Any function of the PSB is a function of each member and can only be exercised jointly. Unanimous agreement is needed in order for the PSB to publish assessments of local well-being and local well-being plans.
- 6.2** All the members must be in attendance at a meeting of the PSB for the decisions made during that meeting to be considered valid.
- 6.3** Each organisation which participates in the PSB will be considered equal and each organisation will only have one vote.
- 6.4** In the event of a disagreement between members and/or invited participants or other partners it will be the responsibility of the Chair to mediate an agreement and report back to the next Board meeting or if necessary organise a special meeting of the PSB.

## 7. Subgroups

- 7.1** PSB subgroups can be established to support the work of the PSB following agreement of members. They must include at least one member of the Board, and can also include any invited participant or other partner. Once established subgroups will draft their own terms of reference guided by the PSB terms of reference and these will be presented to the PSB for approval.

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**7.2** Sub-groups will support the PSB to deliver partnership priorities and will be a combination of programme boards and task and finish groups ensuring that the right organisations and professionals are involved in the delivery of agreed priorities.

**7.3** The PSB will provide leadership and governance to support the work of other statutory partnerships/boards including the Cardiff and Vale Children and Adult Safeguarding Boards, Substance Misuse Area Planning Board, Safer Vale (Community Safety Partnership) and will align activities to the regional Integrated Health and Social Care Partnership Board.

**7.4** PSB sub-groups will not:

- invite persons to participate in the Board's activity;
- set, review or revise the Board's local objectives;
- prepare or publish an assessment of well-being;
- consult on an assessment of well-being or prepare a draft of an assessment for the purposes of consulting;
- prepare or publish a local well-being plan;
- consult on a local well-being plan or prepare a draft of a local well-being plan for the purposes of consulting;
- review or amend a local well-being plan or to publish an amended local well-being plan;
- consult on an amendment to a local well-being plan;
- agree that the Board merges or collaborates with another Public Services Board;

## 8. Implementing our Responsibilities

**8.1 To provide a robust framework for our activities the PSB will:**

- Produce a Well-being Plan for the Vale of Glamorgan based on the findings of the well-being assessment as detailed in the Well-being of Future Generations Act statutory guidance.
- Make decisions based on business intelligence and robust engagement to inform the setting of our objectives.
- Maintain and develop strategic links with new and existing partners and stakeholders.
- Identify and progress opportunities for cross-boundary working, where appropriate.
- Create a supportive and challenging environment for partnership working.
- Have due regard to relevant legislation **including:**
  - The Equality Act 2010 and Human Rights
  - The United Nations Convention on the Rights of the Child (UNCRC)
  - The Children and Families (Wales) Measure 2010
  - Tackling Poverty
  - Welsh Language
  - The Resilience of ecosystems duty (Biodiversity)

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### **8.2 To promote effective engagement and wider participation with the work of the PSB we will:**

- Develop a strategic approach to engagement building on existing networks and mechanisms to ensure stakeholders have the opportunity to inform the work of the PSB and are able to see the outcomes achieved.
- Invite relevant stakeholders to attend meetings of the PSB or sub-groups to ensure their knowledge and skills are fully utilised.
- Ensure that partners consider the needs of different communities and engage with residents across the Vale of Glamorgan.
- Work in accordance with the National Principles for Public Engagement in Wales and the National Standards for Children and Young People's Participation.
- Engage in a purposeful relationship with the people and communities in the Vale of Glamorgan including:
  - Children and young people
  - Welsh speakers
  - People with protected characteristics

### **8.3 To provide and coordinate resources to ensure the successful delivery of partnership priorities, the PSB will:**

- Nominate individuals from within their respective organisations to lead areas of work, as appropriate.
- Communicate the importance of partnership working, emphasising that it is 'part of the day job'.
- Appropriately reflect the priorities of the Board within organisational strategies and plans.
- Address resource challenges which are impeding partners' progress in priority areas.

### **8.4 To ensure a timely and effective performance management and annual review process, the PSB will:**

- Ensure the programme of annual review is delivered at appropriate times, to a high standard.
- Consider the Annual Review and agree action where necessary.
- Identify strategic risks that might impact on the programmes and mitigate as appropriate.
- Maintain a structured timetable for monitoring performance and agree actions as appropriate to resolve issues.

## **9. Audit and Scrutiny**

**9.1** Regular reports will be prepared for the Vale of Glamorgan Council's nominated Scrutiny Committee. All members of the Board, invited participants and partners will be expected to attend meetings of the Scrutiny Committee as necessary.

**9.3** The PSB will have due regard to the reports and recommendations issued by the Future Generations Commissioner for Wales.

## **10. Reviewing Terms of Reference**

**10.1** The Board can review and agree to amend the terms of reference at any time which they deem appropriate.

**10.2** Terms of reference must be reviewed at each meeting held after the date of each ordinary local government election.

# **COLLABORATION BETWEEN FIRE AND RESCUE AUTHORITIES AND HEALTH AND SOCIAL SERVICES IN WALES**

## **PRIORITIES FOR FRA SUPPORT**

### **The Case for Support**

The Commission on Public Service Governance and Delivery report in 2014 highlighted the severe and prolonged challenges faced by the public sector in Wales, including the effects of austerity on public sector budgets, the growth in population, and public expectations on the public sector. Demand for public services is growing while resources to provide them are falling.

The identification of these challenges for the public sector generally support the Bevan Commission report which set out the serious challenges facing the NHS in Wales - a rising elderly population, enduring inequalities in health, increasing numbers of patients with chronic conditions, rising obesity rates and a challenging financial climate.

Within two decades it is estimated almost one in three people in Wales will be aged 60 or over. By 2031, the number of people aged 75 or over will have increased by 76 per cent. Older people are more likely to have at least one chronic condition – an illness such as diabetes, dementia or arthritis - and have more as their age increases. This is placing increasing demands on primary care and community services for routine and emergency appointments.

A high volume of people are using emergency health services in Wales such as the ambulance service and Accident & Emergency Departments (A&E). Published figures show that the ambulance service received a total of 459,225 '999' calls in the year 2016/17, and just over 1 million people attend A&E.

An ambulance clinical response model has been implemented following a successful 12-month pilot, which prioritises the most critically ill – ensuring the fastest response possible in order to save lives. There were nearly 19,000 'Red' calls (immediately life-threatening) in 2016/17. All other calls will receive an appropriate response, either face-to-face or telephone assessment, based on clinical need. The way the ambulance respond to calls will improve patient outcomes by ensuring they receive the most appropriate clinical intervention and a vehicle capable of taking them to hospital if they need ongoing treatment in the fastest time possible.

Delayed Transfers of Care (DToC), where patients occupying a hospital bed are ready to move on to the next stage of care but are prevented from doing so for a number of reasons, which can include the requirement for a full home safety check. There were 7,873 DToCs in 2015/16 and these will inevitably impact on flow through the wider system.

The Wellbeing of Future Generations Act promotes a social model of health and wellbeing which draws in all local sources of help with a focus on promoting health through preventative action and early intervention. There is evidence that assessing the health and wellbeing needs of populations and using this to plan the use of all available resources and assets, not just those of the NHS, to meet that need is most

effective when done at a very local level of between 25,000 and 100,000 population. Health boards have set up 64 primary care clusters as a mechanism to drive this more local and collaborative approach. This community based approach will help inform and shape the population needs assessment and Wellbeing plans at the level of the new Public Services Boards. Cluster level working is still at an early stage and the vision is to draw in other public sector services working at community level such as the FRAs. Under the Social Services and Well-being (Wales) Act 2014, seven Regional Partnership Boards (RPBs) have been established on the local health board footprint. RPBs are expected to work together in an integrated way to design and deliver preventative services to respond to the care and support needs of their population.

### **Why FRAs are well placed to provide support**

The Commission report clearly highlights that the public sector will need to be more innovative in its approach if it hopes to tackle these challenges and meet the needs of citizens in the future. Aside from proposals regarding structural and governance change, the report highlights some key areas where a renewed focus can have a positive impact. These include a stronger focus on prevention, a smarter approach to collaboration and partnership working, and a stronger focus on engaging, enabling and empowering communities.

The Well-being of Future Generations (Wales) Act 2015 calls on public sector bodies to collaborate with each other and with communities to improve the well-being of people and communities in Wales. Prevention is a key element of the sustainability principle. It also underpins the Social Services and Well-being (Wales) Act 2014 in relation to improving the well-being of people who need care and support.

The Welsh Government has published the Fire and Rescue National Framework 2016, setting a vision and priorities for FRAs for the next 3- 5 years. The Framework builds on the themes set out above. It indicates that the capability and expertise of the fire and rescue service has contributed to a significant and sustained reduction in the incidence and severity of fires in Wales. Whilst this is the case appropriate fire-fighting cover must be maintained to ensure FRAs are able to respond effectively when a fire does occur. To ensure optimum use of firefighters' time and skills, FRAs are therefore increasingly using resources to also deal with other emergency incidents, and expanded education and community engagement regarding fire prevention and wider risk reduction activities. The Framework sets priorities for FRAs to continue to progress with this expansion of their role in collaboration with, and to support, other public sector bodies.

With 149 fire stations in communities across Wales, FRAs have a strong local presence. They are well trusted and respected by citizens and are well placed to offer support to the NHS across a range of services, both in terms of emergency response, wider public information messages, and improving health and wellbeing through well established education and engagement programmes.

This opportunity needs to be realised coherently and effectively. While FRAs do have some capacity to support wider health initiatives, it is not unlimited. Such initiatives should not only focus on the areas of greatest health benefit. They should

also build on the skills and knowledge that firefighters already have, and on the services which FRAs already provide. This agreement sets out the areas of work which appear to show the greatest potential in that context.

### **Priorities for Support**

There is clear potential for FRAs to support the NHS in several key areas working through the 64 primary care clusters. This document sets out the priorities for such support, providing a clear indication of the areas of focus for current and future developments under three categories – Prevention – Supporting People to Stay or Return Safely to their Own Home, Community Resilience, and Emergency Medical Response. These priorities have been agreed by the following key partners:-

Director NHS Wales

Chief Medical Officer

Chief Fire and Rescue Adviser

Fire and Rescue Authorities

Local Health Boards

Welsh Ambulance Services NHS Trust

Emergency Ambulance Services Commissioner and Director of Unscheduled Care

Public Health Wales

Local Authorities

Public Service Boards

### **Prevention – Supporting People to Stay or Return Safely to their Own Home**

As the number of frail, vulnerable, older people increases, the risks and demand on relevant services also increase. Such people are often at greater risk of fire as well as other hazards around the home.

FRAs have an impressive prevention record in areas including fire, road and water safety. There is no doubt that their community fire safety activities, such as Home Fire Safety Checks and education programmes, have contributed to the significant reduction in fires in Wales in the last 10 years. There is a clear opportunity for fire prevention work to be extended to cover some other risks in the home which have the potential to result in injuries requiring a 999 response and/or emergency/in-patient hospital care. Firefighters are trusted members of our communities and are in a position to support the “making every contact count” principle in regarding to sharing key messages about healthy lifestyles choices.

Following completion of hospital treatment (for any reason), patients may be unable to return home until a home safety evaluation is carried out. This means they are required to remain in hospital, limiting their quality of life and tying up hospital resources that other waiting patients need. An expanded Home Safety Check process could also encompass such an evaluation, although in some cases it may need input from other professionals too.

Using FRA resources to help deliver this wider safety in the home assessment process has the potential to remove duplication of effort across agencies, and to support the NHS in reducing demand on medical services. Most importantly, it could improve citizens' quality of life, keeping them free from injury and safe in their own home. FRAs already engage with vulnerable groups so diversifying their prevention role would, in most instances, be an adaptation of existing approaches.

### **Priorities**

- **Widening fire prevention activity to encompass advice on other risks in the home** – implementation of proposals to expand Home Fire Safety Checks to cover advice and minor maintenance aimed at preventing slips trips and falls. Once embedded, consider expansion to other safety risks in the home including risks to children and young people, and to sharing key messages about lifestyle choices.
- **Hospital Discharge Home Assessments** – Support the timely discharge of patients to their own home by undertaking Hospital Discharge Home Assessments in collaboration with NHS colleagues.

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Whilst call handling by ambulance control will be further developed to, for example, divert/signpost callers to the most appropriate service for them, there is potential for FRA support regarding wider public messaging about what and how to access appropriate medical services, and when emergency calls should be made to the Ambulance Service.

Firefighters have extensive experience in community engagement. They provide one to one advice to people in their own home via Home Fire Safety Checks, attend a variety of community events, groups and clubs to share advice on fire, road and water safety and have an extensive schools education programme from foundation phase to post 16. There is the potential to broaden this to include information on when and how to access immediate/emergency healthcare and other areas of

community safety and resilience, thereby developing support to manage/influence public expectations regarding their health and wellbeing.

The Welsh Government is developing an Out of Hospital Cardiac Arrest plan, aiming to increase the chance of survival from a cardiac arrest outside an advanced medical environment. Currently, the best measure of cardiac arrest survival rates in Wales is the 'return of spontaneous circulation' rate or 'ROSC' rate. This means that bystanders, Emergency Medical Service (EMS) and/or other responders have managed to get the patient's heart beating before handing over to the hospital.

The aims being explored within the plan which have the potential for FRA support include:

- Co-Responders /Fire Medical response
- Availability of Public Access Defibrillators (PADs)

There are clearly training and maintenance issues associated with placing PADs within communities for access and use by the public. With appropriate training, FRAs could support the NHS in training members of the public in their use, in raising public awareness about their location, and to undertake minor maintenance checks, releasing potentially stretched ambulance resources.

### **Priorities**

- **Public Messaging** – Advice to the public on when it is, and when it is not, appropriate to use 999 for medical emergencies, along with other safety advice, as part of existing community fire safety messaging.
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Primary responsibility for responding to medical emergencies lies with the Ambulance Service. However, FRA resources are well placed across communities in Wales at 149 locations. This can mean that in some instances a fire station and/or firefighters are closer to the scene of an incident or potential incident than an ambulance service responder. FRAs already share facilities with WAST and are seeking to expand this where it can further support a more resilient spread of ambulance resources. They also aim to supplement Ambulance Service provision by using medically trained and suitably equipped firefighters at specified incidents, including those incidents which would normally require a fire appliance attendance (fires, road traffic collisions etc.) and at emergency medical incidents as agreed via Service Level Agreements and Memorandums of Understanding with the Welsh Ambulance Services NHS Trust. All development will be undertaken via the National Collaborative Commissioning Quality and Delivery Framework.

## **Priorities**

- **Early trauma care at joint fire/ambulance incidents** – Where FRSs have a primary role such as fires and road traffic collisions, and the fire and rescue appliance is the first emergency vehicle in attendance, or providing medical support as required and as directed by the NHS team in attendance.
- **Co-responding/ Fire Medical Response** – FRA provision of first response support should focus on to the most serious incidents, such as cardiac arrest, severe bleeding or choking. Mobilising responders who are suitably trained who will work to preserve life until the arrival of either an ambulance or rapid response vehicle.
- **Shared Fire/Ambulance Facilities** – continued consideration of joint/shared facilities in terms of co-location and maintenance, or provision for Ambulances at existing fire stations to provide economies of scale, and effective spread of ambulance resources.

Carl Sargeant AC/AM  
Ysgrifennydd y Cabinet dros Gymunedau a Phlant  
Cabinet Secretary for Communities and Children



Vaughan Gething AC/AM  
Ysgrifennydd y Cabinet dros Iechyd, Llesiant a Chwaraeon  
Cabinet Secretary for Health, Well-being and Sport

Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref: MA-P/CS/1725/17

Chief Executives of Local Authorities

26th July 2017

Dear *Chief Executive*,

We are writing to invite your endorsement and support for collaboration between your organisation and other public services in striving for improved health and well-being for the people of Wales.

The effects of austerity on public sector budgets and the challenges brought by a changing population, in particular to the health sector, has meant an increase in pressure on public services across the country. Therefore public organisations have to look at ways in which they can support and collaborate with each other to become more efficient whilst continuing to provide a good service to the public.

An important part of that is the potential for closer working between fire services and the health and social care sectors. There is, of course, much activity in this area already; but we believe this needs more clarity, structure and strategic focus. Therefore, we have identified a set of broad priority areas which we believe can and should be applied across Wales. These will ensure efforts are focused where they are most needed, while leaving ample scope for local discretion and initiative. Full details are in the attached document.

The document also highlights why Fire and Rescue Authorities (FRAs) in Wales could be in a position to support these priority areas. To do so, though, will need full commitment from all relevant organisations.

The Welsh FRAs are embracing this task of wider collaboration since they have come to a position, in terms of resource and skills, where they are able to offer extra support in this time of need. As the attached notes, due to the significant decrease in fire incidents in Wales over the last 10 years in part owing to the valuable fire prevention efforts of the Service, an opportunity has emerged for capacity to be used to assist the NHS and social services, to help secure better health outcomes.

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
0300 0604400

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[Correspondence.Vaughan.Gething@gov.wales](mailto:Correspondence.Vaughan.Gething@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

The Well-being of Future Generations (Wales) Act 2015 calls on public sector bodies to collaborate with each other and with the wider communities to improve the well-being of people and communities in Wales, and the intention of this document would apply significantly to this legislation. It also underpins the Social Services and Well-being (Wales) Act 2014 in relation to improving the well-being of people who are in need of care and support.

Therefore, we would appreciate a formal commitment from you that your organisation supports the priorities in this document; and that you are willing to help deliver them.

Please can you direct your reply to the following address: [Fire@gov.wales](mailto:Fire@gov.wales)

Please also note that following receipt of your formal commitment, our officials will be in contact with your organisation to discuss further engagement to take this work forward and begin providing support as soon as possible.

We are writing in identical terms to all other fire and rescue authorities, local authorities and NHS health boards and trusts in Wales.

Yours sincerely,



**Carl Sargeant AC/AM**

Ysgrifennydd y Cabinet dros Gymunedau a Phlant  
Cabinet Secretary for Communities and Children



**Vaughan Gething AC/AM**

Ysgrifennydd y Cabinet dros Iechyd, Llesiant a  
chwaraeon  
Cabinet Secretary for Health, Well-being and Sport

# **COLLABORATION BETWEEN FIRE AND RESCUE AUTHORITIES AND HEALTH AND SOCIAL SERVICES IN WALES**

## **PRIORITIES FOR FRA SUPPORT**

### **The Case for Support**

The Commission on Public Service Governance and Delivery report in 2014 highlighted the severe and prolonged challenges faced by the public sector in Wales, including the effects of austerity on public sector budgets, the growth in population, and public expectations on the public sector. Demand for public services is growing while resources to provide them are falling.

The identification of these challenges for the public sector generally support the Bevan Commission report which set out the serious challenges facing the NHS in Wales - a rising elderly population, enduring inequalities in health, increasing numbers of patients with chronic conditions, rising obesity rates and a challenging financial climate.

Within two decades it is estimated almost one in three people in Wales will be aged 60 or over. By 2031, the number of people aged 75 or over will have increased by 76 per cent. Older people are more likely to have at least one chronic condition – an illness such as diabetes, dementia or arthritis - and have more as their age increases. This is placing increasing demands on primary care and community services for routine and emergency appointments.

A high volume of people are using emergency health services in Wales such as the ambulance service and Accident & Emergency Departments (A&E). Published figures show that the ambulance service received a total of 459,225 '999' calls in the year 2016/17, and just over 1 million people attend A&E.

An ambulance clinical response model has been implemented following a successful 12-month pilot, which prioritises the most critically ill – ensuring the fastest response possible in order to save lives. There were nearly 19,000 'Red' calls (immediately life-threatening) in 2016/17. All other calls will receive an appropriate response, either face-to-face or telephone assessment, based on clinical need. The way the ambulance respond to calls will improve patient outcomes by ensuring they receive the most appropriate clinical intervention and a vehicle capable of taking them to hospital if they need ongoing treatment in the fastest time possible.

Delayed Transfers of Care (DToC), where patients occupying a hospital bed are ready to move on to the next stage of care but are prevented from doing so for a number of reasons, which can include the requirement for a full home safety check. There were 7,873 DToCs in 2015/16 and these will inevitably impact on flow through the wider system.

The Wellbeing of Future Generations Act promotes a social model of health and wellbeing which draws in all local sources of help with a focus on promoting health through preventative action and early intervention. There is evidence that assessing the health and wellbeing needs of populations and using this to plan the use of all available resources and assets, not just those of the NHS, to meet that need is most

effective when done at a very local level of between 25,000 and 100,000 population. Health boards have set up 64 primary care clusters as a mechanism to drive this more local and collaborative approach. This community based approach will help inform and shape the population needs assessment and Wellbeing plans at the level of the new Public Services Boards. Cluster level working is still at an early stage and the vision is to draw in other public sector services working at community level such as the FRAs. Under the Social Services and Well-being (Wales) Act 2014, seven Regional Partnership Boards (RPBs) have been established on the local health board footprint. RPBs are expected to work together in an integrated way to design and deliver preventative services to respond to the care and support needs of their population.

### **Why FRAs are well placed to provide support**

The Commission report clearly highlights that the public sector will need to be more innovative in its approach if it hopes to tackle these challenges and meet the needs of citizens in the future. Aside from proposals regarding structural and governance change, the report highlights some key areas where a renewed focus can have a positive impact. These include a stronger focus on prevention, a smarter approach to collaboration and partnership working, and a stronger focus on engaging, enabling and empowering communities.

The Well-being of Future Generations (Wales) Act 2015 calls on public sector bodies to collaborate with each other and with communities to improve the well-being of people and communities in Wales. Prevention is a key element of the sustainability principle. It also underpins the Social Services and Well-being (Wales) Act 2014 in relation to improving the well-being of people who need care and support.

The Welsh Government has published the Fire and Rescue National Framework 2016, setting a vision and priorities for FRAs for the next 3- 5 years. The Framework builds on the themes set out above. It indicates that the capability and expertise of the fire and rescue service has contributed to a significant and sustained reduction in the incidence and severity of fires in Wales. Whilst this is the case appropriate fire-fighting cover must be maintained to ensure FRAs are able to respond effectively when a fire does occur. To ensure optimum use of firefighters' time and skills, FRAs are therefore increasingly using resources to also deal with other emergency incidents, and expanded education and community engagement regarding fire prevention and wider risk reduction activities. The Framework sets priorities for FRAs to continue to progress with this expansion of their role in collaboration with, and to support, other public sector bodies.

With 149 fire stations in communities across Wales, FRAs have a strong local presence. They are well trusted and respected by citizens and are well placed to offer support to the NHS across a range of services, both in terms of emergency response, wider public information messages, and improving health and wellbeing through well established education and engagement programmes.

This opportunity needs to be realised coherently and effectively. While FRAs do have some capacity to support wider health initiatives, it is not unlimited. Such initiatives should not only focus on the areas of greatest health benefit. They should

also build on the skills and knowledge that firefighters already have, and on the services which FRAs already provide. This agreement sets out the areas of work which appear to show the greatest potential in that context.

### **Priorities for Support**

There is clear potential for FRAs to support the NHS in several key areas working through the 64 primary care clusters. This document sets out the priorities for such support, providing a clear indication of the areas of focus for current and future developments under three categories – Prevention – Supporting People to Stay or Return Safely to their Own Home, Community Resilience, and Emergency Medical Response. These priorities have been agreed by the following key partners:-

Director NHS Wales

Chief Medical Officer

Chief Fire and Rescue Adviser

Fire and Rescue Authorities

Local Health Boards

Welsh Ambulance Services NHS Trust

Emergency Ambulance Services Commissioner and Director of Unscheduled Care

Public Health Wales

Local Authorities

Public Service Boards

### **Prevention – Supporting People to Stay or Return Safely to their Own Home**

As the number of frail, vulnerable, older people increases, the risks and demand on relevant services also increase. Such people are often at greater risk of fire as well as other hazards around the home.

