



Vale of Glamorgan Public Services Board Meeting
19th September 2017 @ 2pm - 4 pm
Board Room, Dock Offices Barry.

Agenda

No.	Agenda Item	Lead
1.	Welcome and Introductions	Chair, Cllr John Thomas
2.	Apologies for Absence	Lloyd Fisher – Policy Officer, Vale of Glamorgan Council
3.	Minutes of the Public Services Board 16th August 2017	Huw Isaac – Head of Performance and Development, Vale of Glamorgan Council
4.	Communities First	Rebecca Haves – Team Leader, Housing and Community Regeneration
5.	Presentation: Draft Cardiff and Vale Dementia Strategy	Dr Suzanne Wood - Consultant in Public Health Medicine, Cardiff and Vale Public Health Team
6.	Environment Act Update	Nadia DeLonghi – Operations Manager, Natural Resources Wales
7.	Draft Well-being Plan <ul style="list-style-type: none"> • Discussion and sign off of draft Plan for consultation • Proposals for consultation and engagement activities on draft Well-being Plan 	Huw Isaac – Head of Performance and Development Helen Moses, Strategy and Partnership Manager, Vale of Glamorgan Council
8.	Forward Work Programme	Chair, Cllr John Thomas
9.	Any Other Business	Chair, Cllr John Thomas
	Date of next meeting – 30th November 2017	



Vale of Glamorgan Public Services Board

16th August 2017

Minutes

In attendance:		
Name	Title	Organisation
Clr John Thomas (JT)	Leader	Vale of Glamorgan Council
Rob Thomas (RT)	Managing Director	Vale of Glamorgan Council
Vaughan Jenkins (VJ)	Group Manager	South Wales Fire & Rescue Service
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)	Deputy Director of Public Health	Cardiff and Vale University Health Board
Rachel Connor (RC)	Executive Director	Glamorgan Voluntary Services
Claire Evans (CE)	Superintendent	South Wales Police
Judith Cole (JC)	Deputy Director Workforce and Social Partnerships (Local Government)	Welsh Government
In attendance:		
Anne Wei (AW)	Strategic Partnership and Planning Manager	Cardiff and Vale University Health Board
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
Apologies:		
Abigail Harris (AH)	Executive Director of Strategy and Planning	Cardiff and Vale University Health Board
Darren Panniers (DP)	(Interim) Head of Operations (Cardiff and Vale)	Welsh Ambulance Trust
Clr Mike Cuddy (MC)	Nominated Town and Community Council Representative	Penarth Town Council
Peter Greenhill (PG)	Head of Local Delivery Unit	National Probation Service
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

	Actions
<p>1. Welcome and Introductions</p> <p>JT welcomed everyone to the meeting and introductions were made.</p>	
<p>2. Apologies</p> <p>See above.</p>	
<p>3. Minutes of the Public Services Board 13th June 2017</p> <p>The minutes of the previous meeting were agreed.</p>	
<p>4. Revised Terms of Reference</p> <p>The PSB terms of reference were reviewed by the Board. CE noted that where section 2.11 makes reference to 'South Wales Police'; it should be amended to read 'Chief Constable of South Wales Police'. The reviewed Terms of Reference were signed off by the Board subject to that amendment.</p>	HM
<p>5. Collaboration between Fire and Rescue Services and Health and Social Services in Wales</p> <p>VJ introduced a letter from the Cabinet Secretary for Communities & Children and the Cabinet Secretary for Health, Well-being & Sport to Chief Executives of Local Authorities regarding closer working between Fire Services and the Health and Social Care sector. VJ stated that there is support for many of the proposals detailed in the Cabinet Secretaries' letter and that many of the suggestions outlined are currently undertaken by the Fire Service, such as targeting specific demographics, providing one-to-one advice to people in their own homes and emergency medical responses.</p> <p>VJ noted that there has been successful collaboration on a number of the priorities outlined; however, there have been difficulties with information sharing in relation to patient discharge from hospital.</p> <p>FK welcomed the letter and its proposals for closer collaboration between the Health Board and the Fire Service. FK asked what could be done to effect further collaboration between the Health Board and the Fire Service, in particular to address the difficulties in information sharing around hospital discharge. It was noted that further discussions between partners would be undertaken to address this issue.</p> <p>GOS also welcomed the letter and enquired whether there was potential to promote shared messages when the Fire Service are undertaking safe-and-well visits, particularly raising the awareness of properties at risk of flooding.</p>	VJ/FK

<p>VJ said that while there is support for the proposals detailed within the Cabinet Secretaries' letter, there would need to be further discussions with the Fire Brigades Unions. Partners noted that the proposals outlined within the letter, and the work that is already being undertaken in partnership, are further examples of the collaborative working detailed in the Well-being of Future Generations Act.</p>	
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<p>6. Vale of Glamorgan Council Strong Communities Fund</p> <p>RT introduced a report on the Vale of Glamorgan Council Strong Communities Fund. The Fund has brought together a number of pre-existing grant fund schemes to provide a more co-ordinated approach to funding allocation. In addition to the amalgamation of grant funds, the Strong Communities Fund will utilise Section 106 community facilities funding, and where appropriate other locality based Section 106 funding. 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. It has been proposed that any underspend in each of the three years will be carried forward into the next year, thereby increasing the size of funding available. The Council is committed to bringing forward the underspend from related grant schemes in 2016/17. The total funding available through the Fund for 2017/18 will be £286,645.</p> <p>The Fund will be available to community led organisations, Third Sector organisations, Town and Community Councils and any collaboration between these organisations and social enterprises.</p> <p>RT outlined that an Evaluation Panel will be responsible for evaluating bids to the Fund, with funding being awarded three times a year. Grant bids will be evaluated by the panel using a scoring matrix and recommendations will then be made to the Council's Cabinet for the decision on the allocation of funding. The PSB were asked to nominate one representative to join the Evaluation Panel for a term of one year, to review funding applications and make recommendations for grant allocations.</p> <p>GOS welcomed the establishment of the Strong Communities Fund and advised that Natural Resources Wales (NRW) would like to be the PSB's representative on the Evaluation Panel. NRW have experience of operating their own grant fund schemes and would be able to bring this experience to the Evaluation Panel. CE also expressed support for the Fund and offered that a local Police representative from the Community Safety team could join the panel if needed.</p> <p>FK enquired whether there would be scope to develop criteria for evaluation of funding bids in line with the Well-being Goals areas. RT clarified that applications into the fund must evidence how the project will align to the Council's Well-being Objectives, the Council's Reshaping Services Programme, the Well-being of Future Generations Act and the seven National Well-being Goals for Wales. Contributions to the PSB's Well-being Objectives will therefore form part of the considerations.</p> <p>The PSB welcomed the fund and agreed that NRW would provide the PSB representative on the Evaluation Panel for the first year of the fund.</p>	
<p>7. Business Intelligence Group – Revised terms of reference</p> <p>HM provided an overview of the work of the Business Intelligence Group (BIG), including its role in supporting the 2013 Unified Needs Assessment and the PSB's</p>	

Well-being Assessment. She explained that recently concern has grown that agenda items have not been forthcoming from the group and participation in the group, particularly from partners, has been varied.

A discussion was held at the June BIG meeting on whether the group should continue. Members of the group were supportive of its continuation and suggested that there was still value in the group meeting; however, it was agreed that more involvement from partners was needed, in particular with sharing updates, research and awareness of upcoming engagement events. In light of discussions it was agreed that the membership of the group should continue to be a mix of data, policy and engagement officers with a review of attendees to be undertaken. The Group's Terms of Reference have been amended and the PSB were asked to endorse the revised terms of reference and identify a representative from their organisation to attend meetings.

GOS said that there is a key role for the group in managing and working towards the transition from the Well-being Assessment to the publication of the Well-being Plan. The importance of having an evidence-based approach to decision making has been made especially clear in the feedback given from the Office of the Future Generations Commissioner.

CE queried whether the role of the group was to be an operational one for the delivery of the work of the PSB set out in the Well-being Plan. HM clarified that the group would not be responsible for the delivery of the Well-being Plan, but would be a forum to discuss and make linkages between data sources and engagement activity in order to inform decisions. CE stated that it was difficult to identify the correct person from within the Police to sit on the group as the outlined role is quite broad. GOS also echoed the difficulty in identifying the correct individual to attend the group, but said it is clear that it is essential to develop the correct evidence base from which the PSB can make decisions.

