



Well-being Objective 2

Reduce poverty and tackle inequalities linked to deprivation

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 experience significant disadvantage, including high unemployment, reduced healthy life expectancy, low educational achievement and higher levels of crime. The PSB has recognised that in order to improve local well-being and achieve the national well-being goals for Wales it is important to reduce the inequalities that exist between our communities.

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Sustainable development...is about ensuring a strong, healthy and just society while living within environmental limits...[it] opens up opportunities to reduce environmental damage promote social justice and narrow health inequalities

Sustainable Development Commission

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Our Vale

Where are we now?

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 experience 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 areas.

One of the main headlines emerging from the Well-being Assessment is the significant 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. Areas with the lowest healthy life expectancy correlate to those that are most deprived as identified through the Welsh Index of Multiple Deprivation 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.

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. There are clear areas in the eastern part of Barry where educational attainment is lower and this can be linked to lower levels of employment and significantly lower median household incomes in these areas. The highest percentages of working age people claiming JSA can be found in Barry and in St. Athan in the Western Vale. Across Wales 17% of the population are experiencing income deprivation compared to 14% in the Vale. However 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, demonstrating the stark inequalities that exist within the Vale of Glamorgan.

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. Our built and natural environment can play a huge part in contributing towards well-being and our evidence shows that many of the Vale's deprived areas have a poor quality environment with less access to green spaces. In addition to this, 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.

There are also higher crime rates in more deprived areas with 7 LSOAs (Lower Super Output Areas) in the Vale of Glamorgan in the top 10% most deprived LSOAs in Wales according to the WIMD 2014 Community Safety Domain – all are located in Barry. Those living in the most deprived areas are less likely to volunteer and voter turn out rates are lowest in these areas.

The findings of the Well-being Assessment demonstrate the wide range of factors that contribute towards creating the inequalities that exist in the Vale and the complex and inter-related factors that all contribute towards poorer well-being in deprived areas. There is no easy solution to reducing the differences that exist and 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.

It is essential that partners work together to tackle the complex issues related to poverty and deprivation. 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 how we monitor the impact of our activities with performance frameworks mainly focusing on individual service performance monitoring rather than outcomes for the local community. It is clear from our evidence that by reducing poverty and tackling inequalities linked to deprivation the PSB can bring about a range of well-being benefits and is an area where collective action from partners can make a positive difference.

Our Future

We recognise that there are no easy solutions but by working together the PSB can strengthen the resilience of deprived areas and prevent the adverse impacts of poverty. In order to do so we need to better understand our 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.

The inequality gap that currently exists in relation to healthy life expectancy in the Vale can be attributed to a decreasing number of years in good health in the most deprived LSOAs and an increasing number of years in good health in the least deprived LSOAs. We must work to ensure that all residents benefit from our collective action and that we increase the number of years in good health for residents in the most deprived areas whilst not having a detrimental affect on those in the least deprived areas. With regards to health inequalities we know that those living in deprived areas are more likely to smoke, be overweight or obese and participate in less physical activity which will all impact upon healthy life expectancy. Public Health Wales Observatory projections have estimated that by 2025 81.7% of males aged 65+ in Cardiff and the Vale will eat fewer than 5 portions of fruit and vegetables unless the status quo can be changed. The PSB must work together to change this statistic and ensure that risks from global trends are managed whilst opportunities are created. There are a number of risks in relation to Wales' food environment including weather-related shocks to international food production and trade, risks and opportunities from long-term, climate-related changes in global food production and from the impact of Brexit on imports and exports. It is important that these trends do not have an adverse impact on the ability of those living in deprived areas to purchase fresh food with the Marmot Report highlighting how "low income and area deprivation are both barriers to purchasing fresh or unfamiliar foods, while lower income households are the harder hit by food price fluctuations."

The PSB recognises that some factors are beyond our control and through our Let's Talk engagement campaign the majority of residents felt their economic well-being would decline in the near future, attributing this to factors relating to employment conditions, wages, welfare reforms including the roll out of Universal Credit, increased autonomy from technological advancements and Brexit.

The areas of the Vale which observed the lowest household incomes as identified earlier are also those with the lowest employment rates, and those with the lowest levels of educational attainment. Although educational attainment of pupils in the more deprived areas of the Vale has increased in recent years, this has not always been at the same rate as their peers and we must again seek to change this trend in the future.

The same areas within the Vale of Glamorgan experience deeply entrenched norms of lower educational achievement, lower employment rates and lower incomes. This not only impacts upon our current population but the influence of socio-economic factors in the early years can be crucial in determining the life chances and opportunities of our future generations. A Public Policy Institute for Wales study on what works in reducing intergenerational worklessness and fragile employment identified a range of factors that impact on employment. These include individual factors and circumstances, including health, job-seeking knowledge, skills and

qualifications; local contextual factors – including the quantity and quality of local job opportunities, local cultural factors and local labour market operations and norms; and macro level factors – including the state of the macro economy, the welfare regime and policy in the labour market and related domains. Whilst the PSB recognises a number of factors are beyond our immediate control we must work together and join up our activities where we can make a difference and our actions reflect this. For example, more flexible funding in relation to Welsh Government's anti-poverty programmes will enable us to work more effectively for better outcomes for those living in poverty and deprivation and build upon the legacy created by the Communities First programme.