FRAs have an impressive prevention record in areas including fire, road and water safety. There is no doubt that their community fire safety activities, such as Home Fire Safety Checks and education programmes, have contributed to the significant reduction in fires in Wales in the last 10 years. There is a clear opportunity for fire prevention work to be extended to cover some other risks in the home which have the potential to result in injuries requiring a 999 response and/or emergency/in-patient hospital care. Firefighters are trusted members of our communities and are in a position to support the “making every contact count” principle in regarding to sharing key messages about healthy lifestyles choices.

Following completion of hospital treatment (for any reason), patients may be unable to return home until a home safety evaluation is carried out. This means they are required to remain in hospital, limiting their quality of life and tying up hospital resources that other waiting patients need. An expanded Home Safety Check process could also encompass such an evaluation, although in some cases it may need input from other professionals too.

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### **Priorities**

- **Widening fire prevention activity to encompass advice on other risks in the home** – implementation of proposals to expand Home Fire Safety Checks to cover advice and minor maintenance aimed at preventing slips trips and falls. Once embedded, consider expansion to other safety risks in the home including risks to children and young people, and to sharing key messages about lifestyle choices.
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The ambulance service care pathway uses a five step model to describe the patient's use of an ambulance service: The pathway starts with prevention of ambulance calls at Step 1 by encouraging signposting to other services through citizen engagement. Only around forty of the eleven hundred ambulance 999 calls received daily involve an immediate threat to the patient's life. Prevention and community education about how to use health services and in particular the ambulance service is key to aligning demand and capacity.

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community safety and resilience, thereby developing support to manage/influence public expectations regarding their health and wellbeing.

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Primary responsibility for responding to medical emergencies lies with the Ambulance Service. However, FRA resources are well placed across communities in Wales at 149 locations. This can mean that in some instances a fire station and/or firefighters are closer to the scene of an incident or potential incident than an ambulance service responder. FRAs already share facilities with WAST and are seeking to expand this where it can further support a more resilient spread of ambulance resources. They also aim to supplement Ambulance Service provision by using medically trained and suitably equipped firefighters at specified incidents, including those incidents which would normally require a fire appliance attendance (fires, road traffic collisions etc.) and at emergency medical incidents as agreed via Service Level Agreements and Memorandums of Understanding with the Welsh Ambulance Services NHS Trust. All development will be undertaken via the National Collaborative Commissioning Quality and Delivery Framework.

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## **Vale of Glamorgan Public Services Board - 16th August 2017**

### **Nomination of Representative for the Vale of Glamorgan Council Strong Communities Fund Evaluation Panel**

#### **Purpose of the Report**

1. To invite a representative from 'Our Vale' the Public Services Board in the Vale of Glamorgan to be a member of the Council's Strong Communities Fund Evaluation Panel.

#### **Background**

2. In 2017, the Council established a Strong Communities Grant Fund. This fund will provide funding to a range of community based organisations to pursue activities consistent with the Council's Corporate Plan. In order for bids to be evaluated in an involving and inclusive way, the Council has determined that bids will initially be reviewed by an evaluation panel with multi-organisational representation, including one representative from the Public Services Board (PSB). The evaluation panel will consider bids and make recommendations to the Council's Cabinet.

#### **Relevant Issues and Options**

3. The purpose of the Strong Communities Fund is to enable community groups, the voluntary sector and town and community councils to apply for revenue and capital funding that promotes initiatives within the Vale of Glamorgan consistent with the Council's vision of 'Strong Communities with a bright future'. The new approach will streamline the way in which community grant funding is managed by the Council. Eligible schemes would include those which are seeking funding to:
  - Improve the resilience of organisations/groups or their activities by funding activities which add value to their current work and reduce their reliance on grant funding in the future;
  - Provide seed corn funding towards initiatives that can demonstrate longer term sustainability;
  - Undertake consultation, feasibility, design and other specialist work to develop proposals for future activity and funding bids;
  - Meet the capital costs of schemes by purchasing plant, machinery, equipment or other assets or undertaking maintenance work that would enable viable services to be provided, for example, through increased income generation potential.

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4. The Strong Communities Fund brings together the Voluntary Action, Small Community Grants, Community Action Self Help and Christmas Grants schemes to provide a more co-ordinated approach to funding. This will total £142,000 per annum for the next three years from 2017/18. In addition, Section 106 Community Facilities funding and where appropriate other Section 106 funding, for example, community transport or public open space would be added to the grant fund. The Section 106 funding will vary year on year and by area, depending upon the completion of relevant development works. The Council has also gained funding from an independent grant-making Foundation for a total of £20,000 per annum for the next three years. In a commitment to ensuring the amount of funding available to the Strong Communities Fund, it is proposed that any underspend in each of the three years will be carried forward into the next year, thus increasing the size of the funding available. The Council has also committed to bring forward the underspend from related grant schemes from 2016/17. As such, there will be total funding of £286,645 available for the fund in 2017/18.
5. A threshold was previously applied to the Community Action Self Help scheme for Town and Community Councils relating to their level of precept which restricted the availability of capital funding available for larger Town and Community Councils. In future there will be no threshold on the level of Town and Community Council precept applied to the Strong Communities Grant Fund. In some communities where there are limited numbers of appropriate community groups, Town and Community Councils will have the opportunity to bid for revenue funding. However, bids will only be accepted where they can demonstrate that the application is a collaborative one, whereby that Town or Community Council is working in partnership with a community/voluntary group. In addition, all applications received to the fund will be considered in terms of the level of resources the bidding organisation has access to, as well as the need to ensure equitable distribution across all appropriate applications from Town and Community Councils.
6. Previously, the capital funding made available through the Community Action Self Help scheme was restricted to Town & Community Councils only. In future, this element of capital funding will be available for the voluntary sector to bid against.
7. Bids for this funding would be sought from the following categories of organisation:
  - Community led organisations
  - Third Sector Organisations
  - Town & Community Councils
  - Consortia of the above, including those which have established formal governance arrangements such as social enterprises
8. Bids against the main fund of £142,000 would be invited up to the maximum funding available. Included within this amount, bids of a specifically innovative nature would be invited up to a maximum of £1,000 per application. These could, for example, relate to time limited pieces of work on consultation or development work that is required to inform a project or to provide starter funding for potential larger future

## Agenda Item 6

schemes. This approach would enable the Fund to provide funding to a range of projects in terms of scale throughout the year and the Evaluation Panel will remain cognisant of the need to fund as wide a range of schemes as possible. Proposals which demonstrate they are leveraging other sources of funding (actual or “in-kind”) will be encouraged.

9. The evaluation of bids to the fund would be undertaken in line with a series of weighted criteria, which will include;
  - Linkages with the Council's Corporate Plan
  - Consistency with the Council's Reshaping Services programme
  - Consistency with the well-being of Future Generations (Wales) Act
10. A more detailed set of evaluation criteria is being developed and will be promoted via the Council's website and other media during the summer of 2017.
11. An Evaluation Panel will be responsible for evaluating bids and making recommendations to Cabinet for the award of funding three times per year. A scoring matrix is being developed for use by the panel to evaluate bids received and to provide the basis for making recommendations to Cabinet for decision on the allocation of funding.
12. The Evaluation Panel will comprise of:
  - Leader of the Council
  - Cabinet Member with responsibility for Regeneration
  - One representative from the voluntary sector
  - One representative from a Town Council
  - One representative from a Community Council
  - One representative from each of any donors of recurring third party funding
  - One representative from a member organisation of the Public Services Board
13. The panel will be responsible for identifying innovative uses and combinations of the available funding to maximise the opportunities in order to enable the maximum value to be derived for schemes that meet the criteria. Terms of reference for the Evaluation Panel and its operations will be developed in due course in addition to a standard application form, evaluation criteria and guidance for applicants. The Panel will be supported by Council Officers.
14. Further information on the operation of the Strong Communities Fund can be found in the report to the Council's Cabinet (3rd April 2017) which is available at:  
[http://www.valeofglamorgan.gov.uk/Documents/ Committee%20Reports/Cabinet/2017/17-04-03/Reports/Strong-Communities-Final-Report.pdf](http://www.valeofglamorgan.gov.uk/Documents/Committee%20Reports/Cabinet/2017/17-04-03/Reports/Strong-Communities-Final-Report.pdf)

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### **Recommendation**

15. The PSB are requested to nominate one representative to join the panel for a term of one year. The likely involvement of this representative will be in attending evaluation panel meetings (it is envisaged that there will be three application deadlines per year with three evaluation panel meetings) and reviewing bids prior to the meetings.



## **Report to the Vale of Glamorgan Public Services Board – 16<sup>th</sup> August 2017**

### **Review of Vale of Glamorgan Business Intelligence Group**

#### **Background**

The Business Intelligence Group was established in 2012 as a sub-group of the former Vale of Glamorgan Local Service Board. The purpose of the group is to act as a forum where information relating to evidence and research, data, engagement and consultation can be shared between partners.

The group is chaired by the Council's Head of Performance and Development and supported by the Council's Strategy and Partnership Team.

#### **Recommendations**

Upon noting the contents of this report it is recommended that the Public Services Board:

- **Review and agree the amended Terms of Reference for the group (Appendix 1).**
- **Review the existing membership and advise of any changes needed (Appendix 2).**
- **Discuss and agree an amended name for the group.**

#### **Issues and Options**

Previously the group have been tasked with specific pieces of work such as producing the 2013 Unified Needs Assessment and working with the Local Government Data Unit to produce a poverty analysis in 2014. Recent meetings of the group have focused on the Well-being Assessment and the development of the Well-being Plan.

However, other agenda items have not been forthcoming and partner involvement has at times been limited. The existing terms of reference are out of date and the name of the group can often be misleading.

An open discussion took place with the group in June 2017 and members commented that they still found value in the group. However it was suggested that more involvement was needed from partners with regards to tabling agenda items and sharing updates for example relating to research produced or upcoming engagement events.

It was agreed that the membership of the group should continue to be a mix of data, policy and engagement officers although some organisations may wish to review who attends this group.

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It was also suggested that a change in name would help better reflect the purpose of the group. Suggestions include:

- Knowledge Exchange Network
- Evidence Network
- Knowledge Network
- Knowledge Exchange Forum
- Evidence Support Group

It was also agreed that the existing Terms of Reference produced in 2012 were no longer accurate and that these should be reviewed and presented to the PSB (as per this report) for endorsement.

The group recognised that as per the Well-being of Future Generations Act, the Well-being Assessment should not be seen as a one off exercise. The group can play an important role in supporting the PSB as a network to support the evidence base needed by the Board. In addition, the group recognised the direction of the work to develop the Well-being Plan and recognised that a number of actions involve undertaking further research and analysis. The group recognised the role they can play in assisting with this. It is also recognised that monitoring arrangements will need to be developed for the Well-being Plan and the group can support this work.

Due to the disbanding of InfoBase Vale there is also a need to develop a resource from which staff in partner organisations can draw upon evidence relating to the Vale of Glamorgan. This is linked to ensuring the Well-being Assessment is kept up to date. Again the group can play a role in this.

### Summary

It is suggested that the group can become a valuable resource to support the ongoing work to enhance the well-being assessment, ensure the PSB and those working in partner organisations have an up-to-date evidence base from which to draw upon, and to assist with future work relating to the Well-being Plan.

In order to maximise the group's potential and to strengthen and revive the group it is therefore recommended that the PSB:

- **Review and agree the amended Terms of Reference for the group (Appendix 1).**
- **Review the existing membership and advise of any changes needed (Appendix 2).**
- **Discuss and agree an amended name for the group.**

## Appendix 1 – Amended Terms of Reference

### Terms of Reference

#### Purpose of the Group

The purpose of the group will be to enhance the evidence base available to the Public Services Board and provide a network of skills, expertise and knowledge available for the board to draw upon.

The group will work to:

- Ensure a robust evidence base is available to the Public Services Board, ensuring the Well-being Assessment is kept up to date and contribute towards developing and enhancing the assessment over the long term.
- Pool intelligence and information from a range of sources to provide the Public Services Board and wider partners with evidence that can help shape decision making.
- Bring together information from across the partnership, including both qualitative and quantitative data to enable the Public Services Board to better understand and meet the needs of communities in the Vale of Glamorgan.
- Contribute to improvements in the co-ordination of consultations and engagement activity across the partnership.
- Maximise opportunities to share resources, examples of best practice and explore opportunities for joint working.
- Contribute towards various aspects of the PSB performance management arrangements including the production of the Annual Report.

#### Ways of Working

The group will ensure it works in a way that is consistent with the aims of the Well-being of Future Generations Act, embedding the 5 ways of working and supporting the Public Services Board to maximise its contribution to the seven national well-being goals. The five ways of working are all interlinked and these ways of working will be inherent within the group's approach.

<b>Long Term</b>	Consider evidence relating to future trends to help the PSB consider the long term impacts of any decisions made.
<b>Integration</b>	Work in an integrated way recognising the relationship between different data sets, performance information and research and how by bringing it together e.g. via the WBA we can have a better picture of the assets, needs and aspirations for the Vale. This will support the PSB in contributing to all of the national goals and delivering its well-being objectives.
<b>Collaboration</b>	Ensure all PSB partners work together to pool intelligence and information from a range of sources to provide the Public Services Board and wider partners with a robust evidence base.
<b>Prevention</b>	Use evidence to identify the cause and effect of the challenges partners face and share information and identify trends/predictions early so the PSB can work to prevent rather than react to problems.
<b>Involvement</b>	Ensure partners take a joined up approach to engagement activities both in terms of undertaking engagement, sharing results and feeding back to communities, using the information gained to better understand the communities we serve.

## Agenda Item 7

### **Membership**

- Vale of Glamorgan Council
- Cardiff & Vale of Glamorgan University Health Board
- Cardiff and Vale Public Health Team
- Natural Resources Wales
- Cardiff & Vale College
- South Wales Fire and Rescue Service
- Glamorgan Voluntary Services
- South Wales Police

### **Role and Responsibilities of Members**

- To commit to attending meetings
- To feed back to their own organisation/partnership, disseminate information and ensure that any work agreed is undertaken within their organisation/partnership
- To contribute to and provide agenda items and share examples of research and best practice undertaken within their own organisation with the group
- To identify areas of joint work

### **Meeting Arrangements**

- The Business Intelligence Group will meet quarterly
- The group will elect a Chair on an annual basis
- Each organisation will ensure they are properly represented
- The meetings will not be public meetings
- Administrative support will be provided by the Council's Strategy and Partnership Team
- Minutes of meetings will be published on the Public Services Board website.

## Agenda Item 7

### Appendix 2 – Current Membership

Note – The below membership list are those that have previously signed up to being part of the group and are sent meeting invites and papers. Attendance at meetings can vary by organisation and by quarterly meeting.

<b>Organisation/ Department</b>	<b>Representative</b>
VoGC, Performance and Development	Huw Isaac
VoGC, Performance and Development	Helen Moses
VoGC, Performance and Development	Fran Howorth
South Wales Police	Cheryl Griffiths
Cardiff and Vale Public Health Team	Sian Griffiths (Receives papers for information only)
Cardiff and Vale Public Health Team	Grace Jefferies
South Wales Fire and Rescue Service	Wayne Thomas
Cardiff and Vale UHB	Anne Wei (Receives papers for information only)
Natural Resources Wales	Scott Hand
Safer Vale (VoGC)	Gethin Robinson
Barry Communities First (VoGC)	Colin Davies
Glamorgan Voluntary Services	Rachel Connor
VoGC, Visible Services	Bron Blake-Smith
VoGC, Information Sharing	Tim Cousins
VoGC, Communications and Engagement	Hannah Davies
Children and Young People's Partnership (VoGC)	Mark Davies
Children and Young People's Partnership (VoGC)	Sarah Thomas
Creative Rural Communities (VoGC)	Hannah Dineen
VoGC, Social Services	Laura Eddins
VoGC, Learning and Skills	Richard Evans
VoGC, Housing	Helen Jones
VoGC, Learning and Skills	Nisha Shukla
VoGC, Adult Learning	Phil Southard
VoGC, Planning and Transport	Russ Watts

Our Vale Public Services Board

# Public Services Board

# Annual Report

# 2016/17



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## 2. Introduction

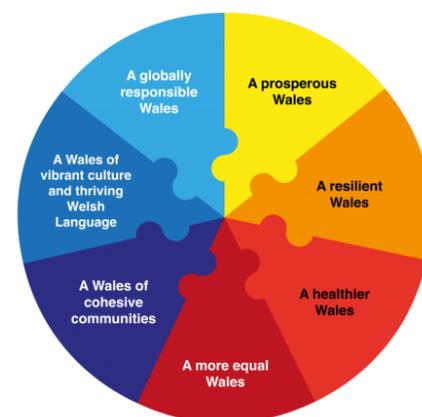
This report provides a snapshot of the work being undertaken to ensure delivery against the Vale of Glamorgan Community Strategy 2011-21 and the associated Delivery Plan for 2014-18. The report reflects the diversity of work that has been undertaken in partnership across the Vale of Glamorgan and some of the challenges in delivering our Strategy and Plan. This report also details our progress against the Community Strategy Core Indicators.

In addition the report highlights the extensive work undertaken by partners to publish the Well-being Assessment in April 2017 and the work being undertaken to develop the PSB Well-being Plan.

The Community Strategy and Delivery Plan were previously approved, delivered and monitored through the former Local Service Board (LSB) which, as a consequence of the Well-being of Future Generations Act, has been replaced by the Public Services Board (PSB). The PSB has adopted the plans and structures of the former LSB and will continue to deliver the identified priorities until it publishes its Well-being Plan in 2018.

Our progress throughout the year, and the achievements outlined in this report, should be considered through the seven National Well-being Goals and the Five Ways of Working set out in the Well-being of Future Generations Act.

The Goals and the Five Ways of Working will be essential aspects of the PSB's work going forward. The PSB must maximise its contribution to achieving the goals, and the Well-being Assessment, the Well-being Plan, and its Objectives will ensure that the PSB is able to do this. The Plan will evidence the steps the PSB will take in its work to deliver against the seven Well-being Goals and how this work will be undertaken through the Five Ways of Working in order to build upon and improve well-being in the Vale of Glamorgan.



Long term



The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.

Prevention



How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration



Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

Collaboration



Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement



The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

The PSB will continue to ensure that across all its activities it is delivering against the Sustainable Development Principle and is ***'seeking to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.'***

In summary, this report details some of the achievements against the PSB's current priorities, many of which will continue to be taken forward through the PSB and other partnerships in the Vale. Progress against our core indicators is also provided which has informed the Well-being Assessment and the development of our objectives for the Well-being Plan.

This report shows how the PSB is continuing to deliver improvements across the Vale of Glamorgan, whilst transitioning into a more effective partnership board which is well placed to deliver its responsibilities in line with the Well-being of Future Generations Act. The Well-being Assessment and Well-being Plan represent a real opportunity for a change in how our organisations work together and how services are delivered in the Vale.

### 3. The Public Services Board

#### **Purpose of the PSB**

The Vale of Glamorgan Public Services Board 'Our Vale' was established through the Well-being of Future Generations (Wales) Act 2015. The Board brings a range of partners together to embed and work towards the Seven National Well-being Goals for Wales outlined by the Act. Through its work the PSB will improve the economic, environmental, cultural and social well-being of the Vale of Glamorgan.

#### **Membership of the PSB**

The partners who make up the Vale PSB "Our Vale" are:

- Cardiff and Vale University Health Board
- South Wales Fire and Rescue Service
- Natural Resources Wales
- Vale of Glamorgan Council
- Cardiff and Vale College
- Glamorgan Voluntary Services
- The Chief Constable for South Wales Police
- Welsh Ambulance Trust
- Welsh Government
- National Probation Service
- Wales Community Rehabilitation Company
- The Police and Crime Commissioner for South Wales
- A representative from Vale of Glamorgan Town and Community Councils

Our Vale has adopted the plans, strategies and sub group structure that had been developed by the Local Service Board. Primarily this is the Community Strategy 2011-2021 and the Community Strategy Delivery Plan 2014-2018.

#### **Our Current Priorities**

A Unified Needs Assessment was undertaken by the LSB in 2011 which informed the Community Strategy 2011-21 and the ten priority outcomes. In 2013 the assessment was reviewed which led to the development of a four year delivery plan focused on tackling poverty. This report provides an overview of the achievements and challenges in delivering our ten priority outcomes and in tackling poverty in the Vale.

The 10 Priority Outcomes as stated within the Community Strategy 2011-21 are:

1. People of all ages are actively **engaged** in life in the Vale and have the capacity and confidence to identify their own needs as individuals and within communities.
2. The diverse needs of local people are met through the provision of **customer focused**, accessible services and information.
3. Vale residents and organisations respect the local **environment** and work together to meet the challenge of climate change.
4. **Older People** are valued and empowered to remain independent, healthy and active. They have equality of opportunity and receive high quality services to meet their diverse needs.
5. **Children and young people** in the Vale are well informed and supported to access a broad range of quality services that enable them to take full advantage of the life opportunities available in their communities and beyond.
6. People of all ages are able to access co-ordinated **learning opportunities** and have the necessary skills to reach their full potential, helping to remove barriers to employment.
7. The underlying causes of deprivation are tackled and the **regeneration** of the Vale continues, opportunities for individuals and businesses are developed and the quality of the built and natural environment is protected and enhanced.
8. The Vale **maximises the potential of its position within the region** working with its neighbours for the benefit of local people, businesses, attracting visitors, residents and investment.
9. Residents and visitors are **safe** and feel safe and the Vale is recognised as a low crime area.
10. **Health and inequality** are reduced and residents are able to access the necessary services, information and advice to improve their well-being and quality of life.

The **Community Strategy Delivery Plan** is aligned to the three workstreams in the Welsh Government Tackling Poverty Action Plan:

- **Preventing poverty** - Aligning Families First, Communities First and Flying Start programmes to help children, families and communities to escape poverty.
- **Helping people into work** - Improving opportunities for employment and skills development to improve access to jobs that can be a route out of poverty and to a better quality of life.
- **Mitigating poverty** - Improving the advice and support available for Vale residents experiencing financial and housing difficulties enabling them to maintain a suitable standard of living and to find a route out of poverty.

### **Delivering our priorities**

To enable the former LSB to deliver its agreed priorities a number of boards and working groups had been established and these have continued under the PSB.

These groups are:

- The Children and Young People's Board; acting as the lead partnership for children and young people delivering the United Nations Convention on the Rights of the Child through the Welsh Government's seven Core Aims.
- The Safer Vale Partnership; responsible for ensuring that crime and disorder is low and that residents and visitors feel safe within the Vale of Glamorgan
- Cardiff and Vale Integrated Health and Social Care Partnership Board; ensuring that services and resources are used in the most effective and efficient way to improve the health and social care outcomes for the residents of Cardiff and Vale of Glamorgan.
- The Poverty Alignment Group; bringing together Families First, Flying Start, Communities First and Supporting People to increase alignment between the four programmes.
- The Improving Opportunities Board; focusing on the promotion of employment opportunities and skills development for residents of the Vale.
- The Financial Inclusion Group; bringing together a range of key partners to ensure a co-ordinated approach to tackling the causes and effects of financial exclusion.
- The Business Intelligence Group; bringing together data analysts and other relevant officers from across partner organisations to ensure the PSB has a robust evidence base when determining its priorities

In addition to these boards and sub-groups, partnership activity is undertaken through Communities First and Creative Rural Communities; this work is also reported to the PSB and contributes to the delivery of its priorities. Following the publication of the Well-being Plan and the PSB's Well-being Objectives, it will be necessary to undertake a review of the groups and mechanisms used to deliver our priorities. As a result of this review, it may be that the boards and working groups that sit under the PSB are subject to a refresh in order to better deliver the objectives set out in our new plan.