HM proposed that it will be necessary that the individual attending the group should be able to communicate with other officers within their organisation and to be able to make the linkages between the relationship between data and engagement information. FK said that it is tricky to identify the correct individual as it is a mix of knowledge bases and skills, not just one individual but a whole mixture of people. FK proposed that rather than a group it could be more a case of developing a mechanism in order to share information. HM clarified that the biggest challenge for the group moving forward will be keeping the Well-being Assessment alive and ensuring that the right information is shared between partners and used to inform the work of the PSB.

GOS supported the proposal of a mechanism for sharing data and the need for the PSB to put in place arrangements to ensure there is a robust evidence base.

HM advised that partners will need to participate in a discussion around what work needs to be undertaken as well as how best to resource it to ensure that the Well-being Assessment is dynamic and that for example performance management arrangements can be put in place.

<p>It was decided that the Strategy and Partnership team would re-evaluate the Business Intelligence Group's Terms of Reference following discussions and bring a re-drafted proposal to the September meeting of the PSB highlighting some of the tasks that need to be undertaken to support the work of the PSB.</p>	<p>HM</p>
<p>8. Annual Report</p> <p>HI introduced the PSB Annual Report 2016/17. He explained that there is not a legislative requirement for the PSB to produce an Annual Report this year, but as in previous years a report has been produced to bring together the range of activities being undertaken in partnership.</p> <p>HI reminded the Board that following publication of the Well-being Plan they will have a responsibility to produce an Annual Report no later than 14 months after publication of the plan and each year following.</p> <p>The PSB is currently still delivering against the Community Strategy and Delivery Plan agreed by the Local Service Board, and the Annual Report gives an overview of the key achievements of the PSB over the last year. In addition, the report details progress against the PSB Core Indicators and sets the scene for the work being undertaken by the PSB in moving from the Well-being Assessment to the publication of the Well-being Plan.</p> <p>The Annual Report was welcomed and endorsed by the PSB.</p>	
<p>9. Draft Well-being Plan Discussion</p> <p>HI introduced the draft Well-being Plan and outlined questions for the PSB to consider. The draft Plan is still a working draft with the intention that it will be amended and brought back to the PSB in September to be approved for consultation.</p> <p>The PSB has received detailed feedback from the Office of the Future Generations Commissioner on the process the PSB has taken in developing the Well-being Plan and advice about delivering the draft well-being objectives. HI advised that the Commissioner's feedback is already being taken into consideration, but due to the strict and demanding timetable attached to the Plan it is likely that many of the recommendations and suggestions will inform further work during the consultation period and as part of the delivery of the Plan.</p> <p>HI explained that endorsement is sought at this meeting for how the draft Plan is taking shape in terms of structure and design and also the wording for the objectives and actions. HM said that the draft Plan will continue to be refined following the meeting and throughout the consultation process. However, due to the timescales associated with the Plan, consultation needs to start at the end of September so the PSB can sign off the Well-being Plan in January prior to each of</p>	

<p>the partners taking it through their own approval processes. With these time pressures in mind it was important to obtain views and comments from the PSB at this stage. HM advised that the objectives reflect discussions regarding the well-being assessment findings and that the actions reflect the outcomes of the various workshops and discussions with partners since March.</p> <p>The PSB were asked to consider whether an overarching vision for the Plan should be developed. CE said that an overarching vision for the Plan would be preferable to a brief statement, and that a paragraph could better summarise what will be seen throughout the Plan. GOS supported an overarching vision for the Plan as this could clearly set out what the PSB is looking to achieve. HM asked whether the PSB supported the 2050 statements that have been developed under each of the four Objectives. FK and AW both expressed support for the 2050 statements and for the developed format set out in Objective 3. It was agreed that HM would draft an overarching vision and circulate for comment.</p>	<p>HM</p>
<p>JC enquired whether Objective 1 (public participation and involvement) could be more specifically linked into the behaviours set out in the Well-being of Future Generations Act and given a wider rationale. FK also suggested that some of the actions under this Objective are more operational when compared to the more strategic actions which sit under the other Objectives. HM advised that throughout the draft Plan there is a mix of strategic and operational activities which reflects the starting point for some of our work and what needs to be taken forward in response to the findings of the Well-being Assessment. Behind each of the actions detailed in the draft Plan there will be a range of supporting actions, but the wording of the actions will be refined through the consultation process. HI requested that if partners would like an action or objective to be reworded that they forward suggestions to HM.</p>	<p>All</p>
<p>CE said that some of the wording through the Plan may need to be amended to ensure that it is easier for the public to read. HM explained that a “plan on a page” will be developed as a means of making it easier for people to get engaged and that this would use a different sort of language to that of the formal Plan. There was a discussion about the need to ensure the Plan reflects the guidance and expectations from Welsh Government and the FGC e.g. in terms of demonstrating the five ways of working and how we are contributing to the national goals and how the plan has been informed by the WBA as well as being an accessible and easy to read document. Work will be undertaken through the consultation period to identify which aspects need to be simplified and the best approach.</p>	
<p>In discussing Objective 3, “giving children the best start in life”, AW suggested that it was important that the PSB ensure there is appropriate alignment between the Well-being Plan and the Area Plan required by the Social Services and Well-being Act. AW explained that there have been a number of discussions with the Regional Partnership Board team to ensure that isolated conversations are not being had about the two Plans as there is a danger that they are developing in separate ways. HI emphasised the need for the plans to complement each other and to neither duplicate nor contradict each other. A meeting is being organised between the lead officers from both the Cardiff and Vale of Glamorgan PSBs and</p>	

<p>the Cardiff and Vale Regional Partnership Board to ensure that there is a shared narrative between the plans and that planned consultation and engagement activities will be joined up where possible.</p> <p>HM introduced proposals for consultation and engagement activities to be undertaken on the draft Well-being Plan. The Well-being of Future Generations Act sets out that the PSB must undertake a 12 week period of formal consultation and engagement on the draft Well-being Plan. HM explained that it is hoped that this 12 week period will run from the end of September up to Christmas, and that throughout this period there will be a number of different consultation and engagement activities undertaken to inform the Well-being Plan for publication. FK proposed that the University Health Board's communications team can help in promoting consultation activities on the draft Plan. AW said that colleagues from the University Health Board and Cardiff and Vale Public Health teams who were involved in engagement activities for the Well-being Assessment will be able to help with engagement events and will provide a link to the activities of the Regional Partnership Board.</p> <p>HI emphasised the need for all partners to be actively involved in the consultation process.</p> <p>HM to email partners requesting comments on the draft plan by the 30th August.</p>	<p>All HM</p>
<p>10. Forward Work Programme</p> <p>JT introduced the Forward Work Programme and asked partners to consider any items to be included for future meetings.</p>	
<p>11. Any Other Business</p> <p>HM notified the PSB that the Cardiff and Vale Draft Dementia Strategy has been circulated to the Board for comment; the closing date for consultation responses on the strategy is Friday 15th September. FK explained that a Public Health Wales consultant is leading on the strategy and proposed that a presentation on the strategy be brought to the next meeting of the PSB. This was agreed.</p>	<p>HM/FK</p>
<p>12. Date of next meeting</p> <p>19th September 2017, Board Room, Dock Offices, Barry</p>	



Report for Vale Public Services Board 19th September 2017

Proposals for use of the Legacy Fund

Purpose of the report

The Welsh Government's (WG) 'tackling poverty' Communities First programme will end on the 31st March 2018. Locally, the Vale of Glamorgan Council acts as the Lead Delivery Body in managing Barry Communities First within the Resources Directorate (Regeneration & Planning).

In concluding the Communities First programme, WG is seeking to offer two alternative funding streams from the April 1st 2018 for a period of at least two years. One is a 'Legacy Fund' and another is an 'Employability Grant'.

In setting out the initial guidance for the legacy grant, WG has been clear it expects PSB's to play a role in determining how the Fund is applied and to ensure due regard is made to local well-being. This report sets out the Council's proposals for the use of the Legacy Fund. It is proposing to utilise the funding to support the following projects and seeks the views and endorsement of the Public Service Board on this proposal.