When considering the projected change in jobs by industry in 2020 compared to 2014, the biggest losses in the Vale are projected to be in public administration and defence, and the manufacture of plastics industries. The largest projected increases in jobs are predicted to be in the residential care and restaurants and mobile food service industries. The PSB has highlighted that these industries are often associated with part time, low paid work which could be cause for concern given the importance of securing good quality employment as highlighted earlier. One of our major challenges is helping our residents not just obtain employment but sustaining that employment which leads to in-work progression helping to secure a better future.

Our evidence has shown that for those who are unemployed, the Vale has a higher percentage of people who do want a job compared to the Welsh average and this is an opportunity the PSB must harness in ensuring that job opportunities exist and the barriers to work are removed where we can have an impact, for example in relation to transport, childcare and the skills and confidence needed.

The Cardiff Capital City Region presents significant opportunities to improve economic well-being across the region and the PSB is keen to work alongside the city deal to ensure local benefits are realised for all residents across the Vale including those in our most deprived areas. The City Region deal includes projects which will seek to improve transport infrastructure, including public transport. Our Well-being Plan includes actions to promote the use of public transport in response to our assessment identifying threats from rising fuel prices and natural disasters associated with climate change. We know that currently the highest proportion of residents commute via car, particularly in areas of the Vale which are more rural in nature and concerns have been raised over poor road conditions and the deterioration of air quality.

As highlighted, living in poverty and deprivation is both the cause and effect of a range of factors for individual and community well-being and can also lead to a greater demand on public services at a time of reducing budgets. This coupled with population projections for the Vale of Glamorgan which show an ageing population demonstrates the need to reduce inequalities and reduce pressure on services.

Through delivering our actions and achieving this objective our long term vision for the future Vale is;

Well-being Objective 2: Our Vision

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We have worked with local communities to create a more equal Vale of Glamorgan and to break inter-generational patterns of poverty. We have built on community assets, strengthening the resilience of our communities and empowering people to overcome the deeply entrenched norms of deprivation found in some areas. Healthy life expectancy has increased across the Vale, particularly in deprived areas with the inequality gap narrowing as healthy life expectancy moves towards the best in all areas. A person's chance of leading a healthy life is the same wherever they live and whoever they are. Health inequalities in deprived areas have reduced 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 all children have a good start in life. The built and natural environment has improved and the well-being benefits of spending time outdoors and improved standards of housing are realised across the Vale. Educational attainment has improved and people have the skills to gain 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.

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Our Steps

Outlined below are the actions we will deliver towards achieving this objective and shows the first set of steps we will be taking from 2018 to 2023 towards realising our longer term vision for the future Vale of Glamorgan.

What will we start doing today?

Undertake further engagement, research and analysis regarding inequalities between our least and most deprived communities to inform how we can work more effectively to tackle the challenges and reduce inequalities.

Work in partnership with other agencies, for example foodbanks, debt advice services and other projects already working in the community, to explore how we can better reach those living in poverty and improve access to services, information and support.

Work together to promote healthy behaviour messages, 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 foundations created by Communities First and work undertaken through programmes such as Flying Start, Families First and Supporting People to develop a more coordinated approach to tackling poverty across the Vale.

Work together as local employers and education and training providers to develop new opportunities for work experience, placements, apprenticeships and develop skills aligned to future job opportunities in conjunction with the Capital City Region.

Develop a co-ordinated approach to tackling fuel poverty recognising the expertise and contribution of Registered Social Landlords towards achieving this goal.

Consider how we can improve the environment to support and encourage outdoor play and active travel in some of our more deprived areas through transport improvement schemes and street closures for play.

Work with the Food Vale partnership to address issues relating to access and affordability of food and ensure people have the skills and resources to overcome food poverty and make healthier food choices

What will success look like in 2023?

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.

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 and partners work together to protect and improve the environment.

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.

Our Contribution

The following illustrates just some of the ways we will be contributing to the national well-being goals, how we will be putting the five ways of working into practice and how by achieving this objective we will also contribute towards achieving our other well-being objectives

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



By working sustainably to deliver this objective...



Taking a **long term** view to our approach recognising the need to tackle inter-generational poverty and that it will take time for some of our activities to have an impact e.g. on healthy life expectancy.



Learning from national and international research and from local experience to develop a more **preventative** approach to tackling poverty and inequalities.



Working together to **integrate** and align services and take a more strategic approach to tackling poverty e.g. through greater alignment of Welsh Government's anti-poverty programmes.



Collaborating with a wide range of organisations is essential if we are to truly understand complex issues in our more deprived communities and reduce poverty.



Ensuring those living in our more deprived areas are empowered through participation and are **involved** in helping us to better understand our communities and shape local services.

...we will maximise our contribution to the national well-being goals...