## 4. Monitoring our Performance

In addition to the PSB Annual Report, the PSB's performance management arrangements include progress reports regarding the Community Strategy Delivery Plan and a set of core indicators which reflect the ten Community Strategy priorities. Notable information regarding the core indicators is included through the achievement sections of this report and full details for each indicator are provided in Appendix 1.

Information relating to all of the PSB core indicators was included in the Well-being Assessment and progress against these indicators has been mostly positive in recent years with levels of NEETs continuing to decline, recycling rates increasing and the number of tourists visiting the Vale continuing to grow. The indicators show the vast contribution volunteering makes in the Vale of Glamorgan and good progress across a range of health related indicators, for example the Vale has one of the lowest rates of adult smokers in Wales. Despite this, some areas of concern can be identified with overall crime rates for 2016/17 increasing in the Vale as per the national trend. In addition, despite good achievement for a range of health indicators at local authority level, when considering data at a lower level the gap in healthy life expectancy between our most and least deprived areas continues to widen. This was highlighted in the Well-being Assessment as one of the key findings

It is important to note that due to the nature of these indicators, the Vale PSB alone cannot be held responsible for influencing trends, rather work undertaken by partners across the Vale of Glamorgan and through the PSB's key partnerships will contribute towards improving performance against these indicators and towards achieving the ten priority outcomes detailed within the Community Strategy.

As work continues to progress the Well-being Plan and its four Well-being Objectives it is likely that a further set of complimentary indicators will be developed. These new indicators, together with the national well-being indicators, will build on our current approach and will ensure that links are made to the detailed information uncovered through our Well-being Assessment.

## 5. How we are working together to tackle poverty

### Introduction

This section sets out achievements in relation to the Community Strategy Delivery Plan, published in 2014 and the work undertaken to deliver the following workstreams.

- **Preventing poverty** - Aligning Families First, Communities First and Flying Start programmes to help children, families and communities to escape poverty
- **Helping people into work** - Improving opportunities for employment and skills development to improve access to jobs that can be a route out of poverty and to a better quality of life
- **Mitigating poverty** - Improving the advice and support available for Vale residents experiencing financial and housing difficulties enabling them to maintain a suitable standard of living and to find a route out of poverty.

A range of work has been undertaken by partners throughout the year, from addressing health inequalities to helping people into work and where relevant we have included information from our core indicators.

### Progress

**School Holiday Enrichment Programme (SHEP)** – A School Holiday Enrichment Programme was piloted in the Vale of Glamorgan through the school summer holidays in 2016. The project was hosted in Barry Comprehensive and Bryn Hafren Comprehensive Schools, and working with Barry Communities First targeted children aged between 11-12, in the transition year between school years 6 and 7, A total of 93 children benefitted from the programme which provided participants with a healthy meal, alongside a range of physical activities, at a time when some parents struggle to provide an extra meal in the holidays. The Programme has been funded to continue and will be undertaken through the school holidays this summer, involving two Barry primary schools. Following last year's progress being reported to the PSB, the project will involve a number of partners working in two Barry Primary schools.



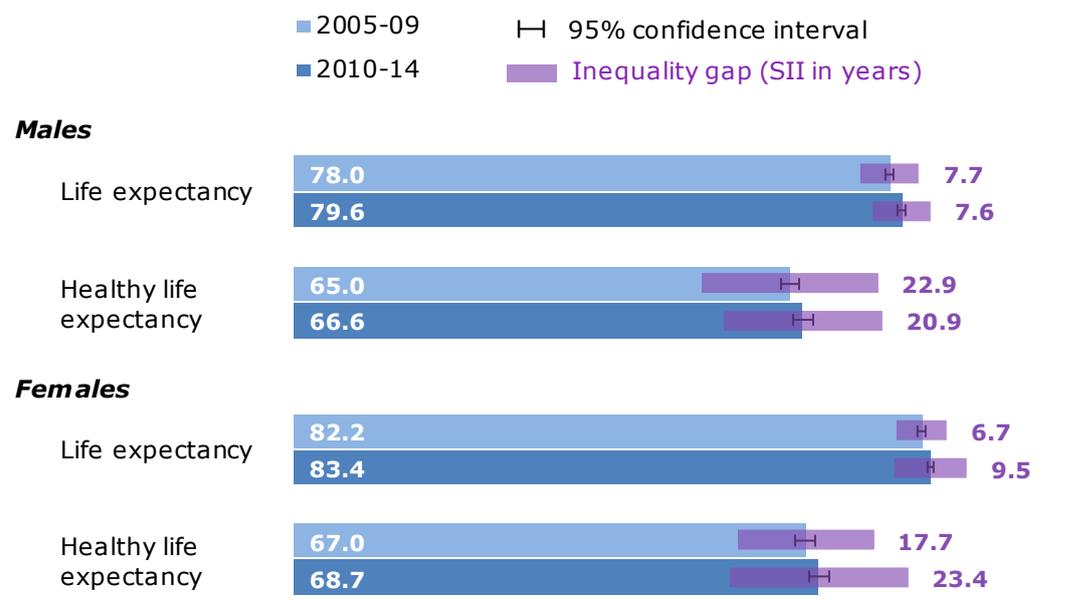
**Healthy Eating** – Following the commitment to develop a food charter for the Vale of Glamorgan, a Sensemaker project, with a particular focus on the Barry area and involving a collection of qualitative data on the food environment in the Vale of Glamorgan has been undertaken. Based on the findings of the project, a Food Vale Steering Group has been established. The group will develop an Action Plan, work to refresh food asset mapping and work towards the submission of a sustainable food cities application.



*Core Indicator: Life Expectancy*

**Comparison of life expectancy and healthy life expectancy at birth, with Slope Index of Inequality (SII), Vale of Glamorgan, 2005-09 and 2010-14**

Produced by Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)



*The factors that influence our health and well-being are wide ranging and best demonstrated through Dahlgren and Whitehead’s model which highlights a causal relationship between individual lifestyle factors, social networks, working and living conditions and economic, political and environmental factors, globally, nationally and locally. The various factors included can influence our health and well-being in both positive and negative ways and ultimately impact on our life expectancy.*

*Overall life expectancy for residents in the Vale of Glamorgan is higher than average for both males (79.6) and females (83.4). Although differences are observed by gender the biggest variations can be observed by area. This is particularly so in relation to healthy life expectancy which is the average number of years an individual of a given age is expected to live in good health. Males in the least deprived areas of the Vale can expect to live on average 20.9 more years in good health compared to those in the most deprived LSOAs. The differences in healthy life expectancy between areas of the Vale is even starker for females, with those in the least deprived LSOAs experiencing on average 23.4 more years of life in good health compared to those in the most deprived LSOAs. This inequality gap in healthy life expectancy for females in the 2010-14 period is the largest observed across Wales which is a cause for concern. There are a wide range of determinants influencing our health and well-being which will affect the number of years we can expect to live in good health. Increasing healthy life expectancy and reducing health inequalities is therefore key in not only bringing about health benefits to the individual but a wide range of other benefits to increase well-being.*

**Identifying opportunities for joint working** – Joint working continues across the Families First, Flying Start, Supporting People and Communities First programmes. Joint training provision has been undertaken across the programmes including training on parent attachment, child development and Team Around the Family. Other joint activities include a shared mental health specialist post, housing related support and parenting advice provision. To develop a better understanding across board members, identify further opportunities for joint work and the implications of the changes to Communities First, a workshop was held involving all four programme boards. Feedback from the event was very positive and although there are no plans to merge the boards, further events are planned to bring the board members together and ensure a greater understanding and alignment of the programmes.

**Identifying and reducing duplication** - To further facilitate joint working and reduce duplication, working in partnership with Taff Housing, the Supporting People team are leading on a project to map service provision across programmes and identify where there is duplication of support provision across the four tackling poverty programmes.



**Universal Credit Advice** – The Vale of Glamorgan Council continue to work with the Cardiff and Vale Citizens Advice money advice services to provide dedicated budgeting, income maximisation and debt advice services to Universal Credit claimants.



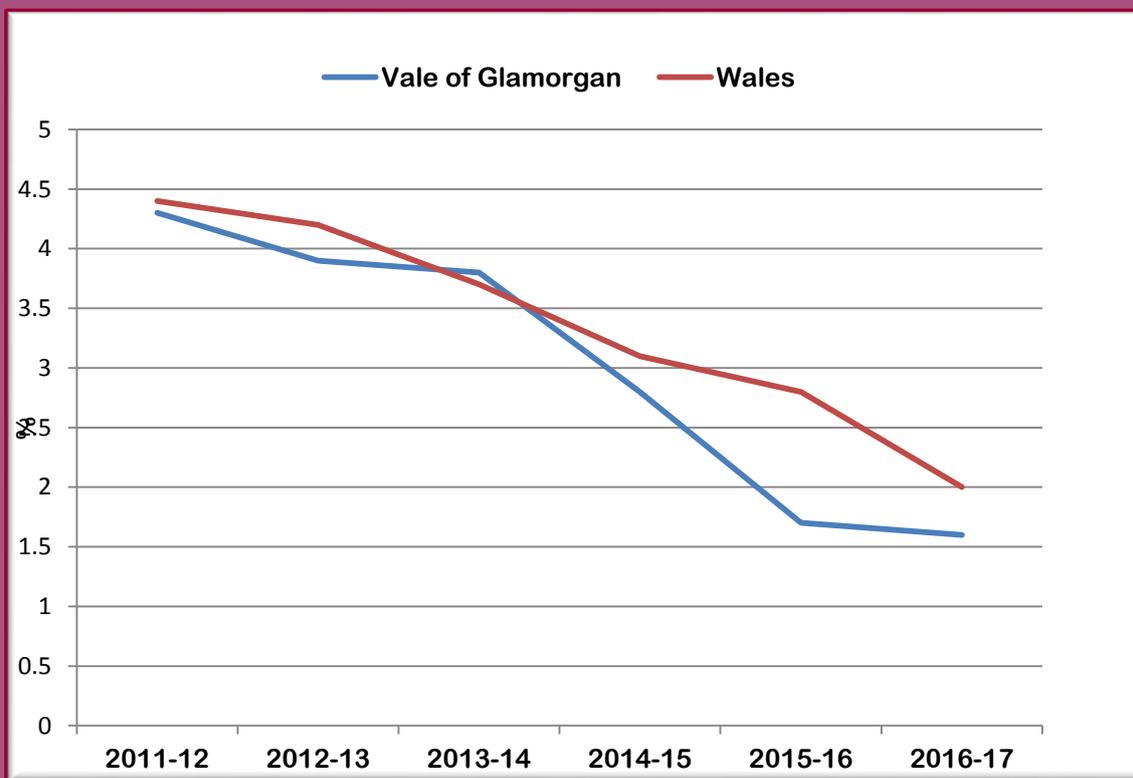
**Awareness of Welfare Reform** – Cardiff and Vale Citizens Advice hosted a Welfare Reform event to raise awareness of the impact that welfare reforms might have on individuals across Cardiff and the Vale of Glamorgan. Training has also been rolled out to organisations across the Vale on general welfare benefits, Personal Independence Payments, Universal Credit and Money Management to support work with clients.

**Barry Communities First** – Following the decision taken by Welsh Government to phase out the Communities First Programme, Barry Communities First will continue in a reduced format until March 31<sup>st</sup> 2018. Although the next 12 months of the programme will be a transition period for the project, the European Social Funded Communities for Work scheme will continue to address the prosperity needs within the cluster area. The Communities First Prosperity team has worked, and will continue to work closely with the Communities for Work team to support participants to enter employment or employment related training courses.



**Adult Education** – In line with our commitment to reduce poverty and social exclusion, we continue to promote the take up of adult education learning opportunities for priority learners. Enrolments increased from 736 to 910 individual learners over the same period in the last year.

*Core Indicator: Percentage of year 11 leavers known not to be in education, employment or training (NEETs)*



*Continuing to reduce the number of young people who are Not in Education, Employment and Training (NEET) remains a priority for partners. The Well-being Assessment highlighted that the Vale of Glamorgan has performed well in relation to NEETs and remains below the Welsh average although at a national level, Wales has relatively low post-16 staying on rates when compared to other countries. The percentage of year 11 pupils who become NEET continues to decrease year on year in the Vale of Glamorgan and remains below the Welsh average for 2016-17. The Vale has performed well at all age groups for 2016/17 with 1.3% of year 12 leavers and 2.8% of year 13 leavers NEET in the Vale with both figures showing a decrease compared to the previous year. The Youth Engagement and Progression Framework has been implemented and provision brokered using intelligence from the early identification tool. This has resulted in targeted interventions being successful and young people 16-18 making successful transitions into EET. Work continues with partners such as with Communities First who have specific NEET workers to engage directly with children through job clubs, youth mentors and offer training courses to promote learning opportunities.*

**Communities First primary school programmes** – In addition to work to target NEETs, Communities First have continued to support children transitioning from Primary to Secondary School, all targets set for the programme have been exceeded this year. 68 young people in the eligible areas improved their academic performance compared with 44 young people who were helped to improve performance last year. 75 young people have also been helped to improve their attendance over the last year.

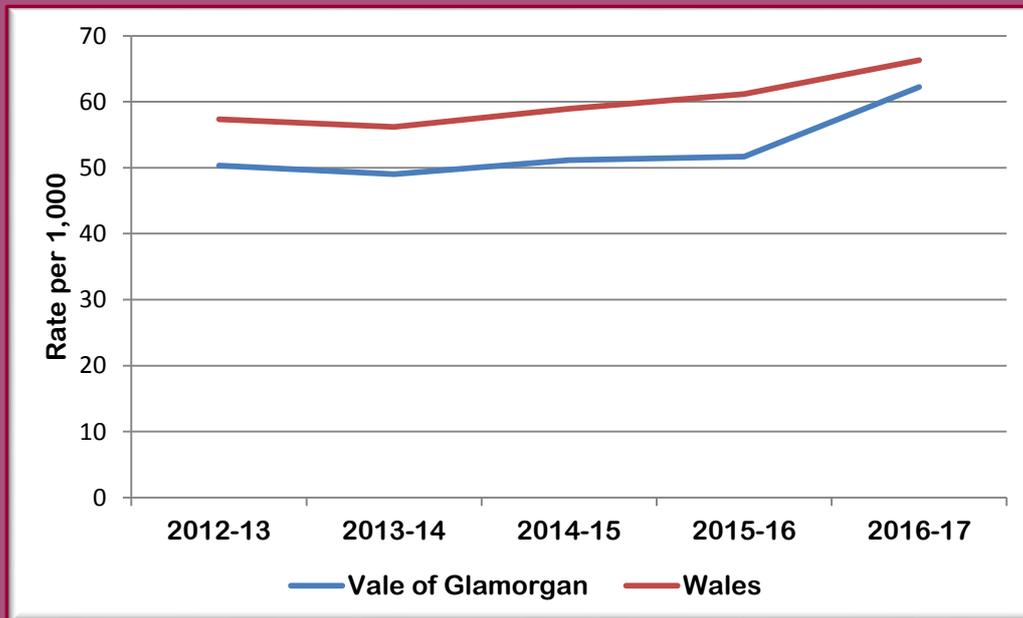
**Inspire2Achieve** – Inspire2Achieve is a European Social fund regional project that is focused on ensuring effective targeting of grant funding to vulnerable young people to ensure they receive appropriate and timely support to achieve their potential. Practitioner Panels have now been established in the Vale with action plans produced for all Schools, placements with Careers Wales have also been agreed for pupils to develop experience.



**Inspire2Work** - Inspire to Work is a joint project with Llamau Housing, working with unemployed young people aged 16-25. The project will seek to mentor young people and help them access education and employment opportunities. The programme commenced mid-April 2017, an early identification exercise to share the names of year 11 leavers identified as high risk between workers in readiness to provide support has been undertaken.

**Working together to improve employment prospects** – A more joined-up approach to employer engagement has been established; a project funded across Cardiff and the Vale has established links with employers and assisted in helping people into employment. The PSB has also received presentations on both the apprenticeship levy and youth employment; a project officer for work experience and youth employment has been appointed by the Vale of Glamorgan Council. Work has been undertaken to ensure that opportunities for training and work experience are made available through large capital and regeneration projects such as: Housing projects and the Five Mile Lane development.

*Core Indicator: Percentage of economically active people who are unemployed*



*Employment offers a high level of protection against poverty, and particularly against deep and persistent poverty (and also contributes directly towards good personal well-being). Of those who are economically active in the Vale, 74% are in employment, slightly higher than the Welsh and UK average. Approximately 4% are unemployed which is lower than the Welsh and UK average. Of those who are economically inactive, the highest percentage (25.4%) are looking after the family/home or are students (24.9%). Only 13.7% were economically inactive due to retirement compared to a Welsh average of 15%. 21% were economically inactive due to long term sick compared to the Welsh average 28.5%. Of those who are economically inactive in the Vale 28.2% want a job, slightly higher than the Welsh and UK average, presenting an opportunity in relation to those are economically inactive being keen on finding employment.*

### Next Steps

Although a great deal of activity has been undertaken to tackle poverty, the Well-being Assessment has identified inequalities across the Vale as a key issue. This is an area where partners can work together to make a significant difference to the lives and opportunities of current and future generations.

Much of the work being undertaken is in partnership but the need for greater integration of services and projects has been identified. It is also recognised that more needs to be done to engage with our local communities so they can shape local services and also increase community participation. Work is already on-going to involve communities, for example through Flying Start and Communities First but more needs to be done. Similarly there is already a great deal of preventative work undertaken but further work is needed to ensure that there is greater collaboration across partners and services and an understanding of the relationship between many of the issues that face those living in our most deprived communities.

Through the work already being undertaken the PSB is contributing to the national goals for example, a prosperous Wales, more cohesive communities, a healthier Wales and a more equal Wales. The Challenge for the PSB moving forward is to ensure we are **maximising** our contribution to **all** of the well-being goals and improving the well-being of our local communities.

## 6. Working in partnership to deliver our priority outcomes

### Introduction

Alongside work to tackle poverty in the Vale, the PSB has continued to undertake work to meet the ten Priority Outcomes as outlined in the Community Strategy 2011-21 and detailed on page 6 of this report. A variety of work has been undertaken by partners to work towards delivering against the outcomes, this section outlines some notable examples achieved in 2016/17 and information regarding some of our core indicators. Progress against all of our core indicators is detailed in Appendix 1. We will build on these achievements as we develop our Well-being Plan but also recognise the need to change how we work and embed the Five Ways of Working across all our activities.

### Progress

**Well-being Assessment** – Extensive work has been undertaken in line with our duties under the Well-being of Future Generations Act. The Act places a responsibility on the PSB to publish a Well-being Assessment and a subsequent Well-being Plan. The Well-being Assessment was published in April 2017 and is made up of a suite of documents, bringing together a wealth of data on the economic, environmental, social and cultural well-being of the Vale of Glamorgan. The Assessment is available on the [‘Our Vale’ webpages](#).

The Assessment presented a real opportunity to help us to know more about our communities and the people that shape them. Based on the evidence presented in the Well-being Assessment, we identified that in order to ensure the well-being of our future generations we must work to:

- Enable people to get involved, participate in their communities and shape local services.
- To tackle poverty and reduce inequalities linked to deprivation.
- Give children the best start in life.
- Protect enhance and value our environment.

**Let’s Talk Well-being** – Extensive engagement activities were undertaken to inform the PSB’s Well-being Assessment. Working in partnership



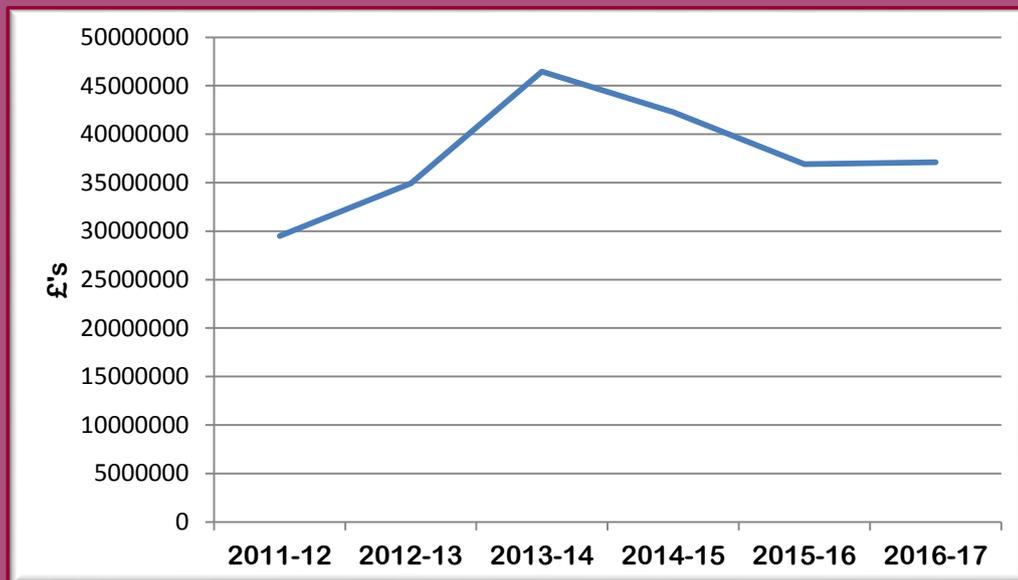
with Cardiff PSB and the Integrated Health and Social Care Partnership and utilising the “Let’s talk well-being” brand, we developed a well-being survey, utilised engagement postcards and attended events across the Vale of Glamorgan to further develop a picture and an understanding of the most important aspects of life in the Vale that contribute to both individual and collective well-being. In total, across all methods used, we engaged with over 1,000 residents. Further detail on this engagement campaign can be found in the Let’s Talk [Engagement Report](#).

**Community Asset Mapping** – The up-take of community mapping is increasing amongst communities across the Vale. Mapping has been undertaken with community groups in St Athan, Wenvoe, Rhoose and Ystradowen, with further interest being shown by groups in Cowbridge, Barry and Llandough. The mapping process is a way of bringing a community together to focus on the positives in an area, recognising that everyone has something to offer and find solutions to arising problems. A user friendly practical guide has been developed and widely promoted and is available in hardcopy and [online](#).