The projects proposed to be supported by the Legacy Fund are –

- Transition post and project costs,
- Project costs to engage clients in voluntary Employability Services
- Management, Finance and administration support for the Employability Grant, Legacy fund services and Communities for Work service.

This paper sets out the background to the proposal and provides detail on each project it is seeking to support through the Legacy fund, in addition to detailing the services/ projects that will no longer be offered by Barry Communities First.

Background

Barry Communities First, delivered by the Council, currently supports residents in specific parts of Cadoc, Castleland, Court and Buttrills to improve their prosperity, health and learning through the following projects and interventions –

- Supporting Employment - offering training, mentoring and initial in-work support to assist residents into work to enable them to improve their prosperity, health and wellbeing.
- Healthy Living support - projects to support mental health, healthy eating, smoking cessation, sexual health and becoming more active. Several projects aimed at supporting and improvement in health.
- Support in learning – schools transition support for year 6 and year 7 students, and help to families through local schools to access learning and employability services.

On the 31st March 2018, the funding for this programme and the above projects will stop.

Welsh Government is introducing a Legacy Fund, and has stated the Legacy Fund *'will be available to maintain some of the most effective Communities First community interventions and projects and to ensure their retention beyond 2018. (The WG) will support protecting such provision and building on the Communities First legacy.'*

WG has indicated an annual sum of £106 000 will be available under the Legacy Fund. This compares to over £400 000 in the current year's Communities First programme, and £580 000 in last year's programme for Barry.

The other form of funding, the Employability Grant *'is principally to secure the infrastructure required to support the Communities for Work Programme and take forward the learning from LIFT. It will have the flexibility to provide employment support to individuals not eligible for CfW and will also work beyond traditional Communities First boundaries where this is agreed locally and approved by Welsh Government.'*

Communities for Work is a voluntary programme to help those adults furthest away from the labour market into employment. The target group for this programme is residents of Communities First areas and the programme provides 1-to-1 support, guidance and training to assist clients gaining employment. (LIFT is another WG employment programme that certifies clients into employment again through support and training, but there is no LIFT programme in the Vale of Glamorgan.)

The Council is currently undertaking research to identify gaps in the employability services offered across the Vale, to enable a business case to be developed that will ensure proposals take into account local priorities and are aligned to existing local provision, including other European Social Fund operations.

WG is still developing the guidance for the Employability Grant, but has stated that the grant will be in the form of an entrustment and will be more prescriptive than previous Communities First funding and the Legacy Fund. It will detail key staff roles to be funded and have set budgets for staff, for some activity and barriers funding. To date the information from WG has indicated there will be no set budget to support management costs and non-person specific project costs, and these would need to be met through the Legacy Fund.

The WG has not requested that the PSB comment on the use of the Employability Grant. However, it's included here as the future use of the Legacy Fund is impacted upon by this new funding offer from WG.

WG has indicated that detailed guidance on the Legacy Fund and employability grant will be released in September '17, but these have yet to be received at the time of writing this report.

As a consequence, the proposal below has been developed on the knowledge Council officers have from the limited information released to date by WG, and therefore could be subject to change. However, due to time constraints in concluding the Community First Service by 31st March 2018 and establishing which projects will go forward under the Legacy Fund, the Council, as Lead Delivery Body for Barry Community First, needs to develop its proposals sufficiently to address the Council's Human Resource policies and processes to conclude Communities First by the March 2018 deadline.

The proposal outlined below is considered to be the most effective use of the Legacy Fund in supporting the strongest element of the Communities First programme, based on performance and the views of participants and partner agencies. The Council has consulted with the Barry Communities First Partnership Board and the Council's Poverty Alignment Group, which includes Flying Start, Families First, the Supporting People team, and Public Health Wales. The proposals also reflect previous work undertaken within the Barry Communities First Community Involvement Plan.

Proposals for use of the Legacy Fund

The proposed use of the Legacy Fund detailed below embodies the principles of the Well Being of Future Generations (Wales) Act 2015 as well as reflect the PSB's objectives in respect of the PSB work stream;

- *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.*

Each project proposed to be supported has a direct impact on supporting people into employment to ensure they have a route out of poverty, or do not fall into poverty, and the consequences being in poverty has on an individuals and their families' health and well-being. This continues the direction of travel Communities First projects were moving to support prosperity and tackle poverty.

1. Transition post (managed by Families First (FF))

The project currently provides support to 10 - 12 year old children (Year 6 and 7) and their families identified as needing support with transition from Primary to Secondary School, which is considered to be a crucial landmark in determining future academic success and securing employment in the future. This service is provided to eight Primary schools and two Secondary schools in the Barry Cluster area.

The project has consistently been considered as very effective by both participants and partners, particularly the various schools involved, to the extent that some schools have indicated that they would consider supporting a further expansion of the project by utilising their Pupil Deprivation Grant.

Due to FF currently funding two Vale-wide Transition posts, it's recommended that FF manage the project beyond March '18. The new Transition project will fit broadly into the future FF programme and would provide added value to the current FF delivery 'model'.

The proposed project would develop this further and, combined with the current FF supported provision, would offer schools a more holistic service that includes wellbeing support as well as support through the transition process. The wellbeing support could take the form of signposting to other specialist services in the Vale, both in the statutory and voluntary sector e.g. around confidence and mental health which are recognised as some of the main barriers to a successful transition.

It is proposed that the Legacy Fund would support 1 Full time equivalent post, in addition to a budget for the project itself. The support of children through this transition phase in their education will help them to engage with education and so secure employment in the future. This project is an early prevention project that aims to reduce the need for programmes like Communities for Work in the future.

2. Engagement projects to support employability services

WG has indicated the Employability Grant will not support the current Barry Communities First prosperity projects which effectively engages with prospective Communities for Work clients and draws them into that voluntary project. These projects include weekly job club and training sessions on specific skills sets to eligible Communities First residents. These sessions break down barriers and allow staff to encourage further engagement and participation in 1-2-1 employability support either through Communities First or Communities for Work programmes.

To ensure participants are maximised for the current Communities for Work project and the future Employability Grant service, it is proposed this project is supported through the Legacy Fund. Individual projects and training support through this element of the funding will be linked to ensure the participants are eligible for the Communities for Work programme and/or the future employability grant service, once determined. It is proposed a budget to support project costs is allocated from the Legacy Fund to continue to run this engagement tool, and this budget will be allocated to the participant engagement officer funded through the Employability Grant.

3. Management and Administration costs

As stated above, WG is still developing the guidance for the Employability Grant, but has stated that the grant will not have set budgets to support management costs. Currently, the Communities for Work programme is supported by the Finance and Monitoring Officer and administration support in the Barry Communities First team. If this provision is lost, there would be no support for the current Communities for Work programme, or the new Legacy Fund and Employability Grant, for basic

administration tasks and to monitor finances and pull together the required information to submit funding claims to WG.

Similarly, the information received to date from WG indicates there is no budget in the Employability Grant for a Manager of this service. This role is again key in setting up and managing a service and ensuring targets set in the funding offers are made.

It is proposed that the Legacy Fund is hence used to finance a part time Manager, part time administration support and full time Finance & Monitoring Officer, with associated on-costs and overheads.

4. Services no longer to be supported

The legacy Fund is not large enough to support all of the Barry Communities First projects and interventions. Therefore, the projects that support Healthy Living, to include, mental health, healthy eating, smoking cessation, sexual health and becoming more active, will cease from the 31st March 2018. These projects have not been supported because they do not directly support people into employment. An argument was presented during consultation that these project improve health and well-being and so more clients closer to the labour market, and this is acknowledged, but there are other delivery mechanisms available for these projects to be run. For example, Staff are working with volunteers in these projects to assist them to become self-sufficient that will then enable a longer term future.

Current support for learning will be scaled back with only the schools transition support for year 6 and year 7 students to go forward. Currently, the support to assist families through local schools to access learning and employability services is offered through the Families First programme. This programme is under review from WG and removing this provision is in line with those changes.

Supporting Employment – these projects will see a change in the delivery mechanisms, with clients working with the Communities for Work team or other employability services. Unlike support in learning, or healthy living, the employment support provision will still be available to residents, but through alternative delivery tools.