*These activities are helping to deliver our commitment to improving engagement.*

*Core Indicator: Monetary Value of Volunteering in the Vale*



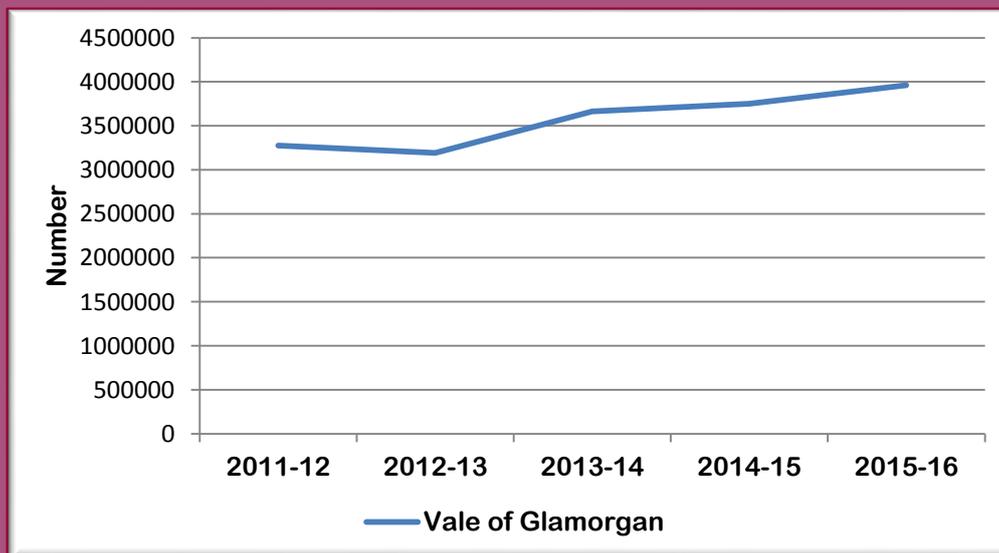
*One of the PSB core indicators is the monetary value of volunteering in the Vale. This indicator demonstrates the significant contribution that volunteers make to their local communities. It is also important to consider that this figure only captures volunteer hours undertaken through more formal channels and does not capture the vast amount of informal volunteering undertaken in the Vale which was highlighted within the Well-being Assessment. The Well-being Assessment highlighted that the positive effects of volunteering on a person's well-being cannot be underestimated in terms of improving mental well-being and providing a sense of purpose. In addition volunteering can help provide people with a huge variety of skills which can enhance career prospects. The PSB therefore recognise an opportunity with regards to increasing volunteering in the more deprived areas of Barry and promoting volunteering as a gateway to employment in areas where a higher proportion of the population are not in work. The PSB have also posed the question of how we, as employers, can help our staff become more involved within their own communities as volunteers. Increasing community participation has been identified for inclusion in the Well-being Plan.*

**Regenerating the Vale** – As part of the Visible and Vibrant places programme, renewal work has been completed on 100% of residential properties on Holton Road and 100% of the commercial scheme. This has brought back into use a number of empty shops which have been converted into residential properties. The works have contributed to an improvement in the appearance of properties in the area and growing confidence in the upper Holton Road area. It is anticipated that Welsh Government will launch a renewed Visible and Vibrant Places2 Grant fund shortly and preparations are underway to identify possible projects.



*This reflects our commitments regarding maximising the potential of our position in the region attracting visitors and ensuring that the regeneration of the Vale continues.*

*Core Indicator: Total number of visitors to the Vale of Glamorgan for Tourism purposes (as measured by STEAM survey)*



*Attractive places not only help attract residents and businesses but tourists and help to improve the area's economic well-being. The provision of tourist and other attractions will also contribute to the cultural well-being of an area. The Vale benefits from a wide range of natural assets that are valued by residents and visitors alike and our natural environment can be seen as one of the biggest attractions to tourists through attractions such as the Heritage Coast and blue flag beaches. These attractions also bring about a range of health benefits showing the environment's contribution towards to well-being of our residents and form an inherent part of the Vales' culture. The Vale's proximity to Cardiff is also a distinct feature of the Vale's culture and is important not only in attracting tourism, but offering cultural opportunities for residents and visitors.*

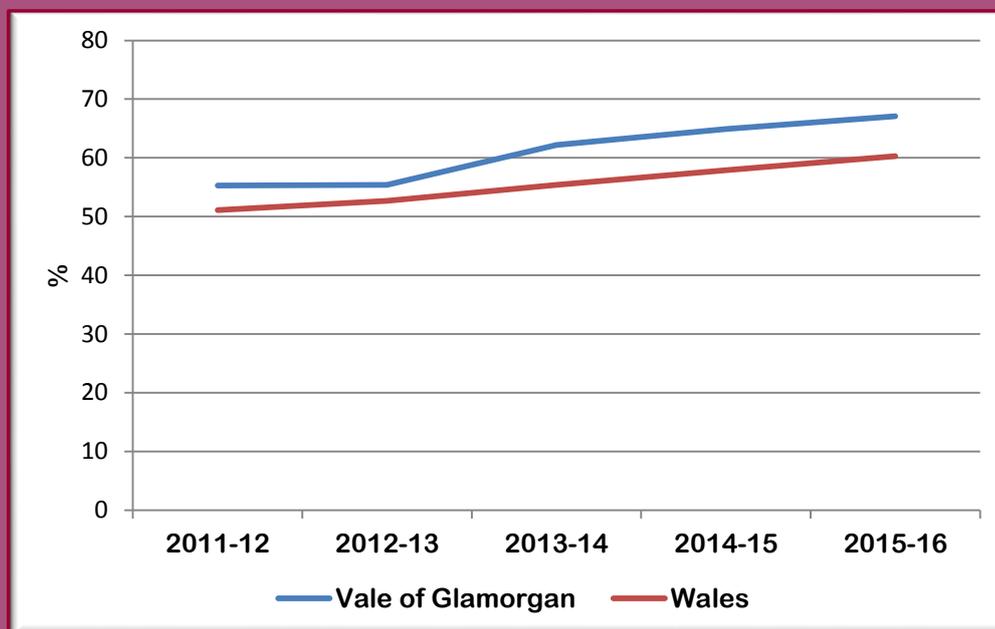
*The total number of visitors to the Vale for tourism purposes continues to increase with an 18.5% increase in visitors since the STEAM tourism report was first produced in 2004. In addition there has been a 64.8% increase in the economic impact of tourism in the Vale during the 2004-2015 period and a 10.9% increase in total employment supported by the tourism industry.*

**City Deal** – As part of the Cardiff Capital City Region Deal on-going discussions are being held looking at the improvements throughout South East Wales. The City Deal will entail an investment of £1.229 billion in the infrastructure of the Cardiff Capital Region, with a key priority for investment being the delivery of the South East Wales Metro. A focus of the deal will be upon the development of a skilled workforce and tackling unemployment. The Cardiff Capital Region Skills and Employment Board will be established to ensure skills and employment provision is responsive to the needs of local businesses and communities.



*This reflects our commitments regarding ensuring the regeneration of the Vale continues, maximising the potential its position within the region and respecting the local environment.*

*Core Indicator: Percentage of pupils aged 15 at the preceding 31 August, in schools maintained by the local authority, who achieved the level 2 threshold including a GCSE grade A\*-C in English or Welsh first language and Mathematics*



*In order to ensure our population are given the best possible chance to maximise their opportunities having a good education is of up most importance. Education acts as the key foundation for the economic success of not only individuals but of the area as well. It has been stated that “educational attainment has the largest impact on the likelihood of being in poverty and severely materially deprived as an adult...holding all else equal, in the UK, those with a lower level of education attainment are almost five times as likely to be in poverty now and 11 times as likely to be severely materially deprived as those with a high level of education”.*

*Educational attainment in the Vale of Glamorgan has consistently been above the Welsh average at KS2, KS3 and KS4. However, inequalities exist within the Vale of Glamorgan with levels of attainment lowest in the most deprived areas of the Vale. This is further evidenced in the achievement gap between pupils in the Vale entitled to free school meals and those who are not. The performance of pupils entitled to FSM has improved since 2012, albeit not always at the same rate as their peers. The achievement gap at KS4 slightly narrowed for the 2015-16 academic year and reducing this further remains a key focus for improvement and a priority for the Council in the long term.*

*This reflects our commitment to children and young people and the importance of learning and skills.*

**Community Transport** - The Culverhouse cross to Weycock cross bus priority and cycling/walking scheme was successfully completed this year with the scheme opening in March 2017. The scheme has resulted in 188 meters of cycle paths and a bus lane being created which has led to a significant time saving for bus users and an increase in cycling in the area.

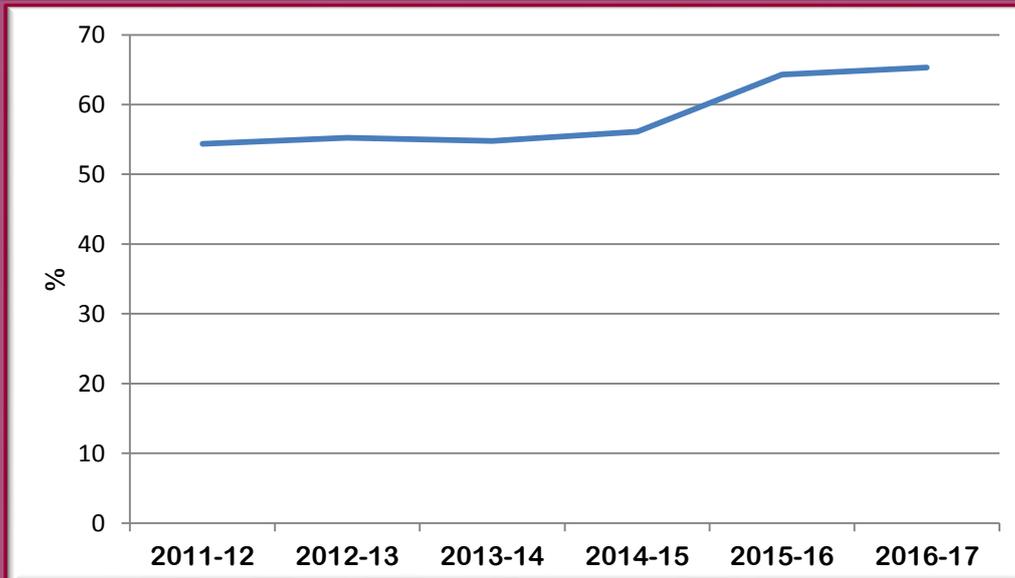
*This reflects our commitment regarding ensuring the regeneration of the Vale continues and respecting the local environment.*

**Promoting schemes and projects to help reduce energy costs and fuel poverty** – Cardiff and Vale Citizens Advice have been delivering Energy Best Deal Extra sessions on a 1-2-1 basis in the Vale to encourage individuals to deal with energy issues, including switching to more cost effective options and payment options.



*This activity is helping deliver our commitments to respect the local environment and mitigating the effects of poverty.*

**Core Indicator: Reducing our Waste**



*Through the Well-being Assessment the environment was recognised as one of the Vale's greatest assets and an inherent part of the Vale's culture. Throughout the Let's Talk engagement campaign the importance of the natural environment to our residents' well-being was clear. The environment underpins all aspects of life and is essential to our residents and the area's well-being. Protecting, enhancing and valuing our natural environment will form one of the PSB's Well-being Objectives.*

*In relation to this indicator The Vale has managed to continue to exceed the current statutory recycling target at 58% and has procured solutions for the treatment of separated waste and recycling that has helped achieve the performance in this service area. In addition, in recent years the Council has benefited from Incinerator Bottom Ash (IBA) from the Viridor plant (Prosiect Gwyrdd). This facility has given the Council additional recycling performance from the residual left from the burning of our waste necessary to produce energy recovery.*

*This activity is helping deliver our commitments to respect the local environment and is a good example of effective partnership working across the region.*

**Get the Vale Online** – the Get the Vale Online partnership, promoting digital inclusion across targeted groups, is now well established involving over 36 organisations including; Jobcentre Plus/DWP, Vale Homes, Newydd Housing, Learning Disability Wales, Vale 50+ Strategy Forum, Royal National Institute of the Blind (RNIB), Adult Learning Wales and Barry Communities First. The group identified that carers were a group that were not being supported digitally. Consequently two special sessions were set up specifically for carers with a further two additional sessions following due to high take up. 63 Participants have attended Digital drop-in sessions throughout the Vale between 1<sup>st</sup> January 2017 and 31<sup>st</sup> March 2017. From 1<sup>st</sup> April 2016 – 31<sup>st</sup> March 2017 sessions based in Barry have supported 166 participants.



*This activity is helping deliver our commitments to ensure that people of all ages are able to access co-ordinated learning opportunities.*



**Developing a Dementia Strategy** - A Dementia Strategy for Cardiff and the Vale has been drafted and will be consulted on over the summer of 2017. The Strategy aims to improve the co-ordination of services, engage local people in discussion about what works best for them and ensures people with dementia are at the heart of the strategy. In response to requests from service users, carers and service providers, a directory of information and advice for older people who have had a diagnosis of dementia, or any other cognitive disorder, is being updated and re-issued. In addition the work to build a strong network of Dementia Champions and Friends continues at pace.

**Reducing Falls across the Vale** – Considerable work has been undertaken to reduce falls, this has included work with Care and Repair to identify slips and trip hazards, promoting strength and balance classes, advice from well-being co-ordinators based at GP surgeries and awareness raising through work with local pharmacies. Three Community Resource Teams across Cardiff and the Vale have delivered individualised Strength and Balance programmes for patients who have suffered, or are at risk of a fall. In the Vale, 119 patients have started the programme since October 2016, 8 have completed the full 6 months and 69 are still participating in the programme. The programme has evidenced a reduction in the number of falls for those undertaking the programme.



*These activities are helping to deliver our commitments to ensure that older people are valued and empowered to remain independent, healthy and active.*

**Working in partnership to reduce violence against the person** – The

Community Safety team is actively working to reduce violence against the person and the five sub-categories that contribute to violence. Working in partnership with South Wales Police and the Vale of Glamorgan Licensing team, the Community Safety manager has attended pub watch meetings in order to share information, understand the issues within the late night economy and put action plans in place to minimise the opportunities for violence to take place. A successful project undertaken through this work has been the Vale breathalyser initiative.

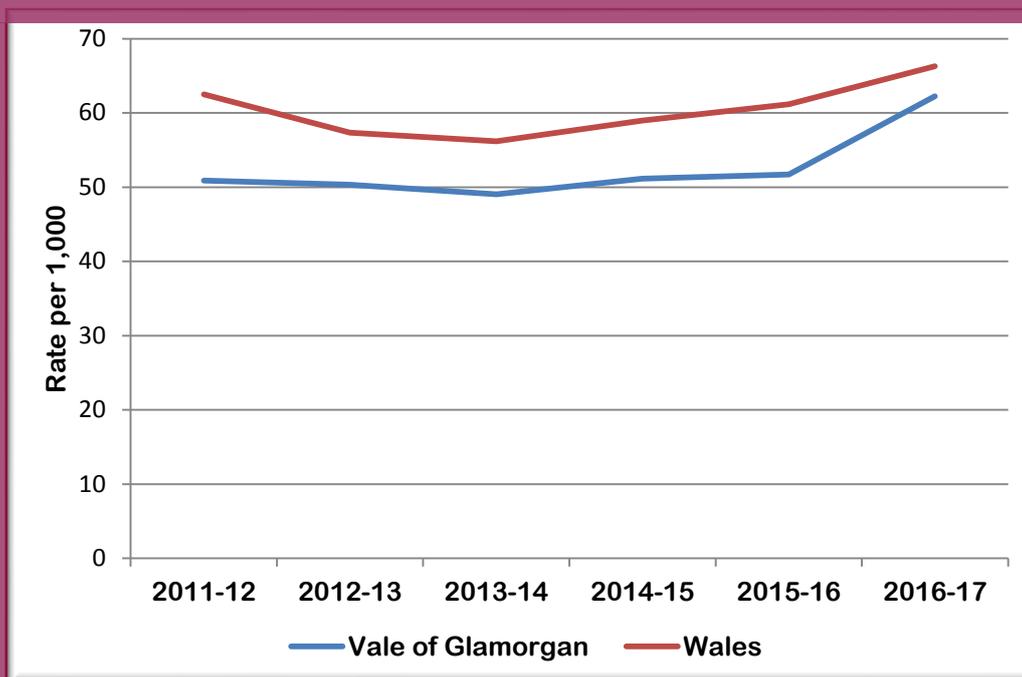


**Multi-agency risk assessment conference** - Further Partnership working has been undertaken to deliver and co-ordinate a multi-agency risk assessment conference (MARAC). This multi-agency meeting reviews and implements support plans for high risk victims of domestic abuse. Through establishing and co-ordinating the conference, the Community Safety Team has been able to collate statistics for complex needs, for example families who are experiencing domestic abuse, substance misuse and mental health problems. The conference has provided the opportunity to move away from managing issues in isolation; a project is currently in development to address how those with complex needs can be supported in partnership.

**Addressing and preventing Hate Crime** – Although we have seen an increase in the reporting of Hate Crime in the Vale of Glamorgan, the level of reported incidents remains relatively low. The Community Safety team has been working to increase awareness of the reporting processes and support services available. This work has culminated in the re-establishment of the community cohesion group which includes members from minority groups to ensure the most is made of engagement opportunities.

*These activities are helping to deliver our commitments to ensure that residents and visitors are safe and feel safe in the Vale of Glamorgan.*

**Core Indicator: Rate of all offences per 1000 population**



*In order to improve the well-being of our residents and contribute to the national well-being goals it is important that our communities are both safe and cohesive for all residents. Data shows that the overall rate of criminal offences in the Vale has been below the Welsh average and throughout the Let's Talk engagement campaign used to inform the assessment many residents commented on low crime rates as being a positive aspect about living in the area. However, as with a range of other indicators, inequalities exist within the Vale and there are higher crime rates around the Barry area than other parts of the Vale.*

*Since the assessment was published, more recent data shows that there has been an increase in crime rates in the Vale of Glamorgan for the 2016-17 financial year. This follows the trend observed at a national level. When considering rates of offences by type, there was a decrease in drugs offences in the Vale in 2016/17. However there were slight increases in criminal damage and arson offences plus violence against the person offences and the rate of public order offences almost doubled.*

### **Next Steps**

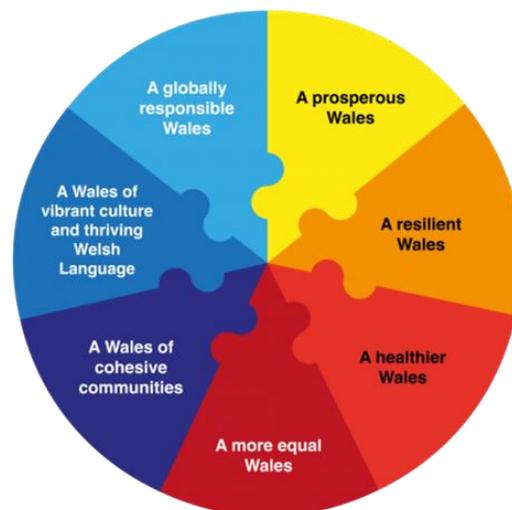
The achievements detailed above reflect some of the ways that the PSB is contributing to the national Well-being goals, they also demonstrate that our contribution to some of the goals is weaker than others and through the new Well-being Plan we will need to be mindful of how we can maximise our contribution to all goals. This is a challenge for the whole board. In addition we need to ensure that across all of our activities we are embedding the Five Ways of Working. The above shows that there is range of partnership activity across the Vale and good working relationships; however, there is also a need to be much more integrated and to take a longer term view. The above achievements provide us with a good starting point for moving forward to deliver our new Well-being Objectives which focus on the environment, tackling poverty, improving engagement and giving children a good start in life.

## 7. Our Priorities and Challenges

The primary challenge for the PSB over the coming months will be the development and publication of our Well-being Plan. This will be a process of building on the robust evidence base of the Well-being Assessment to identify collective and deliverable actions that will contribute to the National Well-being Goals for Wales and maximise the well-being of communities across the Vale of Glamorgan.

The PSB has already undertaken a range of engagement activity regarding the four objectives. A self-assessment tool has also been developed and workshops have been held with expert officers from across the PSB to identify the areas where the PSB can add value and have the greatest impact.

Our well-being objectives reflect much of the work already being undertaken by the PSB in delivering the overarching priority outcomes and to tackle poverty as set out in the 2014-18 Delivery Plan. The new Well-being Plan will build on the work undertaken to date and will enable a strategic focus on where the PSB can make a difference through collective action. The new Plan will also recognise that there is already an extensive focus on delivering better outcomes by working in partnership. The PSB will ensure that the Well-being Objectives are reflected in, and reflective of, the work of other partnerships e.g. Safer Vale and the Integrated Health and Social Care Partnership, in order to deliver a clear vision for the Vale.



The next challenge will be to undertake further engagement and consultation with the public and stakeholders through the autumn. Through our conversations we will test whether our Well-being Plan is identifying the best means through which to address and build upon the issues and assets that were highlighted through our assessment of well-being.

The PSB will publish its plan in May 2018 and within the plan will set out the work that will be undertaken in partnership to work towards improving the well-being of current and future generations in the Vale of Glamorgan.

## 8. Further Information

Over the coming months the Public Services Board will be working on the development of our Well-being Plan. To further inform the Plan, we will undertake a range of different engagement activities throughout the autumn. Following consultation, the Well-being Plan will be published in May 2018 and will set the PSB's Well-being Objectives and the steps the Board will take to meet these.

For further information on the work of the Vale of Glamorgan Public Services Board, and to review the PSB's Well-being Assessment in more detail, please visit the 'Our Vale' [webpages](#).