Outcome

This report therefore requests that the PSB considers the above proposals and endorses the proposals to use the Legacy Fund to support –

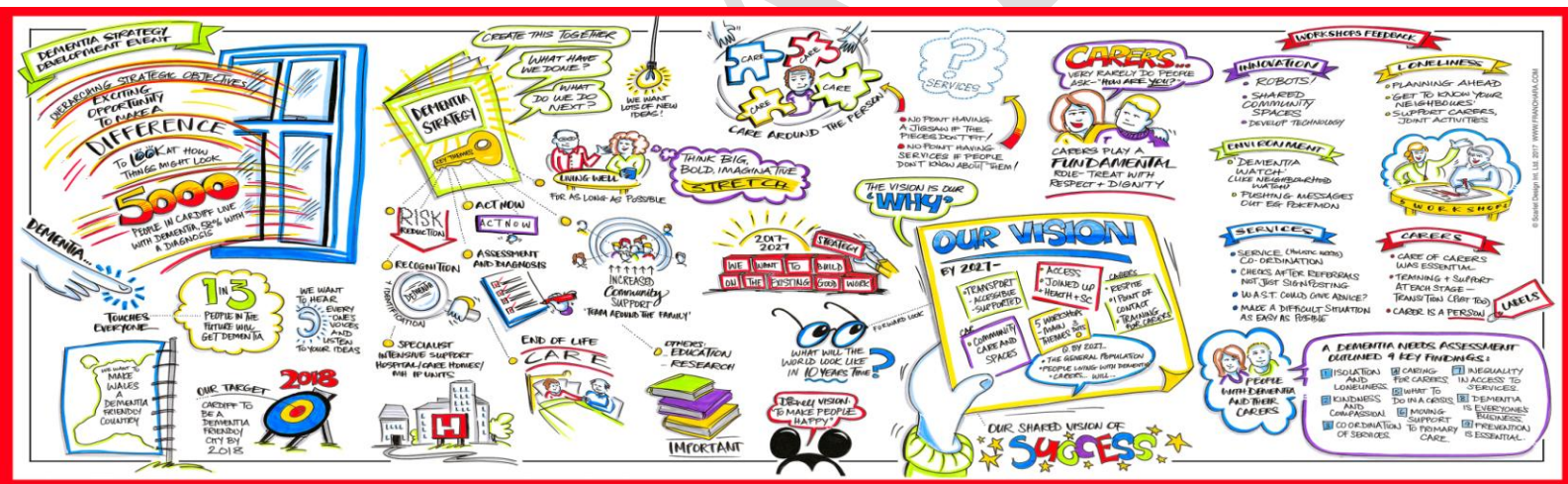
- The Transition post and project costs,
- Project costs to engage clients in voluntary Employability Services
- Management, administration and Finance support for the Employability Grant/Legacy Fund/Communities for work services.

It is envisaged that the PSB will be able to contribute to the final plan put forward to the WG for ratification and agreement by the LDB, which will probably be submitted in November 2017 (exact timetable dependent on any further Guidance issued by the WG).



Cardiff & Vale of Glamorgan
**INTEGRATED HEALTH
& SOCIAL CARE PARTNERSHIP**

Cardiff and Vale DRAFT Dementia Strategy 2017-2027



Acknowledgements

Thanks go to all who participated in the focus groups, interviews, dementia strategy development event and steering group: including people with dementia and their carers, service providers and many third sector organisations.

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FOREWORD

To be completed

"Don't be afraid of new ideas. Be afraid of old ideas. They keep you where you are and stop you from growing and moving forward."

Anthony Robbins

EXECUTIVE SUMMARY

The vision and strategic objectives for this strategy were produced through the Dementia Needs Assessment, by consensus at the Dementia Strategy Development Event in March 2017, and through consultation.



The vision is:

By 2027 the whole population of Cardiff and the Vale of Glamorgan will be dementia aware and will reduce their risk of dementia. Nobody will fear a diagnosis of dementia for themselves or others.

People with dementia will have equitable and timely access to a diagnosis; they will have seamless tailored care delivered locally with kindness. Carers will feel supported and empowered.

The nine strategic objectives are:

1. Dementia is everyone's business
2. Prevention is essential
3. We will combat isolation and loneliness
4. Services will be fully coordinated
5. Services will be delivered with kindness and compassion
6. Support will be moved to Primary Care
7. Carers will be cared for
8. Crises will be avoided
9. Access to services will be equitable

All actions in the action plan for dementia will fall under the nine key strategic objectives. Action areas incorporate high level aspirations, and will take time to achieve fully. Through working in partnership, we will aspire to meet the actions by their target dates.

INTRODUCTION

Older people are an important and growing population in Cardiff and the Vale of Glamorgan. To stay well we need to work together as a community to provide opportunities to maintain good health and then care and support for people when their health deteriorates.



In Cardiff and the Vale of Glamorgan we want to do two things: to help people live healthier lives so that the number of new people with dementia decreases over time and to make positive changes for people with dementia, their carers, families and friends.

Dementia describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. It is caused when the brain is damaged by diseases such as Alzheimer's disease or a series of strokes. Dementia is progressive, which means the symptoms will gradually get worse. Dementia is rare for people under 65 years, but becomes progressively more common as people age.

In recent years there has been an increased focus on dementia both nationally and locally because the population is ageing, and this has led to increasing numbers of people with dementia. There are approximately 5,000 people living with dementia in Cardiff and the Vale of Glamorgan. It is estimated that approximately two-thirds of people living with dementia live in the community, with one-third living in residential or nursing care homes. Whilst Cardiff and the Vale of Glamorgan has the highest level of diagnosis in Wales at 58%, Wales has the lowest rates of dementia diagnosis of any part of the United

Kingdom. A large number of people are therefore living without a formal diagnosis, hindering their access to relevant support and services.

There are high economic costs associated with dementia which include health and social care costs as well as the cost of unpaid care. The overall economic impact of dementia in the UK has been estimated as £26.3 billion. Across the statutory sectors in Cardiff and the Vale of Glamorgan, the cost of providing direct dementia services is more than (TBC).

This strategy has been developed as a partnership by the University Health Board with Cardiff Council and the Vale of Glamorgan Council together with local partners from the third sector, as well as through talking to people with dementia, their carers, staff and service providers about their experiences.

This Strategy has a 10 year time frame to allow long term planning, this is especially important when planning housing and hospital provision which will take a substantial time to develop and implement.

The Cardiff and Vale of Glamorgan Dementia Strategy will:

- Set out the vision for what we want to achieve by 2027
- Better co-ordinate work
- Identify key priorities for what needs to improve
- Engage local people in discussion on what works best for them
- Ensure that we keep people with dementia at the heart of what we do

POLICY CONTEXT

There are a number of national policies which are relevant to the prevention of dementia and services for people with dementia and their carers. These are summarised below:

THE SOCIAL SERVICES AND WELL-BEING (WALES) ACT 2014

The Social Services and Well-being (Wales) Act 2014 came into effect in April 2016 to improve the well-being of people who need care and support, and carers who need support.

The new Act promotes a range of help available within the community to reduce the need for formal, planned support and is based on the premise that:

- Services will be available to provide the right support at the right time
- More information and advice will be available
- Assessment will be simpler and proportionate
- Carers will have an equal right to be assessed for support
- There will be stronger powers to keep people safe from abuse and neglect

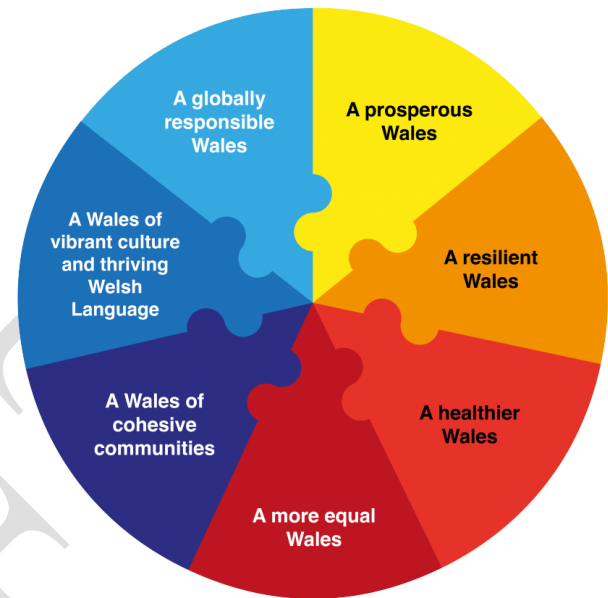
Part 9 of the Social Services and Well-being Act requires local authorities to make arrangements to promote cooperation with their relevant partners and others, in relation to adults with needs for care and support and carers. The Act also encourages partnership arrangements between local authorities and local health boards.

The Social Services and Wellbeing (Wales) Act 2014 introduced a duty on local authorities and Local Health Boards to prepare and publish an assessment of the care and support needs of the population, including carers who need support. The population needs assessment was undertaken between February 2016 and January 2017. The Cardiff and Vale Dementia Health Needs Assessment (February 2017) which describes unmet health needs of people with dementia and carers was used to inform the population needs assessment.

WELL-BEING OF FUTURE GENERATIONS ACT (WALES) 2015

The Well-being of Future Generations Act (Wales) 2015 came into effect in April 2016. This Act is about improving the social, economic, environmental and cultural well-being of Wales. It gives a legally binding common purpose – the seven well-being goals – for national government, local government, health boards and other specified public bodies. It details the ways in which these public bodies must work, and work together, to improve the well-being of Wales.

The Act will make public bodies think more about the long term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. This law requires public bodies to act in a sustainable way.



PARLIAMENTARY REVIEW INTO THE FUTURE OF HEALTH AND SOCIAL CARE IN WALES

The establishment of a Parliamentary Review into the long-term future of health and social care in Wales is a key commitment in the Welsh Government's Programme for Government launched in September 2016. The independent panel of experts, established in November 2016, is tasked with producing a report in 12 months focusing on the sustainability of health and social care in Wales. The Terms of Reference for the report are to:

- Define the key issues facing health and social care
- Identify where change is needed and the case for change
- Set out a vision for the future including moving health and social care forward together, developing Primary Care services out of hospitals

- Advise on how change can be delivered, building on the positive aspects of the current system

WELSH GOVERNMENT'S DRAFT NATIONAL DEMENTIA STRATEGY 2017-2022

Welsh Government's Draft National Dementia Strategy 2017-2022 was published in January 2017. The key themes from the Strategy are:

- Risk reduction and health promotion
- Recognition and identification
- Assessment and diagnosis
- Living as well as possible for as long as possible with dementia
- The need for increased support in the community
- More specialist care and support
- Supporting the plan:
 - Education and training
 - Research

OLDER PEOPLE'S COMMISSIONER'S REPORT DEMENTIA: MORE THAN JUST MEMORY LOSS

The Older People's Commissioner's Report details the extensive interviews that were held with people across Wales. This research gave people living with dementia and their carers a voice, to drive the change to improve support and services for people living with dementia and their carers. Key conclusions included:

- There is a widespread lack of knowledge and understanding of dementia amongst professionals and the wider public
- Dementia services lack the flexibility to effectively meet the needs of people living with dementia and their carers

- A lack of cooperation between services creates unnecessary difficulties and barriers for people living with dementia and their carers
- The combination of the factors set out above results in significant variation and inconsistency in the experiences of people living with dementia and those who care for them

CARDIFF AND VALE DEMENTIA HEALTH NEEDS ASSESSMENT

In preparation for the new 10 year strategy, the Partnership completed and published a Dementia Needs Assessment in February 2017. The Dementia Health Needs Assessment triangulated data from the following sources: reviewing existing data; holding a focus group with people with dementia; interviewing 27 carers, staff and stakeholders. From this work nine key themes were identified:

1. **Dementia is everyone's business** - All of the groups that were interviewed thought that dementia was everyone's business. There was acknowledgement that, as with any illness, the society that we live in can adapt to make life easier for people with dementia. The dementia friendly communities and dementia friends schemes were seen as a large part of this solution, with recognition that dementia friendly environments also play a part.
2. **Prevention is essential** - All groups thought that the key messages around prevention of dementia need strengthening and further campaigning. There is limited public knowledge of the six steps that people can take to reduce the risk of dementia: be physically active; maintain a healthy weight; be socially and mentally active; avoid drinking too much alcohol; stop smoking; and commit to review your health.
3. **Isolation and loneliness** was identified by people with dementia as a major issue. Loneliness puts individuals at greater risk of further cognitive decline. Transport was a big factor in this isolation, with most people with dementia unable to drive.
4. **Co-ordination of services** - Whilst much work has been undertaken to improve the co-ordination of services there is still

room for improvement. This was recognised by staff, carers and people with dementia.

5. **Kindness and compassion** - There was a consensus from the different groups that all people with dementia should be treated with kindness and compassion, and that staff need to be trained not just in the basics but to the level where they feel confident and can enjoy caring for people with dementia.
6. **Moving support to Primary Care** - All participant groups (people with dementia, carers, and professionals) thought that primary care was where support should lie. This will require further training, support and development to ensure that primary care feel supported to deliver the services that are required.
7. **Caring for carers** - The value of caring for the carers of people with dementia is recognised. The wellbeing of carers has a direct impact on the quality of life for people with dementia.
8. **What to do in a crisis** -The need for much more information about what to do in a crisis was highlighted by carers and staff. In addition, timeliness of services was seen as important. Carers often only ask for help when crisis occurs, and they therefore need support quickly.
9. **Inequality in access to service** - All respondents thought that there was unwarranted inequality in access to services. Carers described having to “fight for services.” There was widespread concern that without the family requesting services people with dementia would not have access to all the services that they need.

These themes have been used as the key themes for the Dementia Strategy 2017- 2027 as they are the main issues that were identified by the local stakeholders, staff and service users and carers.

STRATEGY DEVELOPMENT

In order to produce this strategy we held an event on 14 March 2017 to gather views on what the vision should be and to gather ideas for improvements. As part of this we undertook an exercise to help prioritise actions that had been suggested for both acceptability and compatibility.

This strategy describes the vision and strategic objectives for dementia for the next ten years. The time frame of ten years was chosen to allow planners to consider longer term initiatives such as new housing developments in relation to dementia.



VISION STATEMENT

This vision statement is a culmination of the views put forward as part of the Dementia Health Needs Assessment and the new world described in the visioning session held at the Dementia Strategy Development Event in March 2017 by a group which included people with dementia, carers, stakeholders and service providers.



It identifies three areas we need to work on over the next ten years: the whole population; people with dementia; and their carers.

This vision statement was created from the work of the five groups' ideas on the day.

Our Vision is:

By 2027 the whole population of Cardiff and the Vale of Glamorgan will be dementia aware and will reduce their risk of dementia. Nobody will fear a diagnosis of dementia for themselves or others.

People with dementia will have equitable and timely access to a diagnosis; they will have seamless tailored care delivered locally with kindness. Carers will feel supported and empowered.

STRATEGIC OBJECTIVE 1 - DEMENTIA IS EVERYONE'S BUSINESS

There is wide acknowledgement of the stakeholders, staff, carers and people with dementia that dementia is everyone's business. There is also a shared understanding that as with any illness, the society that we live in can adapt to make life easier for people with dementia and their carers.

The dementia friendly communities and dementia friends schemes were seen as a large part of this solution, with recognition that dementia friendly environments also play a part.

"I could see a situation where shops, premises, buildings, roads, parking, community facilities and other things were absolutely geared up (in the way that disability has been tackled) to understand what could be done to help people who have got memory problems. I don't think it's impossible to have a high street area that is absolutely geared up for people with dementia. It would not only help people with dementia but all of us."
(Professional)

The five areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. All new buildings should be dementia friendly.
2. Signage should be clear, and standardised, like road signs are. This consistency ideally with symbols as well as words will help if people with dementia change environment, for example ward of a hospital.
3. Shared living schemes were popular as a potential solution, and Cardiff particularly has a large population of students who may benefit from this. It was acknowledged that whilst work may start on this in the first three years it may take a longer time frame to pilot this solution.
4. The work to make more areas of Cardiff and the Vale of Glamorgan Dementia Friendly Communities should continue.
5. A 'neighbourhood watch' for people with dementia should be piloted.