## Appendix 1 – Core Indicators Table

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Indicator	Position at last report	Last Report Figure Time Period	Position at current report	Current Report Figure Time Period	Status	Comments	Source
<b>Annual Indicators</b>							
Percentage of residents who feel they are able to influence decisions affecting their local area.	25.0%	2014	26.0%	2016	⇒	This indicator is taken from the Vale of Glamorgan Public Opinion Survey which was last undertaken in 2016. The latest figure shows a slight increase in comparison to the 2014 survey result although this had significantly declined since the 2012 survey.	Public Opinion Survey
The monetary value of volunteering in the Vale of Glamorgan.	£36,903,499	2015/16 FY	£37,107,459	2016/17 FY	⇒	The 2016/17 figure shows an increase from the previous year and is calculated using the number of volunteering hours recorded which amounted to 512, 874 volunteering hours.	Glamorgan Voluntary Services
Percentage of municipal waste sent for reuse/ recycling/ composting.	64.3%	2015/16 FY	65.3%	2016/17 FY	↑	The Council has managed to continue to exceed the current statutory recycling target at 58%. The Council has procured solutions for the treatment of separated waste and recycling that has helped achieve the performance in this service area. In addition, in recent years the Council has benefited from Incinerator Bottom Ash (IBA) from the Viridor plant (Prosiect Gwyrdd). This facility has given the Council additional recycling performance from the residual left from the burning of our waste necessary to produce energy recovery.	Vale of Glamorgan Council
Percentage of year 11 leavers known not to be in education, employment or training	1.7%	2015	1.6%	2016	⇒	The percentage of year 11 pupils who become NEET continues to decrease year on year in the Vale of Glamorgan and remains below the Welsh average. The Vale has performed well at all age groups with 1.3% of year 12 leavers and 2.8% of year 13 leavers NEET in the Vale with both figures showing a decrease compared to the previous year. The Youth Engagement and Progression Framework has been implemented and provision brokered using intelligence from the early identification tool. This has resulted in targeted interventions being successful and young people 16-18 making successful transitions into EET. The Community Strategy Delivery Plan 2014-18 focuses on tackling poverty and contains a range of actions to continue to decrease the level of NEETs in the Vale.	Careers Wales Pupil Destination Survey
Number of JSA claimants aged 18-24	370	2015/16 recorded at Q4	155	2016/17 recorded at Q4	↑	When calculated as a rate of all claimants, the percentage aged 18-24 in the Vale for 2016/17 was as follows - Q1 2.3% Q2 2.1% Q3 1.5% and Q4 1.6%. This is slightly above the Welsh averages as follows Q1 1.8% Q2 1.5% Q3 1.2% and Q4 1.2%, however it is important to note that the overall numbers of claimants in the Vale is lower than the Welsh average and this will impact on the results of calculating the rate of claimants aged 18-24.	Nomis
Number of registered childcare places available to young children in the Vale of Glamorgan.	4106	2015/16 FY	6367	2016/17 FY 31	↑	The 2016-17 CSA update found there are 6,367 registered childcare places available in the Vale of Glamorgan. The full CSA undertaken in 2016/17 contains a range of data relating to childcare in the Vale and took into consideration a range of planned further phases to existing housing developments, the recruitment in relation to the new Aston Martin plant and a range of consultation with parents/prospective parents, children & young people, stakeholders, childcare providers and employers.	Vale of Glamorgan Council

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Indicator	Position at last report	Last Report Figure Time Period	Position at current report	Current Report Figure Time Period	Status	Comments	Source
Percentage of all pupils of compulsory school age eligible for Free School Meals.	13.5%	2014/15 AY	13.2%	2015/16 AY	➡	This is due to be updated for 2016/17 academic year shortly, however this was not available at the time of compiling this report (July 2017).	Welsh Government
Percentage of successful outcomes of the priority group learners for ACL.	86%	2014/15 AY	96%	2015/16 AY	⬆	This indicator was developed in 2014 therefore there is limited trend data available. The latest data available at Summer 2017 is for the 2015-16 academic year. For the 2015-16 academic year, the success rate in the Vale of Glamorgan was 96% which places the Vale of Glamorgan as the highest achieving provider in the region and in the top 3 in Wales.	Welsh Government
Pupil attendance at Primary School	95.3%	2015/16	95.3%	2016/17	➡	The percentage of pupil attendance in primary schools has increased in recent years and remains steady. The implementation of the Callio Strategy appears to have driven improved performance from 2014/15 onwards.	Vale of Glamorgan Council
Pupil attendance at Secondary Schools	94.3%	2015/17	94.7%	2016/17	➡	The percentage of pupil attendance in secondary schools has increased in recent years and remains steady. The implementation of the Callio Strategy appears to have driven improved performance from 2014/15 onwards.	Vale of Glamorgan Council
The percentage of pupils aged 15 at the preceding 31 August, in schools maintained by the local authority who achieved the Level 2 threshold including a GCSE grade A*-C in English or Welsh first language and mathematics.	64.9%	2014/15 AY	67.1%	2015/16 AY	⬆	Performance continues to increase compared to previous years. The achievement of pupils eligible for Free School Meals has also increased in recent years with the percentage achieving the level 2 threshold increasing from 27.8% in 2012 to 42.7% in 2016.	Vale of Glamorgan Council
Percentage of economically active people who are unemployed	5.2%	2015 CY	4.2%	2016 CY	⬆	Data for the period January 2016 - December 2016 shows that 4.2% of economically active people are unemployed in the Vale of Glamorgan. This has decreased from previous years and is below the Welsh average of 4.6% for the same time period and the UK average of 4.8%.	Nomis
Rate of new active businesses per 10,000 working age population.	70	2014/15 FY	73	2015/16 FY	⬆	2016-17 data available November 2017.	Stats Wales
Total number of visitors to the Vale of Glamorgan for Tourism purposes (as measured by STEAM survey).	3,750,000	2014 CY	3,962,000	2015 CY	⬆	The STEAM report for calendar year 2016 is not yet available. The total number of visitors to the Vale of Glamorgan for tourism purposes continues to increase. Since the report was first produced in 2004 to the latest figures available for 2015, there has been an 18.5% increase in visitors. In addition there has been a 64.8% increase in the economic impact of tourism in the Vale of Glamorgan during this time period and a 10.9% increase in total employment supported by the tourism industry.	STEAM Tourism Survey

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Indicator	Position at last report	Last Report Figure Time Period	Position at current report	Current Report Figure Time Period	Status	Comments	Source
Rate of all offences per 1000 population	51.69	2015/16	62.23	66.3	↓	The increase observed in 2016/17 compared to the previous year follows the trend observed at a national level. When considering rates of offences by type, there was a decrease in drugs offences in the Vale in 2016/17. However there were slight increases in criminal damage and arson offences plus violence against the person offences and the rate of public order offences almost doubled.	InfoBase Vale
Number of incidents of domestic abuse						There have been a number of data collection issues relating to this indicator. Therefore data is not available at this time.	Safer Vale
Rate of first time entrants to the youth justice system per 100,000 population aged 10-17	324	2015 CY	304	2016 CY	↑		Ministry of Justice
Rate of delayed transfers of care for social care reasons per 1000 population aged 75+.	4.7	2015/16 FY	2.59	2016/17 FY	↑	Due to changes in how this indicator is calculated, the 2016/17 figure cannot be compared to previous years	Vale of Glamorgan Council
Percentage uptake of seasonal flu vaccine among under 65s in at-risk groups.	49.2%	2014/15 FY	46.8%	2015/16 FY	↓	The rate in the Vale of Glamorgan for 2015-16 of 46.8% has decreased from uptake rates observed in previous years. Falling uptake rates in 'at-risk' groups is a concern at a national level.	Public Health Wales
Percentage uptake of 3 in 1 teen booster by age 16.	82%	2015/16 FY				2016/17 data is due to be published August 2017. Therefore there is no update from the Summer 2016 Core Indicators Report	Public Health Wales
Percentage uptake of MMR 2 immunisation	92%	2015/16 FY				2016/17 data is due to be published August 2017. Therefore there is no update from the Summer 2016 Core Indicators Report	Public Health Wales
Rate of low birth weight live births (singleton)	4.6	2014 CY	4.7	2015 CY	⇒	The latest data available in July 2017 relates to the 2015 calendar year and shows that the Vale of Glamorgan rate is lower than the Welsh average. The Poverty Alignment Group which brings together leads from across Families First, Flying Start, Communities First and Supporting People plus representation from Public Health, have previously carried out an exercise to map services working to reduce low birth weights to identify areas of duplication in addition to any gaps. The results have been presented to the PSB previously.	Welsh Government

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Indicator	Position at last report	Last Report Figure Time Period	Position at current report	Current Report Figure Time Period	Status	Comments	Source
Rate of under 18 conceptions (per 1000 females aged 15-17)	15.8	2014 CY	19	2015 CY	↓	The latest data available in July 2017 relates to the 2015 calendar year	Welsh Government
Percentage of adults reported being obese or overweight (BMI>=25).	52%	2014-15				This indicator was previously recorded through the Welsh Health Survey which ceased in 2015. Questions previously included in the Welsh Health Survey are included in the National Survey for Wales from 2016-17. The first headline results were published at the end of June 2017. Local authority level breakdowns have not been published at the time of compiling this report.	Welsh Government
Percentage of adult population who 'smoke daily or occasionally'.	18%	2014-15				This indicator was previously recorded through the Welsh Health Survey which ceased in 2015. Questions previously included in the Welsh Health Survey are included in the National Survey for Wales from 2016-17. The first headline results were published at the end of June 2017. Local authority level breakdowns have not been published at the time of compiling this report.	Welsh Government
Life expectancy of Males	79.8	2009-2013	79.6	2010-2014 Average	⇒	Latest data available refers to the 2010-14 period. It should be noted that this is not a regular publication. The previous report figure refers to the 2009-2013 average. Overall life expectancy in the Vale of Glamorgan is above Welsh average for both Males and Females. However, latest data produced by the Public Health Wales Observatory showed that for the 2010-2014 period, the gap in life expectancy between the least and most deprived areas in the Vale of Glamorgan for males was 7.6 years and the gap in healthy life expectancy between the least and most deprived areas was 20.9 years. Tackling inequalities has been recognised as an area of focus for the PSB for inclusion in the Well-being Plan.	Public Health Wales
Life expectancy of Females	83.3	2009-2013	83.4	2010-2014 Average 34	⇒	Latest data available refers to the 2010-14 period. It should be noted that this is not a regular publication. The previous report figure refers to the 2009-2013 average. Overall life expectancy in the Vale of Glamorgan is above Welsh average for both Males and Females. However, latest data produced by the Public Health Wales Observatory showed that for the 2010-2014 period, the gap in life expectancy between the least and most deprived areas in the Vale of Glamorgan for females was 9.5 years and the gap in healthy life expectancy between the least and most deprived areas was 23.4 years, this is the highest inequality gap in Wales. Tackling inequalities has been recognised as an area of focus for the PSB for inclusion in the Well-being Plan.	Public Health Wales

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Indicator	Position at last report	Last Report Figure Time Period	Position at current report	Current Report Figure Time Period	Status	Comments	Source
Rate of alcohol-specific hospital admissions (European Age-Standardised Rate per 100,000).	471.8	2014/15 FY	408.9	2015/16 FY	↑	This indicator measures individuals admitted with alcohol-specific (wholly attributable) conditions, either as the primary diagnosis (main reason) or as a secondary diagnosis. Each patient can have multiple admissions per year. The latest update available at the time of compiling this report relates to 2015-16 data. The rate of admissions in the Vale of Glamorgan in 2015-16 is significantly lower than the Welsh average rate. The rate of admissions for males in the Vale of Glamorgan in this time period was 559.7 compared to a rate of 275.4 for females. This follows the national trend where the rate for males in 2015-16 was 672.3 compared to 332.5 for females.	NHS Wales Informatics Service
Rate of adult suicide. (European Age-Standardised Rate per 100,000)	12.2	2012-2014 Average	16.4	2013-2015 Average	↓	Due to small numbers involved the rate is calculated based on a rolling three-year average. Actual numbers for the Vale of Glamorgan during these three year average periods are as follows: 2010-2012 = 36, 2011-2013 = 41, 2012-2014 = 41 2013-15 =55. There was a significant increase in numbers in 2015 in the Vale of Glamorgan with the actual number of deaths recorded in this year being 24, compared to 14 in 2014. It should be noted that due to the length of time it takes to complete a coroner's inquest, it can take months or even years for a suicide to be registered. The median delay in recording in the Vale of Glamorgan for 2015 was 104 days.	ONS

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Indicator	Position at last report	Last Report Figure Time Period	Position at current report	Current Report Figure Time Period	Status	Comments	Source
<b>Quarterly Indicators</b>							
Quarterly emergency admissions to hospital for Vale of Glamorgan residents aged 65 and over						Overall the number of emergency admissions for Vale residents aged 65+ on an annual basis is relatively consistent. In order to provide more context to this indicator, crude rates were produced by the Public Health team to take into consideration the population size of Vale residents aged 65+ which is increasing annually (based on ONS mid-year estimates for the relevant year). When calculated as a rate of emergency admissions per 1000 population aged 65+, the figures show that there is little variation in rates per quarter generally.	Cardiff and Vale UHB
Q1	1129	2015/16 FY	1170	2016/17 FY	➡		
Q2	1147		1234				
Q3	1236		1283				
Q4	1328		1300				
Anti Social Behaviour: Percentage of stage 1 that go on to require a visit.						Safer Vale	
Q1	15.0%	2015/16 FY	18.0%	2016/17 FY	⬆		
Q2	16.3%		7.8%				
Q3	17.1%		19.8%				
Q4	13.0%		5.1%				
Anti Social Behaviour: Percentage of stage 2 that go on to be issued an Acceptable Behaviour Contract.						Safer Vale	
Q1	0.0%	2015/16 FY	16.0%	2016/17 FY	⬇		
Q2	2.5%		77.8%				
Q3	12.7%		18.8%				
Q4	35.5%		55.6%				
Anti Social Behaviour: Percentage of stage 3 that go on to be issued an ASBO/CRASBO.						Safer Vale	
Q1	0.0%	2015/16 FY	0.0%	2016/17 FY	⬇		
Q2	0.0%		14.3%				
Q3	14.2%		33.3%				
Q4	4.7%		0.0%				
Number of referrals into drug and alcohol services.						Safer Vale	
Q1		2015/16 FY		2016/17 FY			
Q2	235						
Q3							
Q4			219				

<b>Financial Year</b>	<b>FY</b>	<b>⬆</b>	<b>Improvement</b>
<b>Academic Year</b>	<b>AY</b>	<b>➡</b>	<b>Steady</b>
<b>Calendar Year</b>	<b>CY</b>	<b>⬇</b>	<b>Declined</b>



01/08/17

## **Advice from the Future Generations Commissioner for Wales: Vale of Glamorgan PSB**

Dear Vale of Glamorgan Public Services Board and supporting officers,

Thank you for seeking my advice on how you might take steps to meet your draft well-being objectives, which currently are:

- To enable people to get involved, participate in their local communities and shape local services.
- Tackle deprivation and reduce poverty.
- To give children the best start in life.
- To protect, enhance and value our environment.

My team have found talking to you regularly has given them an understanding of how you work together as a Public Services Board (PSB); the method you have taken to well-being planning and your intentions to deliver the objectives and take steps in a different way. As they will have discussed with you, I was keen that my advice would be useful to you and the context within which you work, so I hope you have also found these regular touch-points helpful and that they have given you some guidance along the way.

I also wanted my response to your well-being assessment to be 'feed-forward', rather than 'feedback', helping you to consider how to approach continuous assessment and well-being planning. I have recently published '[Well-being in Wales: Planning today for a better tomorrow](#)', which highlights key findings and recommendations for PSBs on the key areas of change needed to make better decisions for future generations. I am drawing on these reports in providing my advice to you.

As you know, in setting draft objectives and taking steps to meet them, PSBs must use the five ways of working to challenge business as usual and maximise their contribution to each of the seven national well-being goals. My advice is intended to help you consider how you might do this effectively and how you could demonstrate through your well-being plan that you have used the five ways of working to shape your steps.

Therefore, my advice to you is about adopting different ways of working and specifically on the topics you have identified from your assessments to focus on, plus seeking to connect you with others who may be able to help. As my team have explained, the purpose of this advice is not to give you my opinion on your well-being objectives. These are determined and owned by you, as a collective PSB.

### **Adopting different ways of working to take steps to meet your draft objectives:**

For each of your draft objectives and steps, I would like to understand what this means for the Vale of Glamorgan and how this is different to what you have done before. Achieving the ambitions of this Act is about the 'what' and the 'how' i.e. what are you doing to contribute to our shared vision of the seven national well-being goals, which acknowledge that sustainable development connects the environment in which we live, the economy in which we work, the society in which we enjoy and the cultures in which we share, to people and their quality of life? How you are applying the sustainable development principle to shape your actions for the Vale of Glamorgan?

Setting objectives and steps is not business as usual. In the past, we have drawn out themes and priorities and written plans that show what we are doing anyway. Even now, despite the evidence in the assessments showing a range of alarming trends, it seems PSBs are only engaging in safe and non-contentious territory. To adapt your ways of working requires a fundamentally different approach and you need to give yourselves the time and space to question whether current approaches to public service delivery are fit for the future and explore key pressures and tensions in delivery for each of your objectives.

Practically, I would advise that for each one of your objectives, you need to use a PSB meeting or create sessions to look at the five ways of working below and have an honest discussion about the tensions between policy issues and current practice within your organisations in relation to each objective. This should then drive your discussions on how you can take new approaches together in the steps you will take to meet your objectives and maximise contribution to the seven national well-being goals.

**I would advise that you will need to demonstrate how your PSB has considered the following in relation to each of your objectives:**

- **Long-term:** What do you understand about the long-term trends, opportunities, risks and likely scenarios for this issue? Are there current gaps in your data or understanding? What fore-sighting or future trends information do you need to understand this issue better? What capacity, confidence and expertise do you need to fill gaps in knowledge? My team are working with others to build capacity in this area. Welsh Government have been adding to the 'Future Trends' report resources, available through Objective Connect and by contacting David Thomas.
- **Prevention:** In considering this issue, do you have an understanding of what you are trying to prevent? What are the root causes of the issue and when would be the best point to intervene?

Are you clear on whether it is primary prevention i.e. seeking to prevent something before it has even occurred; secondary prevention i.e. preventing something from getting worse; or tertiary prevention i.e. softening the impact of something that has ongoing effects; that is needed? This is the difference between encouraging someone to wear a bicycle helmet (primary prevention of head-injury); putting someone in the recovery position if they have fallen from their bike (secondary prevention of the injury worsening) and counselling after the accident (tertiary prevention to help ongoing injuries from worsening).

Many PSBs haven't used their assessments to fully understand both the current situation and the scale and nature of the response required. There are implicit messages in the data that need further exploration to better understand the causes and effects of key issues and trends to inform your steps.

- **Collaboration:** It is important that the people who sit around the PSB table can bring the best range of insights, constructive challenge, data and solutions to the PSB. Have you got the right people around the table, at the right level to make decisions around this issue? Who else might you need to be collaborating with to better understand this? As recommended in my report on the Well-being Assessments, now is a timely opportunity to review the invited membership of the PSB and consider who are the 'unusual' suspects that you may need to work with to take steps to meet this objective?

In delivering the steps, how might your organisations collaborate? You will need to demonstrate how your PSB is considering the steps that need to be taken together and across organisational boundaries in order to effectively meet your objectives. This could include co-locating staff, breaking down traditional structures, arranging job-swaps and secondments and pooling resources.

- **Integration:** For each objective, how are you going to move away from just doing something that meets the objective, and instead, demonstrate that you are taking steps which maximise your contribution to each of the goals? Instead of looking at this issue in a traditional and general sense, have you looked at the definition for each of the goals to widen your understanding of well-being for this issue and the opportunities which might exist for meeting these goals through each of your objectives? How well do you understand the contribution your organisation makes at the moment to this objective? And do you understand how different is the contribution you will need to make going forward for this objective?

How can you plot what's going on elsewhere in your organisations, the strategies and plans at a regional or a national level, to connect with others on achieving this objective? In doing this, what barriers or tensions have risen and what steps can you (or others) take to remove them? Who else is needed around the PSB table to help you interconnect decision-making and improve well-being for this issue?

- **Involvement:** How are you going to demonstrate the way you have involved communities in defining the challenges and opportunities in meeting this objective? How are you taking steps to understand the lived experiences of people in your area and how is this shaping your actions? How are you actively seeking better ways of involving people in decision-making? How can you collaborate with members of the community in meeting these steps? As with the Social Care Wales Board, what options are there for involving people with lived experience on Boards and partnership groups?

This advice should be taken by all PSBs, but I appreciate every PSB has taken a different approach to drafting their well-being objectives. As such, I was interested to hear that your local Public Health representatives had initiated an exercise with the PSB, with the purpose of 'self-assessing' an organisation's policy, leadership / governance, activities / services, resources and impact / monitoring on the four initial high-level objectives. I appreciate this

was only part of the work you have done so far to establish draft objectives and steps, but I have tried to connect other PSBs (Powys and Monmouthshire, for example) with this approach, as they were seeking to do similar. If you found this exercise informative, I would encourage the PSB to continue to reflect on their contribution towards the objectives and steps as part of ongoing well-being assessment.

As a PSB, it is important that you understand each other's motives and feel that the well-being plan reflects your shared vision for the future of the Vale of Glamorgan. I was pleased to hear that some members have taken their responsibility as a PSB member seriously and that you are trying to foster a culture of collaboration. In some PSBs, they have done this through giving members objectives they will lead on, which I advise you to consider as an option. As such, continuity of membership, as you seek to collectively take steps to meet these objectives is vital.

In order to gain this mutual understanding and respect of each other's professions, in some areas, PSB meetings are now PSB workshop sessions, taking place in each of the member organisation's workplaces or in a place relevant to the topic for discussion. With credit to your support officers, I am pleased to hear that you have started to adopt this method of meeting and I would encourage you to explore all options, which facilitate a better understanding of each other's work and opportunities for better integration and collaboration.

This leadership and mutual understanding at PSB permeates into the member organisations at all levels. I am keen to understand how different PSBs are supported across Wales and the impact that this has on well-being planning. Although not a 'water-tight' model, where support is multi-agency, this enables better resourcing of the PSB and, inevitably, allows easier integration between organisations, departments and issues. Although I am encouraged that your support team work closely with officers in other organisations and have established an editorial group to work on the plan, in order to truly own this plan and ensure the steps you take are understood and undertaken by the member bodies of the PSB, you may want to consider closer working arrangements or more formal secondments and co-location.

As above, you should also consider how to involve 'unusual suspects' and the people you serve in your work to gain a much richer picture of the effective steps you can take to meet your draft objectives. Across Wales, it is important that we move away from seeing PSBs as a local authority-led committee meeting and an opportunity to deliver services that are rooted in the reality of people's lives and that will benefit the well-being of future generations. This will require you, people in positions of leadership, to play your part in helping to drive the changes needed. I hope you continue to lead an intelligence-based approach to finding different solutions to how things have been previously done.

#### **Advice on how you might take steps to meet your draft objectives:**

You will be aware that your draft objectives are intrinsically connected to one another. There are steps you will be able to take that will have a positive impact on more than one objective. For example, enabling people to participate in their local communities is likely to have a positive impact on protecting and enhancing the environment. Tackling inequality and reducing poverty will have a benefit in giving children the best start in life. I am pleased to see from the information packs supplied for each objective that you are already considering this. I

would advise that you seek as many opportunities as organisations to directly encourage this to happen and reflect this in the steps you intend to take to enable better integration of your services.

**To enable people to get involved, participate in their local communities and shape local services.**

As an area with high levels of volunteering, I am encouraged that you are building on this asset and have identified this as a broader opportunity to improve well-being. I am keen to understand the rationale of how you have determined the steps you will collectively take to meet this objective and how you are using the five ways of working to shape these steps.

For instance, you are clearly considering how best to involve and engage people currently, but how are you thinking about how people might communicate in the future? What sort of changes might you need to make to your organisational systems and policies to enable people to get more involved in communities and shape local services? Currently, research shows that children aged between five and 16 years spend an average of six and a half hours a day in front of a screen; 28% of young people use social media as their primary news source; 43% of 'millennials' are driven to make financial donations through social channels; and according to the 2017 ONS survey, 87% of all adults in Wales were recent internet users (meaning they had used the internet in the last three months). Although some people are currently offline, and there is clearly a need for a tailored approach, there is a real opportunity to engage with people that is most convenient to them and is part of their daily life, not an additional chore.

"Monmouthshire Made Open" (<https://monmouthshire.madeopen.co.uk/>) is an example of an online platform that has anticipated how people might contribute to improving their area in the future, with opportunities to share ideas, ask the community, start a project and seek volunteers or resources. Matthew Gatehouse, working with Monmouthshire PSB, would be able to share their learning with you on establishing this website. You have also identified a growing population of older people, with a likely increase in the number of older females living alone by 2035. As loneliness was identified as an issue in your well-being assessment, how might you seek to tackle this over the long-term in the steps you are taking to improve people's involvement in community life? How can you use the collective resource of your 'staff on the ground' to help you identify social isolation? Research by Ageing Well Wales has shown that loneliness in older people is closely linked to poor mental and physical health, how can you maximise the benefits of increased involvement to improve the health of older people in your area? Solva Community Council are an interesting example of how volunteers and older residents have benefited from a scheme to reduce isolation and improve well-being (<http://solvacare.co.uk/>). You may wish to contact the Older People's Commissioner to discuss these ideas further.

I am also interested how you have considered integration of your steps as a PSB to meet this objective across the national well-being goals and your individual organisation's well-being objectives. Whilst you have rightly identified in your draft steps that effective integration of engagement opportunities by the public sector is important to reduce 'consultation fatigue' and wasted resources, this step alone would not maximise your contribution to the seven national well-being goals. How might you use this exercise to explore the collective community intelligence you have as organisations to enable you to pool evidence and act together?

In considering how you approach this step, you may want to learn from the work of Cwm Taf Public Services Board, who established an online collaborative Community Engagement Hub in 2012 ([www.cwmtafhub.com](http://www.cwmtafhub.com)). The Hub serves as a 'one-stop-shop' for partner engagement activity and has reduced siloed consultations in the area. The PSB continue to improve this, so their past learning may be valuable to you. There is also a need to utilise the intelligence collected by the third sector that may shine light on topics we never think to ask about. For example, in a WWF survey last year, two thirds of the Welsh sample said they want more of their energy to come from renewables. If these opinions are listened to and acted upon, we are likely to prevent feelings of disengagement or feeling ignored, that you have identified as an issue through your well-being assessment.