For the future years the following issues should be tackled:

- Care homes could include integrated nursery facilities to encourage intergenerational interactions
- Safe areas should be identified in built up areas, e.g. libraries where quiet, safe areas are available and promoted to people with dementia and their carers
- Work with planners and designers to understand the issues for people with dementia and their carers should commence to held 'design out' problems with new buildings
- Green space should be designed to be dementia friendly
- Slow lanes should be introduced in supermarkets for people with dementia and others who wish to take things at a slower speed
- Dementia Friends training should be mandatory for all public facing staff in Cardiff and the Vale of Glamorgan

STRATEGIC OBJECTIVE 2 - PREVENTION IS ESSENTIAL

All groups thought that the key messages around prevention of dementia need strengthening and further promotion. There is limited public knowledge of the six steps that people can take to reduce the risk of dementia: be physically active; maintain a healthy weight; be socially and mentally active; avoid drinking too much alcohol; stop smoking; and commit to review your health.



Age is considered the highest risk factor for dementia, and the percentage of older people in the population is increasing. There is evidence for midlife healthy lifestyle approaches to delay or prevent onset of dementia.

National Institute for Care and Health Excellence (NICE, 2015) recommends:

- Encouraging healthy behaviours
- Integrating dementia risk reduction prevention policies
- Raising awareness of risk of dementia, disability and frailty
- Producing information on reducing the risks of dementia, disability and frailty
- Preventing tobacco use
- Improving the environment to promote physical activity
- Reducing alcohol related risk

The three areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. Raising awareness of prevention messages should start with children.
2. Children should be linked to older adults in a safe structured environment to benefit both groups with intergenerational interactions.
3. The message “What’s good for your heart is good for your brain” should be considered for a promotional campaign across Cardiff and the Vale of Glamorgan.

For the future years the following issues should be tackled:

- Green space should be designed to be dementia friendly
- The existing GP referral scheme to encourage physical activity should be inclusive for people with dementia
- Mid life interventions should be considered to promote the messages around risk reduction

STRATEGIC OBJECTIVE 3- WE WILL COMBAT ISOLATION AND LONELINESS

Isolation and loneliness were identified by people with dementia as a major issue. Loneliness puts individuals at greater risk of further cognitive decline. Transport was a big factor in this isolation, with most people with dementia being unable to drive.



The five areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. Accessible and dementia friendly transport options are required.
2. Drivers of buses, taxis and community transport need training on dementia.
3. The third sector should lead on the reduction of loneliness in people with dementia across Cardiff and the Vale of Glamorgan.
4. Intergenerational activities for people with dementia were the most popular solutions to loneliness and should be expanded.
5. Shared living schemes were popular as a potential solution, and Cardiff particularly has a large population of students who may benefit from this. It was acknowledged that whilst work may start on this in the first three years it may take a longer time frame to pilot this solution.

For the future years the following issues should be tackled:

- Joint respite activities for people with dementia and their carers were seen as an important step
- Closer neighbourhoods and activities to promote neighbourliness were seen as a possible solution to reducing loneliness
- Digital inclusion is a potential solution to loneliness
- Further befriending services should be provided to meet demand

- General advice on how to interact with people with dementia for the general public would be helpful, and could improve impromptu everyday interactions

STRATEGIC OBJECTIVE 4 - SERVICES WILL BE FULLY COORDINATED

Whilst much work has been undertaken to improve the coordination of services there is still room for improvement. This is an important area for people with dementia who value continuity and carers who feel that there is duplication in the system.

"I had all these different people tramping through my house every day. I appreciate they need to come to the house, but it helps if it is the same people. It was terrible for (name of PWD) as he had no continuity." (Carer)

The three areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. Social care and health services should be fully co-ordinated.
2. All information should be given to services only once; this information (with permission) should be shared across all relevant agencies.
3. There should be a single point of access for all dementia services in Cardiff and the Vale of Glamorgan.

For the future years the following issues should be tackled:

- Not only should health and social care services be fully coordinated further third sector services should be seamless and integrated
- The funding discussions between health and social care that can occur should be taken away from the people with dementia and their families to reduce distress and anxiety
- Research proposals should be put forward that are co-ordinated and sustainable across multiple agencies

- Ideally online real time support should be available to help carers when they need help

STRATEGIC OBJECTIVE 5 - SERVICES WILL BE DELIVERED WITH KINDNESS AND COMPASSION

There was a consensus from the different groups that all people with dementia should be treated with kindness and compassion by all. In the context of paid care staff, they need to be trained not just in the basics but to the level where they feel confident and can enjoy caring for people with dementia.



The three areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. There should be a person-centred approach to care and support, which should be needs led, not service led.
2. All staff who come into contact with people with dementia should have a level of training appropriate to their role.
3. The cultural consequences of the progression of dementia needs to be reflected by services.

For the future years the following issues should be tackled:

- The changing needs of people with dementia should be recognised and carefully managed over time

- The changing needs of carers should be recognised and carefully managed over time
- Volunteers and the workforce will help to break down cultural barriers to accessing services
- Staff will have the time and empathy to show kindness and compassion in every interaction
- Evaluation of services will include the levels of kindness and compassion of paid staff

STRATEGIC OBJECTIVE 6 - SUPPORT WILL BE MOVED TO PRIMARY CARE

All participant groups (people with dementia, carers, and professionals) thought that primary care was where support should lie. This will require further training, support and development to ensure that primary care feel supported to deliver the services that are required.



The three areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. More primary care staff should be trained to have a thorough understanding of dementia.
2. More use should be made of the whole primary care team at every GP practice.
3. The information prescription model should be used in primary care.

For the future years the following issues should be tackled:

- Primary care should work with families to help improve family awareness

- Primary care should be involved and included in the support plan for individuals
- The number of GPs with a special interest in dementia should increase to meet the increasing need in the population

STRATEGIC OBJECTIVE 7 - CARERS WILL BE CARED FOR

The value of caring for the carers of people with dementia is recognised. The wellbeing of carers has a direct impact on the quality of life for people with dementia.



The four areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. Accessible and flexible respite is necessary.
2. Training for carers is required. This would also provide peer support.
3. A single point of contact for carers is needed.
4. Carers should be able to retain their own sense of identity through activities and hobbies.

For the future years the following issues should be tackled:

- Carers need emotional support when moving through the different stages of dementia
- There are particular issues around toileting and the need for coping strategies to address this
- The support that employers should offer carers is often poorly understood
- The level of need for carers to get help is very substantial

- The 24/7 nature of caring, and sleep deprivation in carers is a problem
- Depression in carers is an issue
- There is a reluctance of carers to accept help as they worry it will not be of high quality which needs to be addressed
- There is a need for more support for carers at evenings and weekends
- The post-caring transition and how carers can help other carers needs to be explored
- Relationships with their relatives will change and advice on what to expect and how to cope with this is needed
- The risk of financial hardship for carers as a result of giving up work is recognised and needs addressing

STRATEGIC OBJECTIVE 8 - CRISES WILL BE AVOIDED

The need for much more information about what to do in a crisis was highlighted by carers and staff. In addition, timeliness of services was seen as important. Carers often only ask for help when a crisis occurs, and they therefore need support quickly.

The five areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. Support for carers is crucial in preventing a crisis.
2. Carers should be actively supported to look after their own health.
3. There should be one single number to call in a crisis.
4. Crisis work should be undertaken in conjunction with the Welsh Ambulance Service Trust.
5. What to do in a crisis should be clearly identified in every care plan.

For the future years the following issues should be tackled:

- A repository of all available services which is available, updated and promoted should be maintained to help prevent crises
- Appropriate crisis response services should be further developed
- More training, advice, guidance and peer support may help carers

STRATEGIC OBJECTIVE 9 - ACCESS TO SERVICES WILL BE EQUITABLE

There is consensus that there is inequality in access to services which is unwarranted. Carers described having to “fight for services.” There is widespread concern that without the family requesting services that people with dementia would not have access to all the services that they needed.

The six areas identified at the Dementia Strategy Development Event to prioritise in the first three years are:

1. Care for those without carers and with carers should be equitable.
2. Care and support should be equitable in rural and urban areas.
3. Geographical inequalities should be addressed.
4. Different transport needs should be acknowledged and addressed.
5. Data on protected characteristics and geographical location (as a proxy for socio economic group) should be collected to assess any further inequalities that need to be addressed.
6. Support groups for Welsh language speakers are required locally.

For the future years the following issues should be tackled:

- If the data collection shows any further inequalities (e.g. minority ethnic group having lower diagnosis rates), then specific interventions to address any inequalities can be investigated
- Specific evidence based interventions to address inequalities in dementia care should be further explored

DELIVERY

To ensure we are making progress towards the strategic objectives laid out in this strategy we will enhance our monitoring and evaluation processes. We will work to improve the quantity and quality of data that is collected. This will include focused activities on monitoring the accessibility of dementia services and redressing any imbalance in diagnosis rates in areas of deprivation.

The partnerships responsible for planning dementia care across Cardiff and the Vale of Glamorgan are ultimately responsible to the Regional Partnership Board and this group will take responsibility for ensuring a strong evaluation plan is in place and is regularly reviewed.

Several participants in the Dementia Health Needs Assessment referenced the need to integrate actions into existing plans to aid delivery, rather than having a separate framework, strategy and plan that sits outside the standard delivery mechanisms. Whereas, others felt it was important to have a separate document that spelled out the direction and all the related actions. This document sets the direction through the overarching vision and describes actions for the first three years in the action plan. It will however be important to encourage partners to include their actions in their own plans, rather than the actions listed here being 'in addition' to the normal workload. This is therefore given its own action point under 'Co-ordination of Services'.

DEMENTIA PLAN 2014-2017

The Cardiff and Vale 3 Year Dementia Plan has been in place since April 2014 and ended in March 2017. It has been a driver for much improvement over the last three years. A summary of the actions completed through the existing Dementia 3 Year Plan include:

- Pilot dementia supportive community areas implemented and both received recognition status
- Roll out of Making Every Contact Count
- Telecare/telehealth strategies being implemented
- Dementia Champions Network developed

- '10 minutes of your time' survey widely implemented (within a Mental Health inpatients setting)
- Existing training provision scoped across health and social care, and a future model created
- SPIDER project in reablement services completed
- Mini audit of general hospital inpatients completed
- Single point of access for urgent and emergency referrals within Mental Health created
- Anti-psychotic checklist and dementia drugs pathway ratified and launched
- The refocusing model, within current resource limitations, is fully applied
- Length of stay for people with dementia audited
- District General Hospital Liaison Psychiatry for Older People Service developed
- Carers education pathway developed
- Training on non-pharmacological methods in behaviour management rolled out, covering health and social care staff in pilot areas

The key outstanding actions for Year 3 to be carried forward include:

- To develop memory services capacity further to cope with increasing demand
- To develop the quality of residential and nursing care home placements if appropriate and consider supported living options
- To develop standard guidance on how to conduct an anti-psychotic medication review
- To implement Dementia '2 minutes of your time' Carers survey widely
- To develop respite opportunities by assessing need and then rolling out the new opportunities

- To increase the opportunities for different respite opportunities and publicise them
- To increase opportunities for people with dementia to die at their place of choice
- To roll out of dementia supportive communities pilots, with evaluation of the pilots and consideration given to integrating these across all Cardiff and Vale communities
- To develop primary care Quality and Outcomes Framework 15 month review to a standardised template and train primary care clinicians
- To re-audit the prescribing of anti-psychotics in people with dementia

MONITORING OF PROGRESS ON THE 2017-2027 DEMENTIA STRATEGY AND ACTION PLAN

The current Dementia Taskforce acts as a multi-agency steering group and has overseen the delivery of the Cardiff and Vale of Glamorgan Dementia 3 Year Plan 2014- 2017, and the development of this new 2017-2027 Strategy and Action Plan. From May 2017 this structure will change, and there will be a small Commissioning Group, with a larger Delivery Group, with the latter delivering on the actions set out in the new Dementia Strategy and associated Dementia Action Plan (see Appendix).

APPENDIX: DEMENTIA ACTION PLAN

Primary responsibility
Secondary responsibility

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
1	<i>Develop a strategic dementia services integrated commissioning plan for dementia that addresses equality and equity of service provision</i>						X	X	X	X		X	X	X	X
2	<i>Dementia related workforce development must address the needs of diverse communities</i>						X				X				X
3	<i>All current and future dementia service</i>									X			X	X	X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
	<i>developments and resulting services must be subject to an equality impact assessment/EHIA</i>														
4	<i>Develop and implement a multi-agency dementia workforce development plan in line with the Good Work Framework.</i>						X	X			X	X	X	X	X
5	<i>Deliver multi-agency co-ordination of training and development resources in relation to dementia</i>						X	X		X	X				
6	<i>Promote accountability across staff with management responsibility with regards to dementia awareness training for staff</i>						X			X	X			X	X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
7	<i>Incorporate dementia awareness training into the mandatory staff training requirements of the health board and both local authorities</i>						X	X			X			X	X
8	<i>Define and deliver outcomes across all primary care and community service outcomes for dementia through the integrated commissioning plan.</i>									X		X		X	X
9	<i>Health Board to implement a joint management arrangement between mental health and medicine for the memory team and related services</i>									X					X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
10	<i>To agree, publish, and routinely review the pathway to a diagnosis across all relevant primary, community and secondary care services</i>									X		X		X	X
11	<i>Remodel and re-commission day service provision for individuals with dementia in Cardiff</i>							X	X	X	X			X	X
12	<i>Develop and publish clinical prescribing protocols and guidance for dementia</i>									X				X	
13	<i>Develop, agree and publish a post-diagnostic primary and community care services pathway.</i>									X		X		X	X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
14	<i>Develop all secondary care admissions procedures to improve information gathering, assessment and care planning that takes dementia into consideration (For example using the 'Read about me' tool)</i>						X			X				X	X
15	<i>Consider the viability of introducing the information prescription model for individuals diagnosed with dementia, their carers and family</i>									X	X		X	X	
16	<i>Standardise the questions and referral responses in all health and social care first points of contact with regards to dementia</i>						X			X	X		X	X	X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
17	<i>Develop a systematic approach to establishing the non-clinical components of a dementia care plan</i>							X	X		X		X	X	
18	<i>Deliver continuous improvement, quality and value for money across the residential and supported living sectors</i>									X	X				X
19	<i>Improve the quality of residential and nursing care home sector</i>									X	X				X
20	<i>Establish partnership commissioning and delivery structures to support the strategy</i>						X			X		X			X
21	<i>Develop, agree and implement a multi-agency data and performance information framework</i>									X					X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
	<i>across all dementia services</i>														
22	<i>Map current dementia provision into a live resource that can be continually updated and improved</i>						X			X			X	X	X
23	<i>Help other local groups/committees to embed dementia actions into their work</i>						X			X					
24	<i>Develop and agree a long term research and development programme for dementia that brings together the work of the statutory partner agencies, third sector and the academic community</i>							X							

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
25	<i>Develop and publish guidance on avoiding, identifying and responding to crisis for carers and family members</i>								X	X				X	
26	<i>Ensure that “What to do in a crisis” is clearly identified in every dementia care plan</i>									X				X	
27	<i>Ensure the dementia commissioning plan improves the pathways and experience of end of life for those with dementia and their carers</i>									X	X		X		X
28	<i>Ensure that dementia performance information includes appropriate measures regarding end of life</i>									X					X

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
29	Complete an audit of respite opportunities, and address identified gaps or unmet needs through service commissioning									X			X	X	X
30	Prioritise support for carers, ensuring that the carer feedback is used to support co-production												X	X	X
31	Consolidate carer support services including single point(s) of contact, access to training and support, promoting carer wellbeing, and guidance on carer roles within a dementia care plan												X	X	X
32	Incorporate health promotion, prevention, education, and public awareness into the dementia commissioning plan						X	X	X		X				

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
33	Amend the narrative supporting interventions such as smoking cessation, exercise referral etc. to include dementia						X	X							
34	Continue to use and improve DEWIS CYMRU website as a source of information						X		X	X					X
35	Develop and publish guidance and standards on dementia friendly environments						X			X	X				X
36	Design and implement a series of community projects aimed at improving the quality of life of those with dementia, their carers and families								X	X	X		X	X	

	Action	Completion Date	Responsible organisation(s)				Strategic objective								
			UHB	LA	Third sector	Other	SO1	SO2	SO3	SO4	SO5	SO6	SO7	SO8	SO9
37	<i>Influence and develop the strategies and plans of other public services to improve outcomes for those with dementia</i>						X	X	X	X					X



Vale of Glamorgan Well-being Plan 2018-2023

Our Vale Our Future

Consultation Draft

Contents

Note – These are working titles for the relevant sections

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Introduction

‘Our Vale Our Future’ represents a significant change in how in the Vale of Glamorgan we are working together to improve local well-being. This plan is a statement of the Public Services Board’s (PSB) commitment to improve local well-being today and for future generations. Throughout this plan we have set out the first steps we will take to achieve our vision for the Vale in 2050.