Only by understanding the lived experiences of people can we design services that are fit for current and future generations. Seeking to take a much more holistic view of someone's life, focusing on their strengths and helping people to help themselves is crucial to preventing problems from occurring or worsening. The case studies contained in this report by Locality demonstrate the financial and social costs of not taking this preventative approach. At every opportunity, the people of the Vale of Glamorgan should be asked what matters to them. For example, as Cardiff and Vale University Health Board and its PSB partners are currently engaging on a dementia strategy and on a strategy for mental health in older adults, what opportunities are there to not just understand their 'service-user needs', but take a more rounded approach to understand the range of things impacting on their well-being? How might this change the way you collectively take steps to improve well-being as a PSB?

With regards to building capacity in less affluent communities, a member of my team recently attended the Council's Older People's Forum and I was not surprised to hear how much of an asset this group of people are – with a self-published magazine also promoting their achievements. I would advise the PSB involve these existing networks, build on these successes and encourage existing community activists. In this respect, you should consider what role your local Town and Community Councils play in taking steps to help you achieve this objective.

You may not know who the potential community leaders and connectors are in some areas, so if you are committed to this, re-purpose your resources to do more work in communities, to begin to know a place as the people who live there know it. No doubt that doing this will help you in understanding how tackling inequality might be approached on a place-basis, and give you an understanding of the environment in that locality too. Most people will only get involved in something that directly impacts them, their family or the place where they spend time. The Centre for Regeneration Excellence Wales' 'Deep Place' study in Tredegar gives evidence on how an understanding of place can have multiple benefits.

There is a real opportunity here for you to think about how you maximise your contribution to the national goals, particularly a Wales of vibrant culture and thriving Welsh language. How can ways of involving people and encouraging volunteering encourage celebration of culture in the Vale of Glamorgan, encourage people to learn and use Welsh and enable participation in sport, culture and creative activities? Across Wales pupils who 'always felt listened to' are more likely to be 'hooked on sport' and enjoy PE and sport at school. As such, there are benefits to collaborating with the national public bodies subject to the Act, such as Sport Wales, Arts Council for

Wales, National Museum and National Library of Wales, who may be able to work with you on how your steps to meet this objective could maximise contribution to the goals. The Welsh Language Commissioner's team are also considering how they best help PSBs to consider the role they can play in growing the Welsh language, as set out in '[Cymraeg 2050](#)'. Please let my team know if you would like to connect with relevant individuals in these organisations.

I can see you are aware of the National Participation Standards and I would advise each of your organisations commit to these. [Participation Cymru](#) can support your officers in gaining the skills vital for effective and meaningful involvement. [Co-production Network Wales](#) could help you to identify and engage community leaders, contact the Director, Mark John-Williams for further advice.

You will not be surprised to note that other Public Services Boards are also considering setting objectives around engagement, developing / sustaining strong social networks, fostering belonging and shaping services. In particular, you may wish to share ideas with Ceredigion PSB; Carmarthenshire PSB; Newport PSB and Powys PSB, who have supplied me with similar draft objectives.

### [Tackle deprivation and reduce poverty.](#)

As your well-being assessment identified, there are pockets of deprivation in your area inconsistent with the average wealth of residents. In speaking to your team, they identified that 'tackling inequality' is the unsaid long-term vision of your PSB for future generations. If this is the case, I would suggest that you take time at your next PSB meeting to consider what your contribution might be to achieving an equal Vale of Glamorgan by 2050 and what short, medium and long-term steps will get you there.

Although there will be multiple reasons for the deprivation experienced in some parts of the county and no easy solutions, there are steps you could take as a PSB to strengthen the resilience of these areas and prevent the adverse impacts of poverty. Firstly, I would advise you to look at the economic impact you can have as public sector providers in these areas across the seven national well-being goals. For example, how can a collective commitment to sustainable, local procurement benefit your local economy? What employment opportunities can you offer, such as collaborative apprenticeship schemes, to local people far removed from the job market? How can you encourage jobs in the foundational economy, around local care, retail and food industries? Farming is the cornerstone of the £6.1 billion Welsh food and drink supply chain industry which employs over 220,000 people, making it Wales' biggest employer. Given the rich agricultural land of the Vale, what opportunities are there to grow expertise in the green economy?

Secondly, for the steps you might take to meet this objective, I would suggest that you need to collaborate with Cardiff and Vale College, the higher education institutions in the region and the businesses. What skills might our students need now to equip them for the future? The [Future of Work report](#) suggests that creativity, connectivity, communication and problem-solving will be far more important than specific knowledge, with more project-based work in the future – rather than set employment. Furthermore, the report predicts that 65 percent of the children who are now starting school will find themselves working jobs as adults that don't even exist yet.

And, according to McKinsey, technology could automate 45 percent of the tasks people are currently paid to do. What social responsibilities have the private sector adopted in the area? Can these be directed towards more deprived communities? How are businesses coming together to drive positive, long-term change?

I have previously spoken about the opportunity presented by the Cardiff City Region. I would advise that you influence these negotiations with your draft objectives for the Vale of Glamorgan PSB in mind. The Joseph Rowntree Foundation estimates that poverty costs the whole region £2.2 billion per year. Increasing GDP has little impact on reducing inequalities, and in eight out of the ten Local Authority areas in the region, child poverty is above the Welsh average. I would therefore advise you to encourage that value within the City Region is not just placed on economic growth but on developing patterns of employment and work that are fit for the future, investing in the most deprived communities to encourage skills in technology, creativity and problem-solving to break inter-generational patterns of poverty.

Re-purposing resources to truly listen to and involve the people who live in the more deprived areas of the Vale is important to gain an understanding of how they perceive the assets and deficits of their community. In many of the well-being assessments, I read that communities branded as 'deprived' or 'in poverty' by statistics rarely define themselves like that and many people took pride in their local natural environment, community buildings and the way people get along together. Identifying the assets of these areas and involving people in how you build upon them will help in coming up with solutions to reduce inequality together.

For such a complex issue, integration across the seven well-being goals is particularly important in how you take steps to meet this draft objective. For example, housing quality is consistently an issue that arises out of deprivation, which has an impact on health, social cohesion and personal finances. As your assessment found, older people are more vulnerable to fuel poverty and the health risks associated with cold and damp conditions; and your assessment highlights the high number of older people living alone in owner-occupied properties. Recent statistics from Fuel Poverty Coalition Wales show that 1 in 3 households in Wales live in fuel poverty, with an estimated cost of cold-related admissions amounting to over £100 million and causing 475 deaths per year. Fuel poverty is currently a bigger killer than alcohol related deaths in Wales. Taking steps to ease fuel poverty and generally improving housing quality will have benefits elsewhere in the public sector. So, collaborating with registered social landlords and private landlords to take action on how new and existing homes could become more energy efficient might be a step the PSB wish to explore. The Passivhaus Standard is one such way of building and refitting homes for the future ([www.passivhaus.org.uk](http://www.passivhaus.org.uk)).

I am pleased to see in your information pack for this objective that you have looked beyond the economic aspect of reducing inequality and deprivation, in considering the issue that those living in poverty are also most at risk of environmental impacts. Here, this objective directly impacts on your other objective to enhance the environment. As such, I would be interested in how you might seek to shape your steps to meet this objective across the seven national well-being goals.

You have identified that air emission scores are higher in the deprived areas of your county. As your assessment identifies, in these communities, respiratory diseases and long-term illness are also high. Your assessment has

also shown that land quality is poor in the majority of these deprived areas, they are in close proximity to waste disposal and industrial sites and that they are at risk of flooding. What steps can you take to reverse some of these effects or prevent future generations from having to deal with the situation worsening? You have identified a draft action under this objective of increasing access to green space, perhaps there are opportunities to open up public land for this purpose? I was also interested to read that the tree canopy is low in the Vale of Glamorgan, what opportunities are there to encourage green infrastructure across the area, involving communities in benefitting the natural environment? [The recent Wildlife Trust Wales report](#) on green infrastructure examined the links between green infrastructure and economic growth, emphasising that it attracts inward investment, creates tourism opportunities and increases visitor spend. The Wales Coastal Path, for example, attracted nearly three million visitors and was worth an estimated £16m to the Welsh economy between 2011 and 2012. Furthermore, the health benefits of living with a view of green space are worth up to £300 per person per year.

Again, draft objectives around reducing inequality are common across Wales, including Caerphilly PSB, Monmouthshire PSB, Powys PSB and your neighbouring Bridgend PSB.

### [To give children the best start in life.](#)

For each of your draft objectives and the steps you seek to take, I would advise you to be clear about what this means for the Vale of Glamorgan in your well-being planning. What local evidence have you used (or will you use) to understand the specific areas of successful preventative interventions in the Vale? What local services will be impacted if you redirect investment to the first 1000 days of a child's life? How might taking an adverse childhood experience (ACE) informed approach play out in reality for your organisations?

Prevention is clearly at the centre of this draft objective and this begins with your organisations understanding the long-term effects of the worst start in life. The costs of this are enormous, both to the individual's life and to public services. [Late intervention services for young people are estimated to cost England and Wales £17bn per year](#) (£6bn on child protection and safeguarding, £5.2bn on crime and anti-social behaviour, £3.7bn on youth economic inactivity, £680m on school absence and exclusion, £610m on child injuries and mental health problems, and £450m on youth substance misuse).

Pregnancy and the early years of life are often seen as a 'health issue' but I would advise you to take immediate steps towards better integration of services, co-locating teams, pooling resources and working in a way that makes sense for that community. As you have already identified, I would advise you to use the knowledge gathered by Public Health Wales on the 'First 1000 days' of a child's life and the benefits that can be realised from investing in the early years to determine what steps you can take now to improve the well-being of our future generations. Public Health Wales have established a national 'Health and Sustainability Hub' to co-ordinate their own work around the Act and, through your PSB representative, you might find it useful to link with the national team for further evidence and knowledge.

As public services, we often treat the symptoms of ACEs, rather than the root causes. Therefore, I would advise that you look at the whole life cycle of your population in meeting this draft objective, as children are part of

families, who are part of communities. Understanding the experiences of people who have been through trauma in their lives through involving children and families in shaping services might help you as a PSB to establish the root causes and take action on place-based approach. For instance, a draft action under your objective to tackle deprivation is around a pilot preventative programme for meeting the needs of those with complex needs, like mental health, domestic abuse and substance misuse. I would seek to integrate this work with this objective and echoing my earlier advice, seek to understand people holistically – rather than as a 'substance misuse service user' or a 'domestic abuse victim'.

I have been interested in some work an organisation have done in Newcastle. Social Finance are a not-for-profit organisation who specialise in in-depth analysis and looking at social return on investment, and were commissioned by Newcastle City Council to do some deeper digging for them to help them address the problem with NEETs (Not in Education, Employment and Training). Whilst traditional focus looks at GCSE attainment, what this analysis shows in reality is that academic achievement is not the most significant factor at all, instead showing that 67% of 17-19 year olds who were NEET had come from the 25% of 17-19 year olds who had had during their childhood, multiple contacts with social services. The research showed that those who had had as little as six interactions with social services spent almost three times longer out of education or training.

I also advise you look at the [New Economics Foundation work](#) on investing in children, which highlights the need to address both material wellbeing and external circumstances – such as housing, poverty, and schooling – as well as psychosocial well-being and inner resources. This twin-track approach encompasses the child, their family, and their community.

I work closely with the Children's Commissioner, whose office would be happy to advise on engaging with children and young people and taking a child centred approach. Alyson Francis, Director of the ACE Support Hub, has also recently worked with my office to write to you outlining the work of the Hub and offering support to PSBs to translate knowledge and policy into practice. The ACE Support Hub could also act as a central place for PSBs to share practice, as almost all of the PSBs in Wales have discussed early years, children and ACEs in their draft objectives and steps. We are working with the [Good Practice Exchange Wales to run a webinar on understanding ACEs on the 7th November](#), which may be helpful to you.

As Alyson stated, ACEs are not another thing to do, but an opportunity to reconsider how we deliver services together that make sense for the families receiving them. The PSB might want to consider:

- How do we prevent ACEs from occurring? Are we making the most of our opportunities to identify risk, are we using our knowledge about ACEs to inform risk assessments, are we effectively sharing data to spot potential risks? Or can we increase protective factors (a trusted/stable adult-child relationship, feeling involved and connected, feeling able to overcome hardship, understanding emotions and how to deal with them)?
- How do we stop the impact of ACEs on an individual getting worse? For example, are there opportunities to provide early intervention, to support individuals before they reach a crisis point, or a threshold for

statutory intervention? Do we have systems to capture those who might need early help, which are multi-agency in approach to avoid several professionals working with the same individual?

- How do we stop ACEs being repeated? For example, how do we break intergenerational cycles and build up resilience and work with people in an ACE-informed (or trauma informed) way?

### To protect, enhance and value our environment.

I can understand why, as an area with outstanding agricultural land, a beautiful coastline and beaches, and access to green space, you have chosen this draft objective as a PSB. Importantly, seeing your own roles in protecting the environment for future generations will need to be clear in the steps you will take to meet this objective. You have rightly recognised in your assessment that the environment is a major asset for the people of the Vale of Glamorgan but, the long-term impacts of extreme weather events through our changing climate pose particular risks for your area. The seven national well-being goals provide you with a framework to consider what action you can take to mitigate, manage or resolve these risks over the short, medium and long-term.

For example, much of the poorer communities of the county are most at risk from flooding and erosion. Your assessment has rightly identified that rising sea levels put many areas of the Vale of Glamorgan at high risk. Current expected annual damage to residential properties in Wales is estimated to be £22 million. On the flipside, extreme weather could also cause droughts in the summer, meaning a shortage of water, declining bio-diversity and a knock-on effect for agriculture – one of the pillars of economic well-being in your area. How are you using long-term scenarios to model what might happen to these communities if their streets, towns and parks are no longer there or struggling with reduced natural resources? What actions might you take now to contribute towards preventing these occurrences? One example of investment in flood defences is the Lower Swansea Vale, a £6.7m project which provides protection to 284 businesses and industrial premises employing more than 10,000 people.

You also have issues around CO2 emissions and air quality across the county. Air quality is also a significant issue for parts of your county, disproportionately affecting deprived communities. I was saddened to read that the Vale has one of the highest levels of man-made air pollution in Wales and is higher than the Welsh, Scottish and Northern Irish averages, with this estimating to contribute to approximately 50 deaths each year in the county! Acknowledging that this is not directly in your control with Aberthaw Power Station surely affecting air quality, the PSB needs to find ways to collaborate with heavy industry now and in the future to reduce their harmful emissions. In Sweden, where close to 100% of household waste is recycled, half of this waste is burned to produce energy at incineration plants. The appropriate use of filters at these plants results in 0.01% of toxic fumes emitted.

Improving air quality and sustaining your natural environment also requires the involvement of residents. How can you better listen to their motivations for using their cars, rather than active travel? How can you link your first draft objective to the small contribution their involvement might make to mitigating the effect of CO2 emissions

and improving the environment? [The Welsh Government recently published](#) carbon emission levels subdivided by Local Authority.

Your assessment noted that more investigation is needed into use of agricultural land in the area and its impact on other aspects of well-being. Taking a collective step to collaborating with land owners and, just like private business, investigating how they approach their business responsibly might provide you with valuable actions to be able to make a positive impact on the environment. As the only county in Wales with an international airport, you may also want to collaborate as a PSB with Welsh Government on the environmental impact of the economic actions taken in the future if the enterprise zone is expanded.

More widely, I would advise you to consider how you encourage sustainable tourism in Wales. The environmental assets of your area are fantastic, so how can you connect the beaches, parks, sites of special interest and historical significance with active travel opportunities, public transport and, at the same time, benefit local business? This involves a place-based focus on planning and a wider focus on the environmental, social and cultural well-being of an area – rather than pure economic gain. As such, I am encouraged to see that one of your identified draft actions is in lobbying public transport providers.

I would advise you to truly collaborate and influence one another as public sector leaders in the steps you take to meet this objective. What can you do, as Chief Executive, Chair of Leader, now to mitigate the effects of our loss of environment and be more globally responsible? Although the public sector only accounts for a relatively small amount of Wales' emissions, you are uniquely placed to influence emissions far more widely in areas such as transport, energy, land use and procurement. The Welsh Government recently made a commitment for the public sector to be carbon neutral by 2030 and have released a [Call for Evidence](#) to explore the most effective mechanisms for achieving this ambition and the appropriate strategic actions required. I would urge you to consider and contribute before the deadline of 13th September.

This commitment recognises the work Natural Resources Wales (NRW) has undertaken through its Carbon Positive Project. Through calculating the organisation's net carbon impact, it found that over 80% of their emissions were indirect (i.e not due to energy use in its estate or its fleet) with 55% from the procurement of goods and services alone. As part of the Project, NRW has identified feasible options to reduce emissions and protect and enhance carbon stocks. For example, it found it could achieve up to 27% emissions saving from its vehicle fleet through adopting low emission transport options.

I will be hosting an event in November, in partnership with Welsh Government and Natural Resources Wales to: explore how the public service in Wales can involve people in collaborating and integrating their work, to take greater account of the long term carbon implications of their activities, and help prevent the effects of climate change becoming even worse. There is a good example from Swansea, whose community owned solar panel project started from a point about how do we build social capital/asset sustainably by using an asset based approach.

Together, you also have a large amount of public sector estate and a say in how public buildings are designed and refurbished. Having a consideration of how 'green' these buildings are, both in terms of energy efficiency and sustainable construction, is a quick win for you as a PSB. The [Wildlife Trust in Wales report into green infrastructure](#) outlines how green infrastructure delivers a wide range of proven, tangible, and cost-effective economic, social and environmental benefits.

**I hope you have found this advice helpful in moving forward towards publishing a well-being plan for formal consultation. Please get in touch with my team if you want further contact details for any of the organisations and reports mentioned in this letter.**

I am also learning the best ways to advise, support and monitor how public bodies are seeking to apply the five ways of working and maximise their contribution to the seven well-being goals, so I would welcome any feedback from you, supporting officers and the Vale of Glamorgan PSB Scrutiny Committee on how I have chosen to approach this statutory duty and the advice I have given.

I look forward to receiving your draft well-being plan and please keep in touch with me and my team.

Kind regards,



Sophie Howe



## Vale of Glamorgan Well-being Plan

### Note to PSB

This document should be viewed as a working paper to demonstrate the various sections that will make up the Well-being Plan. Some draft content is included.

Throughout the document are a series of discussion questions for the PSB which are indicated by the shaded grey boxes.

At the meeting, the PSB will be asked to discuss each point in turn to inform the draft plan which will be brought to the September PSB meeting.

# Contents

**Note – These are working titles for the relevant sections**

## **1. Introductory Sections**

## **2. Delivering our objectives:**

- **Introduction**
- **Objective 1:** Enable people to get involved, participate in their communities and shape local services
- **Objective 2:** Reduce poverty and tackle inequalities linked to deprivation
- **Objective 3:** Give children the best start in life
- **Objective 4:** Protect, enhance and value our environment

## **3. Engagement**

## **4. Monitoring**

## **1. Introductory section**

This section will set out some context for the plan:

- Purpose of the plan
- Vision for the Vale
- The Well-being of Future Generations Act
  - ❖ National goals
  - ❖ 5 ways of working
  - ❖ SD principle
- The area and population – some key facts
- Purpose of the PSB and membership
- How the PSB links to other partnerships and how the plan links to other plans and strategies – Diagram and weblinks.
- Overview of the Well-being Assessment
- Methodology for developing the plan e.g. self assessment etc.

**Question 1 - Partner's views are sought on a vision for the PSB and how this may link to the 2050 statements for each objective. Do partners want a paragraph or would a statement e.g. like the Council's 'Strong Communities with a Bright Future' or the UHB's 'a person's chance of leading a healthy life should be the same wherever they live and whoever they are' which links the 2050 statements together be more appropriate?**

## 2. Delivering our objectives

### Introduction to the objectives section

This section will explain why we chose our objectives and the steps that will be taken to deliver them.

- How the objectives were identified and how they have been consulted upon
- How they contribute to the goals
- When we expect to meet these objectives and how they will be delivered
- The five ways of working
- How we will promote our objectives across other activities and partnerships e.g. IHSC, Safer Vale and across our organisations
- What is detailed for each objective

**Please consider the following questions for each objective.**

**Question 2** – Are partners happy with the wording of the objectives?

**Question 3** – Are partners happy with the 2050 statements for each objective as a concept and the content (the wording reflects issues in the WBA)?

**Question 4** - Are the actions sufficient? Can they be delivered by partners?

**Question 5** – Are the 5 ways of working evident across all of the objectives and will we be maximising our contribution to the goals?

**Question 6** – Objective 3 has caused the most discussion amongst partners, particularly in respect of the more long term actions. The actions have been drafted to enable discussions to continue e.g. around establishing a MASH but without it having a specific reference in the plan. There is also an action which relates more to adults and there has been discussion around whether this is in the right place or if the objective needs to be reworded. We would like to spend some time discussing this at the meeting.

**Question 7** – Objective 3 has been worked up in to the proposed design for each objective. Are partners happy with this design for the consultation draft?

**Objective 1 - To enable people to get involved, participate in their local communities and shape local services**

**Vale 2050: What do we want to achieve?**

Everyone across the Vale has their voice heard, has the opportunity to get involved in shaping local services and is confident that they are listened to. Public engagement is joined up between public and third sector services, and partners have adapted engagement methods that respond to the changing needs of our communities. People find it easy and convenient to talk with us as we make the most of advances in digital technology but still recognise the value of face to face contact. We all have a better understanding of the assets within our communities and the unique characteristics of each community whether they are place based, age related or a community of interest. People from all backgrounds and of all ages have the capacity to participate in community life and are empowered to work together to identify and prevent issues that affect them - locally, nationally and globally. Levels of volunteering in the Vale have continued to rise and greater capacity and confidence has led to increased levels of participation in less affluent areas. The wide-ranging benefits of being involved in community life are realised with increased involvement helping to improve health and well-being, make communities more cohesive and reduce loneliness and social isolation.

**By enabling people to get involved, participate in their local communities and shape local services we will also contribute towards achieving our other objectives**



**And achieve our vision for.....**



### Where are we now – Vale 2018

**Involvement** is highlighted within the Well-being of Future Generations Act as one of 5 ways of working in order for public services across Wales to improve well-being and achieve the national well-being goals. From the findings of the Well-being Assessment, **the Vale PSB has recognised the importance of ensuring all our residents are engaged with and feel part of our communities to bring about a range of well-being benefits**. The assessment found that those in less affluent communities are more likely to be disengaged and in order to respond to the needs of these communities, particularly in order to achieve our objective to “reduce poverty and tackle inequalities linked to deprivation, we need to understand and empower them.

The assessment found that having a say in decisions was extremely important to Vale residents although the number of people who thought that they were able to influence decisions was low. Enabling people to become involved in their local communities can help to increase their sense of belonging to the local area, increase satisfaction with life in general and help ensure all of our communities are confident that their voices are heard.

Significant engagement was undertaken as part of the Well-being Assessment and Population Needs Assessment through the ‘Let’s Talk’ campaign and this has highlighted to partners the need to be more innovative and joined up when engaging with our local communities. This will build our knowledge and understanding and is an area where collective action can make a real impact. Understanding and engaging with our communities will also help ensure we continue to adapt to changing behaviours so that all sectors of the community find it easy and convenient to engage.

Through ensuring we all have a better understanding of the assets within our communities partners can work together to make a range of positive impacts. Ensuring our residents are engaged in community life can not only help benefit partners but will have a range of well-being benefits for individuals, families and communities themselves. Volunteering was identified in the assessment as a major asset in the Vale and the effects on a person’s well-being cannot be underestimated in terms of improving mental well-being and tackling social exclusion. The Well-being Assessment highlighted social isolation and loneliness, particularly in rural areas, as a potential future threat with a predicted increase in the number of people living alone. Volunteering can be seen as an asset to build upon to help overcome this. In addition to helping reduce social isolation and loneliness, volunteering can also help provide people with a huge variety of new skills, enhance career prospects and improve physical and mental well-being.

It is clear from the assessment that by enabling people to get involved, participate in their local communities and shape local services the PSB can bring about a range of well-being benefits and is an area where collective action from partners can make a real impact.



let's talk  
amser siarad

*'I have to make an effort to keep in touch with friends and I volunteer, both of which contribute to my physical and mental well-being. It is worth the effort and I like to be busy'*

*Female/ 75+/ Eastern Vale*



### Involvement

The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

### PSB Self-Assessment Findings

Following on from the Well-being Assessment, partners undertook a self-assessment exercise relating to our four objectives. Our self-assessment found that policy and leadership around engaging with our communities is often good although resource and other factors can often be a restraint to activities. It was recognised that there are lots of activities taking place across partners to engage with our communities but this is an area where improvements can be made to ensure we pool our resources to undertake activities jointly and share the evidence gained. This will ensure that we all have a better, more holistic understanding of our communities whilst ensuring our residents find it easy to talk with us and avoid consultation fatigue. The assessment also found that there is often a lack of feedback to those who have been engaged with once the initial activity has taken place.

### Well-being Assessment Key Findings

- **Having a say in decisions** is very important to Vale residents, despite this, few believe that they are actually able to influence decisions.
- **‘Having a say in decisions that affect me’ was identified as being important to children and young people** through the 2016 School Super Survey with 71% of primary school pupils and 85% of secondary school pupils stating that it is fairly or very important ‘to have a say in decisions that affect me’. Through the same survey, 23% of secondary schools pupils said that adults and decision makers never value their views, ideas and opinions. 46% felt they sometimes did, 25% felt they often did and 7% felt they always did.
- **Age and social isolation** were concerns raised regarding future social well-being in the Let’s Talk Survey responses and by 2035 it is predicted that approximately double the number of females aged 65+ will be living alone compared to males.
- Figures from Glamorgan Voluntary Service estimate that the **monetary value of volunteering** in the Vale of Glamorgan for 2015/16 was £36,903,499 and demonstrates the significant contribution that volunteers make to their local communities. It is also important to consider that this figure only captures volunteer hours undertaken through more formal channels and does not capture the vast amount of informal volunteering undertaken in the Vale.
- Residents in the Western Vale were more **likely to volunteer** followed by the Eastern Vale. Those from Barry were much less likely to undertake voluntary or community work. Those in managerial and professional occupations were also more likely to volunteer than those in unskilled or manual jobs.
- The percentage of people who report volunteering formally in the Vale of Glamorgan is broadly in line with the Welsh average. However, when considering those who report **volunteering informally** the Vale showed one of the highest percentages across Wales. The most common types of help given are doing errands, caring for children, keeping in touch with a housebound person, providing transport and giving advice. At least half a million people in Wales do one of these activities in a year.

### What are we going to do?

#### What will we start doing today?

- Adopt the National Principles for Public Engagement in Wales.
- Research best practice in engagement and community participation within Wales, the UK and internationally to develop new approaches with a particular emphasis on:
  - digital methods
  - accessibility/plain language
  - children and young people
  - deprived communities
  - hard to reach
  - opportunities through sport, culture and the environment
- Support and promote volunteering opportunities for staff and residents of all ages recognising the range of personal and community benefits.

#### What will take us a little longer to deliver?

- Produce an engagement toolkit for partners across the PSB to support a more integrated approach to our engagement activities which places the community at the centre.
- Work with the local community to identify and develop a co-production project within one of our most deprived communities and to develop an approach that can be used for other projects within the Vale.
- Develop greater intelligence about our local communities, the assets, groups and individuals that can work with us to encourage greater community participation. This will also assist in identifying solutions to tackle inequalities.
- Work with frontline staff and people in the community e.g. sports coaches and volunteers to identify needs, raise awareness and signpost to services e.g. dementia, domestic abuse, isolation/loneliness.
- Build on the experience of local time banking schemes and those in neighbouring areas to explore the potential of a Vale wide/regional time banking scheme.

**What success will look like?**

- Shared standards for engagement developed.
- Skills, resources and expertise regarding engagement are shared across organisations leading to a more innovative, and consistent approach across partners.
- All people across the Vale have a voice.
- Opportunities for engagement activities linked to the local environment and culture are developed.
- Loneliness and social isolation across all age groups is tackled.
- The relationships many staff and volunteers have within the community are built upon to provide information about services and recognise vulnerability.
- Contributions of all age groups to the local community are recognised.
- Opportunities for staff to develop new skills and develop more insight into the communities they serve are created.
- Empowered communities with greater capacity to shape local services.
- Volunteers are encouraged and feel valued.

**This page will contain graphics to demonstrate how this objective will contribute to the national well-being goals for Wales, demonstrates the 5 ways of working and ensures we meet the sustainable development principle.**

**Objective 2: To reduce poverty and tackle inequalities linked to deprivation**

**Vale 2050 - What do we want to achieve?**

We have a better understanding of the causes and effects of issues faced by those living in the more deprived areas of the Vale whilst recognising that not all those living in deprivation will be located in these areas. We have used a robust evidence base and worked with our local communities to understand what works, creating a more equal Vale of Glamorgan and breaking inter-generational patterns of poverty. We have built on community assets, strengthening the resilience of these communities and empowering people to overcome the deeply entrenched norms of deprivation found in these areas. Healthy life expectancy in deprived areas has increased and the gap between these and other areas of Vale has closed. A person’s chance of leading a healthy life is the same wherever they live and whoever they are. Health inequalities in deprived areas reduce as we work with the community to decrease levels of obesity and smoking and increase healthy eating and physical activity. Crime levels have reduced and children in these areas have an equal start in life as the root causes of Adverse Childhood Experiences are tackled. The built and natural environment in these areas has improved and the well-being benefits of spending time outdoors and improved standards of housing are realised. Educational attainment has improved and people have the skills to gain and progress in to employment as a route out of poverty. The PSB has worked with partners across the region to ensure the Capital City Region has created benefits for all of the Vale’s communities.

**By reducing poverty and tackling inequalities linked to deprivation we will also contribute towards achieving our other objectives**



**And achieve our vision for.....**

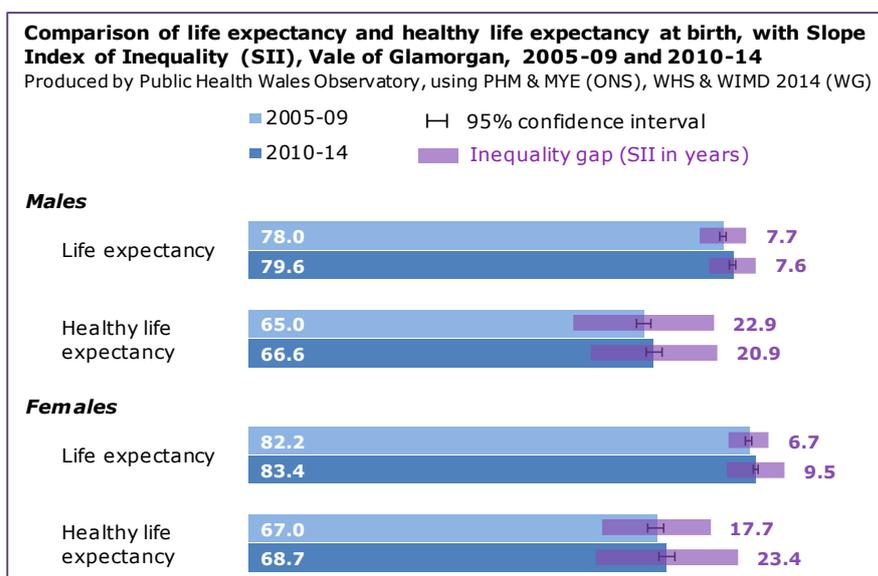


**Where are we now – Vale 2018**

When the evidence presented within the Vale of Glamorgan Well-being Assessment is considered at a local authority level, it can be suggested that the Vale of Glamorgan and its residents have a good level of social, economic, cultural and environmental well-being. Overall the Vale of Glamorgan is comparatively wealthy and many residents enjoy a high standard of living in a safe and attractive environment. However, there are areas in the Vale of Glamorgan which suffer from significant disadvantage, including high unemployment, reduced healthy life expectancy, low educational achievement and higher levels of crime. The most deprived areas in the Vale of Glamorgan are found in the eastern area of Barry and there are also pockets of deprivation in areas of Penarth and St. Athan. It is important to remember that not all households in these areas will be in deprivation and not all people who are living in deprivation are found in these same areas.

**The PSB has recognised that in order to achieve the National Well-being Goals for Wales it is important to reduce the inequalities that exist between our communities.**

One of the main headlines emerging from the Well-being Assessment is the stark differences in life expectancy between areas of the Vale, particularly healthy life expectancy for females where the Vale has the largest difference between the least and most deprived areas in Wales. Life expectancy and healthy life expectancy are influenced by a wide range of



factors and the assessment showed that inequalities exist in the Vale, not only linked to healthy lifestyles but across a wide range of indicators that impact upon an individual’s well-being. In order to tackle inequalities linked to deprivation it is important that we better understand the various factors that contribute towards inequality and take a holistic approach to improving well-being within our more deprived communities to achieve an equal Vale of Glamorgan.

We recognise that there are no easy solutions but by working together the PSB can strengthen the resilience of these areas and prevent the adverse impacts of poverty. In order to do so we need to better understand these communities by pooling and strengthening our evidence base by involving people who live in these communities. Through recognising the assets that exist in these areas we can build upon them and identify solutions to reduce poverty and deprivation.

### **PSB Self-Assessment Findings**

Following on from the Well-being Assessment, partners undertook a self-assessment exercise relating to our four objectives. Our self-assessment exercise recognised that there is a range of activity taking place focused on deprived communities. However it was found that there is a lack of strategic overview with tackling inequality not necessarily forming a key driver in decision making. Low scores were also given for impact and monitoring with performance frameworks mainly focusing on individual service performance monitoring rather than population outcomes.

### **Well-being Assessment – Key Findings**

- The Vale has the largest inequality gap in Wales for **healthy life expectancy** for females. Areas with the lowest healthy life expectancy correlate to those that are most deprived as identified through WIMD 2014 and are predominantly located in areas within the eastern part of Barry such as Gibbonsdown, Castleland and Buttrills. These areas also have higher levels of **obesity**, higher **smoking** levels and higher **alcohol-specific mortality** rates.
- There are **higher crime rates** in more deprived areas. 7 LSOAs (Lower Super Output Areas) in the Vale of Glamorgan are in the top 10% most deprived LSOAs in Wales according to the WIMD 2014 Community Safety Domain – all are located in Barry.
- Those in the most deprived areas are less likely to volunteer and **voter turn out** rates are lowest in these areas.
- There are clear areas in the Eastern part of Barry where **educational attainment is lower** and this can be linked to lower incomes and levels of employment.
- **Levels of smoking** are far higher in the east of Barry than other areas of the Vale.
- The more deprived LSOAs around Barry display a higher number of adults who are **overweight or obese**. This is also true for children.
- The Vale has a lower than average percentage of **households that are overcrowded**, however areas in the east of Barry show the highest rates of overcrowded households and are more than double the Welsh average in some LSOAs.
- Median **household incomes** in Barry are significantly lower than areas of the Eastern and Western Vale.

- Across Wales 17% of the population are experiencing **income deprivation** compared to 14% in the Vale. At LSOA level Dinas Powys 1 had the lowest percentage experiencing income deprivation (4%), compared to Gibbonsdown 2 with the highest at 41% - more than double the Wales figure.
- The highest percentages of working age **people claiming JSA** can be found in Barry and in St. Athan in the Western Vale.
- **Air emission scores** are much higher in the south and east of the county, including Barry, where population densities, traffic volumes and proximity to heavy industry are higher than in the more rural areas of the county. Higher levels of emissions within deprived areas can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.

### What are we going to do?

#### What will we start doing today?

- Build on the Well-being Assessment to undertake further engagement, research and analysis regarding inequalities between our least and most deprived communities to inform how we can work together more effectively to tackle the challenges and reduce inequalities.
- Work in partnership with other agencies, for example foodbanks, debt advice services and other projects in the community, to explore how public services can reach those living in poverty and improve access to services, information and support.
- Work together to promote healthy behaviour messages and to develop an evidence based approach to prevention, recognising the need to adapt our approaches to reach different population groups including older people, young people and those in deprived areas.
- Work with local residents to identify and deliver an environmental project, recognising the opportunities for community participation and the links between the environment, physical activity and well-being.

### What will take us a little longer to deliver?

- Build on the legacy of Communities First and work undertaken through programmes such as Flying Start, Families First and Supporting People to develop a more strategic approach to tackling poverty across the Vale to deliver the best outcomes.
- Work together as local employers and education and training providers to develop new opportunities for work experience, placements, apprenticeships and skills development in conjunction with the Capital City Region to assist people into employment and to access better and new job opportunities.
- Develop a co-ordinated approach to tackling fuel poverty recognising the expertise and contribution of RSLs towards achieving this goal.

### What success will look like?

- A better understanding of the needs of those living in our most deprived communities and how partners can work together to reduce education, health and other inequalities.
- People are supported into employment and have access to training and apprenticeships.
- Training and skills development is aligned to future job markets within the region.
- The Vale PSB works with and influences the direction of the Capital City Region to ensure opportunities for the Vale are maximised.
- Greater alignment across services, projects and initiatives to tackle poverty, maximising how resources and expertise are utilised to achieve the best outcomes.
- A more preventative approach is developed which meets the needs of those with a range of complex needs and takes a more holistic view of the individual and families' needs.
- Communities are safer, stronger and more resilient.
- A reduction in fuel poverty.
- Improvements in healthy life expectancy in our most deprived areas and across a range of health indicators.

- Residents have a better understanding of the contribution the environment can make to their well-being.
- A sustainable environmental project which brings a range of well-being benefits to the local community (e.g. health, new skills, confidence) and which can inform work in other areas.

**This page will contain graphics to demonstrate how this objective will contribute to the national well-being goals for Wales, demonstrates the 5 ways of working and ensures we meet the sustainable development principle.**

# Objective 3: To give children the best start in life

Vale 2050: What do we want to achieve?

“ Every child in the Vale is provided with the **best possible start in life** regardless of where they live. The health of children has improved and rates of low birth weight babies, childhood obesity and poor oral health have decreased across the Vale and particularly within areas in Eastern Barry. Investment in the **first 1000 days** has resulted in long lasting positive impacts creating **individuals, families and communities that are resilient, safe and confident**. Children continue to perform highly in the foundation phase with the **attainment gap narrowing** between those entitled to Free School Meals and those who are not across all ages. Children are protected from Adverse Childhood Experiences with the **root causes prevented** and a strong support system in place for those with complex needs. ”

By giving children the best start in life we will also contribute towards achieving our other objectives



A high quality **environment** can provide opportunities for play and physical activity providing a range of well-being benefits to young children.



**Tackling inequalities** will help to ensure we give all children a good start in life through improving the well-being of parents and future parents.



Ensuring we **engage** with all sections of our community will help ensure that all young children and parents who need support receive it and that children themselves have opportunities for their voices to be heard

**Give children the best start in life**

And achieve our vision for.....

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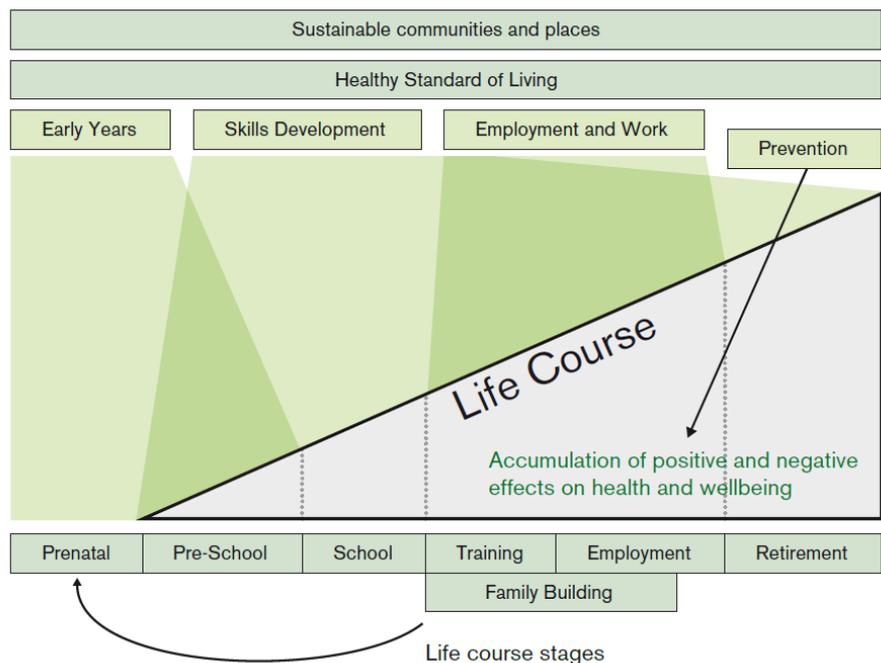
Where are we now? - Vale 2018

Research<sup>1</sup> highlights that disadvantage starts “before birth and accumulates throughout life”. Inequality in the Vale of Glamorgan was found to be a main headline emerging from the Well-being Assessment, and action to reduce inequalities must start before birth and be followed through the life of the child. Only then can the close links between early disadvantage and poor outcomes throughout life be broken. Generally young children in the Vale have a good level of well-being. However, as is often the case, Vale of Glamorgan level data masks inequalities within the county, and this is true for a range of indicators in relation to young children’s health and development.

**The PSB has therefore highlighted ensuring all children have the best start in life as a critical area for collective action and an area where we can build on our strengths to make a real impact.**

In addition to evidence relating to young children themselves, it is important to consider the wide range of social, economic, cultural and environmental factors which influence life chances, or the ‘wider determinants of health and well-being’. Experiences at a young age not only affect the life chances of our current future generation but the generations they will go on to bear themselves. Our evidence demonstrates that investing to ensure all children have the best start in life is the best way to prevent the long-term implications of a poor experience in the early years and ensure we build strong and resilient individuals, families and communities.

The wide range of data considered within the assessment can all be linked to affecting experiences and opportunities both for now and into the future.



<sup>1</sup> The Marmot Review

The Public Health Welsh Adverse Childhood Experiences (ACEs) Study highlights that “children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to mental health illnesses and diseases such as cancer, heart disease and diabetes later in life.” Adverse Childhood Experiences are not just a

concern for health. Experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society. We need therefore to take action to ensure we both prevent the root causes of ACEs and respond to the needs to those who have experienced them.

**Compared with people with no ACEs, those with 4+ ACEs are:**

- 4 times more likely** to be a high-risk drinker
- 6 times more likely** to have had or caused unintended teenage pregnancy
- 6 times more likely** to smoke e-cigarettes or tobacco
- 6 times more likely** to have had sex under the age of 16 years
- 11 times more likely** to have smoked cannabis
- 14 times more likely** to have been a victim of violence over the last 12 months
- 15 times more likely** to have committed violence against another person in the last 12 months
- 16 times more likely** to have used crack cocaine or heroin
- 20 times more likely** to have been incarcerated at any point in their lifetime

PSB Self-Assessment Findings

Following on from the Well-being Assessment, partners undertook a self-assessment exercise relating to our four objectives. Our self-assessment found that for many partners, activities being undertaken will have a direct or indirect impact on young children or their parents in order to help prevent the root causes of Adverse Childhood Experiences. However, there was a lack of strategic overview across organisations as a whole in relation to a specific focus on early years and a lack of evaluation of the impact of activity on early years and ACEs unless linked to grant funding conditions. Some partners also identified that this was an area where they needed to develop a better understanding of how they could contribute to the objective.

## Well-being Assessment Key Findings

In general, young children across the Vale of Glamorgan show [good levels of development](#) in relation to health behaviours when compared to their peers across Wales.

The percentage of reception age children in the Vale of Glamorgan who are [overweight or obese](#) has reduced in recent years and is the lowest rate in Wales, significantly lower than average.

### Reception age children overweight or obese (2015/16)

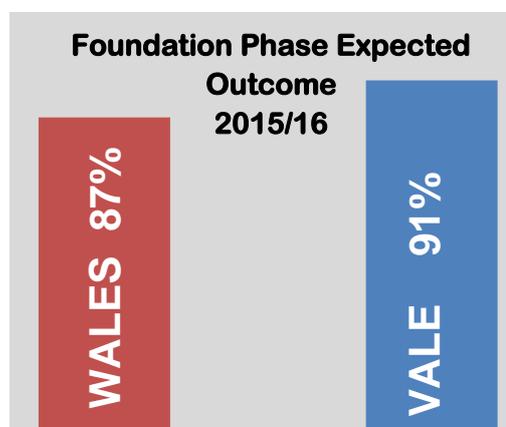
VALE 19.2  
26.2 WALES

The Vale of Glamorgan observes a lower than Welsh average rate of [low birth weight babies](#) although area differences can be observed. LBW can be considered a key predictor of health inequalities and in the Vale of Glamorgan areas with lower healthy life expectancy also have a higher rate of low birth weight babies than both the Vale and Welsh averages.

The rate of [teenage conceptions](#) is consistently low for under 16s, under 18s and under 20 year olds.

The Vale has the lowest average number of [decayed, missing or filled teeth](#) in children aged 5 years in Wales. However differences can be observed within the Vale and the average number of children aged 5 with decayed, missing or filled teeth was higher in the Barry area than the Eastern or Western Vale.

In 2015/16 in the Vale of Glamorgan the percentage of [Foundation Phase](#) children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2<sup>nd</sup> highest in Wales behind Monmouthshire.



The Vale performed particularly well in relation to Maths, where the Vale ranked first in Wales. However the difference in performance between those children entitled to Free School Meals and those not entitled at the Foundation Phase has been highlighted as an area for improvement.

## What will we start doing today?

Use the findings of the First 1000 Days pilot to challenge and inform early years provision in the Vale exploring the contribution that different partners can make.

Develop a more strategic and innovative approach to improving parenting skills, linking activities to play and the natural environment to help reach more people and promote links to the environment and well-being from an early age.

Work together to develop a better understanding of the effect of ACEs for individuals and communities in the Vale. We will investigate options for a consistent and shared approach across all sectors to ensure people are protected from ACEs, support systems are in place and the root causes of ACEs are prevented.

Review services across partners and work together to identify the contribution that we can make towards giving all children the best start in life, recognising the role played by both universal and statutory services.

## What will take us a little longer to deliver?

Review multi-agency arrangements for the delivery of preventative and statutory services for children and young people.

Recognising the role played by adults in children's lives, explore how partners can work together to provide the right support and preventative services for adults who may otherwise be at risk of losing their home or entering the criminal justice system through for example domestic abuse, poor mental health or anti-social behaviour.

## What success will look like?

We all understand how our organisation's activities can contribute to giving children a good start in life and what the long term effects of not doing this can be.

Across the Vale all children achieve their developmental milestones in the early years.

Parents across the Vale are able to access information and services to develop their parenting skills.

Parents and children recognise the value of play, being outside and the contribution it makes to well-being and a child's development.

Referrals for services are more meaningful. Agencies know when it is appropriate to refer, to which services and the potential outcome.

We recognise the impact of ACEs and work together to both prevent the root causes of and respond to ACEs.

We understand people's holistic needs and adapt provision accordingly to take a more preventative approach.

The right help is available to parents and children at the right time.

Individuals, families and communities are safer, stronger and more resilient.

**This page will contain graphics to demonstrate how this objective will contribute to the national well-being goals for Wales, demonstrates the 5 ways of working and ensures we meet the sustainable development principle.**

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**Objective 4: To protect, enhance and value our environment**

**Vale 2050 – What do we want to achieve?**

There is a shared understanding about how valuable our natural resources and the local environment are and how they contribute to our well-being. Our global responsibility to protect the environment for future generations is understood across all sectors and across our communities. The Vale is an area where the public sector shows strong leadership and manages its estates sustainably. There is an understanding about the environmental impact of how services are delivered and accessed and the need for this to be minimised. The whole community are involved in protecting our natural assets and we have developed a better understanding of what motivates sustainable behaviours. There are increased rates of active and sustainable travel and recycling, improved air quality and a lower ecological footprint for the Vale. Interventions are in place to help prevent, manage and mitigate the long-term impacts that extreme weather events caused by climate change pose for the Vale. The whole community has access to green spaces, value these places and contribute towards maintaining them so everyone can realise the benefits of having access to a diverse environment and landscape. The opportunities of a high quality natural environment as the Vale’s biggest asset are realised which benefits both residents and visitors; sustainable tourism is promoted and contributes to enhanced cultural and economic well-being in the area.

**Through protecting, enhancing and valuing our environment we will also contribute towards achieving our other objectives.**



**And achieve our vision for.....**



### Where are we now – Vale 2018

Engagement undertaken at a range of events used to inform the Well-being Assessment highlighted that the local environment is hugely important to residents who value proximity and access to the countryside/seaside and greenspaces. The environment was seen as one of the most important factors to good well-being by our residents and can be seen as the underpinning factor to the range of other issues that affect well-being.

**The PSB has recognised that as one of our greatest assets there is a need to take collective action to protect, enhance and value our environment for now and for future generations, ensuring that the Vale of Glamorgan is globally responsible.**

The importance of the environment was highlighted within the Well-being Assessment not only as an asset for residents and visitors to enjoy but as an important provider of services.

- Coasts and seas provide jobs, food and opportunities for recreation, energy generation and enjoyment of wildlife, landscape and cultural heritage.
- Animals, plants and other organisms and their habitats play many functional roles in ecosystems and the processes which underpin food production, clean water and pollination.
- Woodland and trees help regulate our climate, provide income and jobs, store carbon, contribute to reducing flood and low river flow risk, safeguard soils, improve air quality, reduce noise and regulate pests and diseases.

### The Vale's environmental assets

- 27 sites of Special Scientific Interest (SSSIs), The Severn Estuary Special Protection Area (SPA), RAMSAR and Special Area of Conservation (SAC) site, Dunraven Bay SAC and the adjoining Merthyr Mawr National Nature Reserve (NNR).
- 740 listed buildings, over 100 Scheduled Ancient Monuments, 39 Conservation areas, 18 areas included in the Register of Landscapes of Historic Parks and Gardens and 2 areas on the Register of Landscapes of Historic Interest in Wales.
- Nineteen parks, seven of which have green flag status which is a mark of excellence, demonstrating good amenities and community involvement in parks.
- Two Country Parks, Porthkerry Park on the outskirts of Barry and Cosmeston Lakes on the outskirts of Penarth. The parks offer over 200 hectares of woodlands, meadows and beaches.
- 10 Council run allotment sites (8 in Barry and 2 in the Western Vale).
- The Glamorgan Heritage Coast stretches for 14 miles, from Aberthaw to Porthcawl and provides opportunities for walkers and cyclists.
- Two recycling centres, one in Barry and one in Llandow.
- Two Vale beaches have blue flag status and four have received seaside awards.

- Outdoor recreation can make a significant contribution to physical health and mental well-being.
- Access to countryside, water and green space close to where people live is increasingly important, providing health, economic and social benefits.

The assessment highlighted a number of risks to the Vale's environment linked to climate change and poor air quality and the PSB has therefore highlighted the importance of working together to mitigate, manage or resolve these risks over the short, medium and long-term. We need to better understand the motivations for the ways in which people behave and can only do so by working together with our residents to ensure we protect our environment for future generations.

### **PSB Self-Assessment Findings**

Following on from the Well-being Assessment, partners undertook a self-assessment exercise relating to our four objectives. In general partners scored themselves highly in relation to policy and activities geared towards protecting, enhancing and valuing our environment although it was recognised that we could all do more than we currently do. It was recognised that a number of partners will undertake activities to promote sustainable behaviours although these are not currently joined up. There were low scores across the board in relation to impact and monitoring. It was highlighted that as public and third sector organisations ensuring our own practices and estates are sustainable can make a huge impact on the Vale's environment.

### Well-being Assessment Key Findings

- The area has a range of attractions for tourists that utilise the natural environment to improve the area's economic well-being including the Glamorgan Heritage Coast, the Wales Coast Path and well established seaside resorts; attractive countryside and country parks; unique historic features; a strong activity product on land and sea – golf, sea fishing, cycling, surfing and horse-riding; and a well established network of walking routes.
- Woodlands cover only 8.2% of the county which is below the Welsh average of 14%.
- The UK Climate Change Risk Assessment highlights a number of key risks for Wales that have implications for the Vale of Glamorgan. These include; reductions in river flows and water availability in summers but also increases in flooding, coastal evolution, increases in the risk of pests and diseases and changes in soil conditions and biodiversity.
- Potential rises in sea levels as a result of climate change may pose a threat to our coastal environment as well as towns and villages situated on the coast. Although the Vale of Glamorgan has a slightly lower than average percentage of properties at risk of flooding, when considering these properties by the level of risk, the percentage of properties at risk of flooding that are a high risk is higher in the Vale than the Welsh average.
- Wales' ecological footprint is estimated at 10.05 million global hectares (gha), roughly 5 times the size of Wales, or 3.28 global hectares per capita (gha/c). The Vale of Glamorgan is within the top three local authorities in Wales with the highest ecological footprint along with Ceredigion and Powys.
- Although air quality within the Vale of Glamorgan complies with regulations to protect human health and meets the relevant air quality objectives this will continue to be monitored as the Vale has one of the highest levels of man-made air pollution in Wales and is higher than the Welsh, Scottish and Northern Irish averages. Air emission scores are much higher in the south and east of the county, including Barry, where population densities, traffic volumes and proximity to heavy industry are higher than in the more rural areas of the county. Air emissions also disproportionately affect the Vale's more deprived communities which can exacerbate already high levels of health inequality by increasing levels of respiratory disease and other illnesses.

- Although the Vale's environment and position is one of the area's greatest assets challenges also exist with nine of the Vale LSOAs being within the 10% of most deprived LSOAs within the environment domain of the Wales Index of Multiple Deprivation.
- Greenspace and trees can contribute to physical and mental well-being but are not always located close to the people who need them most with a particular lack of access found in the more deprived areas.

### What are we going to do?

#### What will we start doing today?

- Deliver on a joint commitment to "green" our estates by:
  - Developing a better understanding of our net carbon status and exploring opportunities to reduce our carbon impact (e.g. energy efficiency, renewable energy sources and emissions from our activities and the goods and services we buy)
  - Reviewing how we manage our open spaces to maximise its contribution to ecosystem resilience and to enhance biodiversity (e.g. managing for pollinators and other wildlife)
  - Minimising flood risk and water pollution
  - Understanding and mitigating our impacts on air quality
- Promote active and more sustainable travel by developing shared messages for staff and customers and where necessary influencing and lobbying transport providers for better public transport options and providing facilities to enable active transport choices. This work will be undertaken in conjunction with the Capital City Region.

#### What will take us a little longer to deliver?

- Review public land assets and maximise their potential for community use and value as an environmental resource.
- Undertake further analysis of local and national issues and evidence and best practice around how to address these issues, developing a better understanding across our organisations of environmental issues, the impact of how we work/deliver services, and links between a poor environment and deprived communities.

- The PSB works with local businesses and industry to maximise the economic benefits of our environment e.g. through tourism and agriculture whilst taking steps to minimise negative impacts on the environment.
- Partners work together to explore how procurement policies and practice can support the local economy and protect the local environment.

### What success will look like?

- A better understanding across our organisations and Vale residents of the impact of our actions on the environment and how much of an asset our local environment is.
- Partners share expertise and intelligence to support each other to reduce their negative impact on the environment.
- All members of the PSB have revised and/or adopted policies which demonstrate a commitment to minimise negative impacts on the environment and promote positive behaviours.
- Visitors, workers and residents of the Vale have greater options for active and sustainable travel.
- The Vale PSB provides strong leadership in terms of the importance of the environment for all aspects of well-being.

**This page will contain graphics to demonstrate how this objective will contribute to the national well-being goals for Wales, demonstrates the 5 ways of working and ensures we meet the sustainable development principle.**

DRAFT

### 3. Engagement

**Question 8 – Are there any suggestions for other activities to be undertaken during the 12 week consultation period?**

This section of the plan will set out how the engagement activities undertaken as part of the development of the Well-being Plan has informed and structured the Well-being Objectives and the steps the Vale of Glamorgan Public Services Board will take to work towards these objectives.

In addition to this section, outlining the contribution of engagement activities to the development of the plan, a separate engagement report will set out in detail the range of engagement activities and findings.

As part of the process of moving from the Well-being Assessment to the production of the Well-being Plan, the PSB has begun to engage with partners and stakeholders to ensure that the four Well-being Objectives are correct and identify the ways in which we deliver against our Objectives.



Activities Undertaken:	
<ul style="list-style-type: none"> <li>• Vale Pupil Voice Conference</li> </ul>	<ul style="list-style-type: none"> <li>- Engaging with School Council representatives from the Vale</li> </ul>
<ul style="list-style-type: none"> <li>• PSB Self-Assessment Workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Work with consultants to assess PSB activity against four Objectives and test them</li> </ul>
<ul style="list-style-type: none"> <li>• PSB Expert Workshops</li> </ul>	<ul style="list-style-type: none"> <li>- Expert officers from partners and stakeholders working to identify gaps where PSB can add value and improve Well-being in the Vale and suggest actions</li> </ul>
<ul style="list-style-type: none"> <li>• PSB Workshop</li> </ul>	<ul style="list-style-type: none"> <li>- Members of the PSB discuss the actions suggested from activities that have taken place to date in order to agree those that are collective, achievable and should be included within the plan</li> </ul>
<ul style="list-style-type: none"> <li>• Conversations with PSB partners</li> </ul>	<ul style="list-style-type: none"> <li>- One to one conversations with PSB partners and PSB groups to ensure actions identified are correct and deliverable</li> </ul>

The Well-being of Future Generations Act sets out that the PSB must undertake a 12 week period of formal engagement on the Draft Well-being Plan. Through these 12 weeks we will be undertaking a number of different activities. Where possible, we will be working with the Regional Partnership Board who are responsible for producing the Area Plan under the Social Services and Well-being Act, to join-up engagement activities and produce joint messages.

<b>Proposed Activities:</b>	<b>Key Dates:</b>
<b>Consulting our Communities</b>	
<ul style="list-style-type: none"> <li>• Circulate Draft Plan and information on how to get involved in development to Statutory Consultees</li> </ul>	<b>September 2017</b>
<ul style="list-style-type: none"> <li>• Undertake a short online survey on the Draft Well-being Plan</li> </ul>	<b>October – December 2017</b>
<ul style="list-style-type: none"> <li>• Use Social Media to develop an on-going conversation about Well-being</li> </ul>	<b>October – December 2017</b>
<b>Engaging our Communities</b>	
<ul style="list-style-type: none"> <li>• Host Stakeholder workshops on the Draft Well-being Plan</li> </ul>	<b>October/November 2017</b>
<ul style="list-style-type: none"> <li>• Go out to a number of venues in our 3 Community Areas to engage on the Draft Well-being Plan and the Work of the PSB. E.g. Supermarkets, Job Centre, Barry Market, other events.</li> </ul>	<b>October – November 2017</b>
<ul style="list-style-type: none"> <li>• Engage with the Vale Equalities Forum</li> </ul>	<b>10<sup>th</sup> October 2017</b>
<ul style="list-style-type: none"> <li>• Engage with the Vale Youth Forum</li> </ul>	<b>16<sup>th</sup> October 2017</b>
<ul style="list-style-type: none"> <li>• Engage with the Vale 50+ Executive Forum</li> </ul>	<b>19<sup>th</sup> October 2017</b>
<ul style="list-style-type: none"> <li>• Engage Hen Goleg User Group</li> </ul>	
<ul style="list-style-type: none"> <li>• Engage with Barry Communities First and Flying Start Community Group</li> </ul>	
<ul style="list-style-type: none"> <li>• Engage with Police Youth Volunteer Group</li> </ul>	
<ul style="list-style-type: none"> <li>• Engage with Fire Youth Volunteer Group</li> </ul>	
<ul style="list-style-type: none"> <li>• Attend Barry Jobs Fair</li> </ul>	
<ul style="list-style-type: none"> <li>• Attend cross-partnership Well-being Event</li> </ul>	
<ul style="list-style-type: none"> <li>• Attend the Vale of Glamorgan International Older Peoples Day Event</li> </ul>	<b>2<sup>nd</sup> October 2017</b>
<b>Formal Consultation</b>	
<ul style="list-style-type: none"> <li>• Vale of Glamorgan Council Community Liaison Committee</li> </ul>	<b>18<sup>th</sup> October 2017</b>
<ul style="list-style-type: none"> <li>• Vale of Glamorgan Council Scrutiny Committees</li> </ul>	<b>October – November 2017</b>

In order to ensure that our engagement is both interesting and informative it will be necessary to undertake activities that are wide-ranging throughout and beyond the 12 weeks of the formal consultation process. To achieve good engagement with our communities it will be necessary to:

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**Engagement Preparation:**

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- Finalise Engagement Timetable
  - Develop Promotional Engagement materials such as posters and press releases
  - Develop Online Survey Questions in conjunction with Integrated Health and Social Care Partnership
  - Develop social media
  - Develop engagement materials for community engagement
  - Develop and create engagement materials for workshop sessions
  - Resource PSB attendance at engagement events
  - Produce detailed Engagement Report
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#### 4. Monitoring

This section of the Plan will outline how we will monitor the progress made in delivering against the Well-being Plan, its Objectives and Actions. In addition to progress against the Plan, this section will detail how the indicators used to inform the Well-being Assessment, including the National Well-being Indicators set out in the Well-being of Future Generations Act, will be monitored and our performance recorded. The PSB may wish to develop a core indicator set to take a wider view than the four Objectives. This would build on the Board's the current approach to Performance Management.

Progress against relevant performance measures set out within the Plan will be captured in the Annual Progress Report required under the Well-being of Future Generations Act. The PSB must prepare and publish an Annual Progress Report no later than 14 months after the publication of its Well-being Plan, and subsequently no later than one year after the publication of each previous report.

A copy of each of the PSB's Annual Progress reports must be sent to:

- Welsh Government,
- The Office of the Future Generations Commissioner,
- The Auditor General for Wales,
- The Vale of Glamorgan Council's Cabinet and Scrutiny Committees.

**For Future Discussion** - As part of the development of the plan and its implementation the PSB will need to consider how it wishes to take forward its performance management arrangements.



## Vale of Glamorgan Public Services Board 16<sup>th</sup> August 2017

### Draft Well-being Plan Discussion

#### Introduction

Work has been progressing to draft the Well-being Plan in readiness for the PSB meeting on the 19<sup>th</sup> September. The intention is that partners will sign off the draft for consultation at that meeting enabling the 12 week consultation period to commence which will run from September – December.

The attached draft is work in progress but partners views are requested on a number of issues to assist in the drafting of the plan.

The content of the plan has been informed by the following:

- Our Well-being Assessment
- Our self-assessment
- Statutory guidance
- Discussions with Welsh Government
- Discussions and advice received from the Future Generations Commissioner and her staff
- Two expert workshops
- PSB workshop on the 13<sup>th</sup> June
- Meetings with partners inc. two Town Councils
- PSB Editorial Group

#### The Timetable

<b>Date</b>	<b>Action</b>
16 <sup>th</sup> August 2017	PSB meeting – consider the draft plan
Mid August – Early September	Final drafting of the plan
19 <sup>th</sup> September 2017	PSB meeting – Approve draft plan
September – December 2017	Consultation inc. scrutiny
December 2017 – January 2018	Editorial and final PSB comments
January 2018	FAPM (Fire) Working Group 15 <sup>th</sup> or 29 <sup>th</sup> January
February 2018	Vale of Glamorgan Cabinet (19 <sup>th</sup> ) and Council (28 <sup>th</sup> ) NRW sub-group and board
March 2018	Cardiff and Vale UHB Strategy and Engagement Sub-committee (13 <sup>th</sup> ) Board 29 <sup>th</sup> Fire Authority 26 <sup>th</sup>
April 2018	Design and Translation
May 2018	Publication

## **Proposed Issues for Discussion**

Below are a number of issues for discussion at this PSB meeting and we would welcome partners input and comments. We would then request that any further comments and contributions be forwarded to the Council's Strategy and Partnership Team by the **30<sup>th</sup> August**. This will enable us to make the changes, discuss any differences of opinion and circulate the draft plan as early as possible for the meeting on the 19<sup>th</sup> September.

The introductory section for the plan has not yet been drafted but within the draft we have given an indication of the proposed content which would provide context for the plan and our objectives and provide details of our methodology in developing the plan. This will be kept as succinct as possible but we will be mindful of the advice in the letter from the FGC.

### ***A Vision for the PSB***

We haven't yet drafted an overall vision for the Vale although we have drafted a 2050 statement for each objective.

**Question 1** – Partner's views are sought on a vision for the PSB and how this may link to the 2050 statements for each objective. Do partners want a paragraph or would a statement e.g. like the Council's 'Strong Communities with a Bright Future' or the UHB's 'a person's chance of leading a healthy life should be the same wherever they live and whoever they are' which links the 2050 statements together be more appropriate ?

### ***Our objectives***

We have been discussing the objectives with partners and the potential actions and these are included in the draft plan. We have also worked up objective 3 to show what the final design for each objective could look like. We would like partners to consider the following questions for each objective.

**Question 2** – Are partners happy with the wording of the objectives?

**Question 3** – Are partners happy with the 2050 statements for each objective as a concept and the content. (the wording reflects issues in the WBA)?

**Question 4** - Are the actions sufficient? Can they be delivered by partners?

**Question 5** – Are the 5 ways of working evident across all of the objectives and will we be maximising our contribution to the goals?

**Question 6** – Objective 3 has caused the most discussion amongst partners, particularly in respect of the more long term actions. The actions have been drafted to enable discussions to continue e.g. around establishing a MASH but without it having a specific reference in the plan. There is also an action which relates more to adults and there has been discussion around whether this is in the right place or if the objective needs to be reworded. We would like to spend some time discussing this at the meeting.

**Question 7** – Objective 3 has been worked up in to the proposed design for each objective. Are partners happy with this design for the consultation draft?

***Engagement Activities***

This section of the draft plan sets out our thoughts regarding engagement activities during the 12 week period. This work will be resource intensive and require input from all partners. We will be contacting partners with further details and dates and asking for details of who can assist in the consultation activities.

**Question 8** – Are there any suggestions for other activities to be undertaken during the 12 week consultation period?

***Monitoring and Performance***

This section of the plan will detail our performance arrangements. It is suggested that at a future PSB meeting there is further discussion about monitoring arrangements.



<b>Vale of Glamorgan Public Services Board Work Programme 2016/17</b>	
<b>Future Meetings</b>	
<b>Meeting Dates</b>	<b>Agenda Items</b>
16 <sup>th</sup> August 2017	Draft Well-being Plan PSB Annual Report Collaboration between Fire and Rescue Services and Health and Social Services in Wales Strong Communities Fund Business Intelligence Group revised terms of reference
19 <sup>th</sup> September 2017	Draft Well-being Plan Environment Act Communities First Update
30 <sup>th</sup> November 2017	Well-being Objectives and Plan Delivery Plan Progress Report
<b>Past Meetings</b>	
<b>Meeting Dates</b>	<b>Agenda Items</b>
13 <sup>th</sup> June 2017	<ul style="list-style-type: none"> <li>✓ Invitation to participants</li> <li>✓ Appointment of Chair</li> <li>✓ Review of Terms of Reference</li> <li>✓ Well-being Objectives and Plan</li> </ul>
9 <sup>th</sup> March 2017	<ul style="list-style-type: none"> <li>✓ Agree revised Well-being Assessment</li> <li>✓ Well-being Plan workshop</li> </ul>
31 <sup>st</sup> January 2017	<ul style="list-style-type: none"> <li>✓ Youth Employment in public services</li> <li>✓ Apprenticeship Levy</li> <li>✓ Development of the Wellbeing Plan and objectives</li> <li>✓ Cardiff Capital Region City Deal</li> <li>✓ Well-being Assessment update</li> </ul>
15 <sup>th</sup> December 2016	<ul style="list-style-type: none"> <li>✓ Approve draft Well-being Assessment for consultation</li> <li>✓ Community Strategy Delivery Plan (Tackling Poverty) Progress Report</li> </ul>



	<ul style="list-style-type: none"> <li>✓ SoNaaR - Natural Resources Wales</li> <li>✓ Resilient Communities - Welsh Government</li> <li>✓ Calendar of meetings for 2017</li> </ul>
27 <sup>th</sup> September 2016	<ul style="list-style-type: none"> <li>✓ Well-being Assessment update(life expectancy)</li> <li>✓ Annual Report</li> <li>✓ Ageing Well Plan Progress Report</li> <li>✓ Social Services and Well-being Act update</li> <li>✓ Food Poverty and School Holiday Enrichment Programme</li> <li>✓ UHB Big Improvement Goals</li> <li>✓ 'Making a Difference: Investing in Sustainable Health and Well-being for the People of Wales'</li> </ul>
7 <sup>th</sup> July 2016	<ul style="list-style-type: none"> <li>✓ Well-being Assessment update</li> <li>✓ Core indicators report</li> <li>✓ Community Safety Report</li> <li>✓ Forward Work Programme</li> <li>✓ Environment Bill</li> <li>✓ Vale of Glamorgan Council Corporate Plan</li> <li>✓ EU Referendum</li> </ul>
19 <sup>th</sup> May 2016	<ul style="list-style-type: none"> <li>✓ PSB membership</li> <li>✓ Terms of Reference</li> <li>✓ Name and logo</li> <li>✓ Delivery Plan Progress Report</li> <li>✓ Well-being Assessment update</li> <li>✓ Social Services and Well-being Act update</li> <li>✓ South Wales Programme</li> <li>✓ Forward Work Programme</li> </ul>

### Potential Future Items

- Engagement on Major Trauma Services in South Wales - Cardiff and Vale UHB
- Transformation Programme - Cardiff and Vale UHB
- South Wales Programme - Cardiff and Vale UHB
- Shaping our Future well-being in our community - Cardiff and Vale UHB
- Future Generations Commissioner
- Local Government Reform update
- Cardiff Capital Region City Deal update – Vale of Glamorgan Council