Our shared vision for the Vale of Glamorgan in 2050 is that:

“Everyone will have a sense of belonging and be proud to be part of the Vale, recognising their contribution to the success of the region and Wales. Our impact on the environment, both local and global, will be understood, and public services, communities and businesses will work together to protect the environment and our natural resources for the benefit of current and future generations. The Vale will be an area of optimism and aspiration, where we work together to ensure that young people achieve their individual ambitions and are supported through the early years, childhood and teenage years. The positive attributes of our ageing population will be recognised and respected and the contribution of older people to the vibrancy and resilience of the Vale will be valued. Residents of all ages and backgrounds will participate in community life, helping to shape services and taking pride in the area they live in. Working together for the benefit of current and future generations will be the norm, and residents will have confidence in the services they receive and in their ability to effect change to improve the economic, environmental, social and cultural well-being of the area. Educational and health inequalities will be a feature of the past as we work together for a Vale where everyone has access to the services and support they need to live healthy, safe and fulfilling lives.”

Central to this plan is the recognition that we need to change how we work, listen to our residents and other stakeholders and use the evidence available to us to inform how we provide local services now and into the future. The plan has been developed in accordance with our duties under the Well-being of Future Generations (Wales) Act 2015. This is a unique piece of legislation which requires us to ***‘act 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’.***

This plan details the four well-being objectives which provide the framework for our core collaborative activities over the next five years. We believe the delivery of this plan will lead to significant changes in how public services are provided and how we engage with our local communities. It will lay the foundations for us to achieve our vision for the Vale. For each of our objectives we have set out where we want to be in 2050 and this supports our overall 2050 vision for the Vale.

We are fortunate to live and/or work in the Vale and we know that residents are proud of the area they live in. We also know that the Vale has significant assets; we have relatively low levels of unemployment, we have a thriving voluntary sector and good transport links to other areas in the South Wales region, in particular Cardiff our capital city. The Vale is a beautiful area and residents and visitors appreciate and enjoy our stunning landscape. They recognise the benefits of being outdoors, whether it’s walking the dog in one of our country parks, having fun at Barry Island or spending time along the heritage coast. Our local environment is important for our physical and mental well-being but is also important to the economic and cultural well-being of the area.

We will use our many assets, including a long history of successful partnership working, to help address the concerns that have emerged through our well-being assessment. One of the area’s greatest assets is the people living in the Vale and we want to strengthen our relationships with all our communities and work together to improve local well-being.

About Our Plan

‘Our Vale – Our Future’ is a five year plan and provides the framework for our core collaborative activities over the 2018-2023 period. By achieving the outcomes detailed in this plan we will take the first step towards achieving our 2050 vision for the Vale. The plan details the four well-being objectives we want to achieve, the steps we will take to do so and what the outcomes of these activities will be for 2023.

The first step in developing this plan was to undertake a comprehensive well-being assessment. This was a complex exercise which brought together a wide range of data and research and included extensive engagement to improve our understanding of the Vale and the different communities within the area. Partners have worked together to develop a shared understanding of all the information detailed in the assessment and have identified four well-being objectives. These objectives cut across different sectors and organisations and we believe they are the issues where partners can have the greatest impact to improve well-being.

Our four well-being objectives are:

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

In agreeing our four objectives we have considered the range of information within the well-being assessment and work already in place locally and regionally. The PSB is confident that in achieving these objectives we can influence a wide range of activities and services across the Vale, we can make a positive difference to the social, economic, environmental and cultural well-being of residents and visitors, and over the life of the plan we can maximise our contribution to the national well-being goals.

This plan is not intended to detail every activity that partners will undertake to improve local well-being. It is not intended to duplicate work that is already being progressed through robust partnership arrangements. We will complement and influence the activities being undertaken through the Capital City Region, which is looking at how we improve strategic transport and economic opportunities across the South East Wales region. We will work with the Integrated Health and Social Care Partnership which is developing an Area Plan detailing activities being undertaken to improve health and social care services across Cardiff and the Vale, and we will support Safer Vale which is a long standing partnership successfully improving community safety in the area.

This plan and the work of the PSB will complement all of these activities and more, but we will also challenge these partnerships and others with regard to how they can assist in

meeting our well-being objectives, how they have adopted the five ways of working and how they are contributing to the national well-being goals.

The Well-being of Future Generations Act – A Quick Guide

The Well-being of Future Generations Act is the only one of its kind in the world.

**“What Wales is doing today the world
will do tomorrow”**
United Nations

The Act is about improving the economic, social, environmental and cultural well-being of Wales. The Act ensures that public bodies think more about the long term, work better with people, communities and each other, look to prevent problems occurring and take a more joined up approach. By doing this we can create a Vale and a Wales that we all want to live in, now and into the future.

The Act puts in place seven national well-being goals which we must work towards and which must be viewed as an integrated set. The Act established Public Services Boards (PSB) in each local authority area where organisations must work jointly to contribute to the goals.

Goal	Description of the goal
A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

The PSB must assess the state of economic, social, environmental and cultural well-being in their area, set objectives to maximise our contribution to the goals and take all reasonable steps to meet those objectives. More information about the Act can be found [here](#)¹.

Throughout this plan there are references to the assessment which has informed this plan, reference to how our planned activities will contribute to the goals and reference to the sustainable development principle and the five ways of working. These ways of working are key to changing how we work and to ensuring that we ***'act 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'***.

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.

¹ <http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>

Our Vale - The Public Services Board

'Our Vale', the Vale of Glamorgan PSB is comprised of senior representatives from the following organisations who have worked together to draft this plan in response to our assessment of local well-being and will continue to work together to deliver our objectives. None of our objectives can be delivered by just one organisation and all partners will have a role to play in delivering the commitments in this plan. The PSB are:

- **Cardiff and the Vale University Health Board (UHB)**
- **Cardiff and Vale College**
- **Community Rehabilitation Company**
- **Glamorgan Voluntary Services (GVS)**
- **National Probation Service**
- **Natural Resources Wales**
- **South Wales Fire and Rescue Service**
- **South Wales Police**
- **South Wales Police and Crime Commissioner**
- **Town and Community Councils Representation**
- **Vale of Glamorgan Council**
- **Welsh Ambulance Services NHS Trust**
- **Welsh Government (WG)**



What we know about the Vale - Our Well-being Assessment

Note – In final published version of the plan, this section will have more graphics etc. to summarise the information. It will also include links to the assessment

The well-being assessment brings together a wealth of information about life in the Vale of Glamorgan. To help build this picture we looked at lots of different data and research and worked hard to engage with residents to understand what's good about life in the Vale and what would improve local well-being. The assessment provides us with a good starting point to know more about our communities and the people that shape them but we recognise that there is more to do.

Good well-being can mean different things to different people and can depend on so many different factors including your age, where you live or your health. The PSB has taken this into account in determining our objectives and the steps we will need to take to deliver them. We recognise that our activities will need to be adapted for different communities, different age groups and to meet individual needs and we will continue to engage with our residents to build our knowledge and understanding of what matters to people in the Vale.

The well-being assessment is an ongoing process of continuously enhancing our evidence base and talking with our communities to ensure we have the information we need to deliver the services that people across the Vale need.

Our area - The Vale of Glamorgan is a diverse and beautiful part of Wales, characterised by rolling countryside, coastal communities, busy towns and rural villages but it also includes Cardiff Airport, a variety of industry and businesses and Barry, Wales's largest town. People, living, visiting and working in these areas all have different needs. The area benefits from good road and rail links and is well placed within the region as an area for employment, as a visitor destination and a place to live. However the assessment clearly highlights that there are areas of poverty and deprivation and that life can be very different depending on where you live and your particular circumstances.

Our population – The population of the Vale of Glamorgan as per 2015 mid-year estimates based on 2011 Census data was just under 128,000 with approximately 51% of the population being female and 49% male. The Vale has a similar age profile of population as the Welsh average with 18.5% of the population aged 0-15, 61.1% aged 16-64 and 20.4% aged 65+. Population projections estimate that by 2036 the population aged 0-15 and aged 16-64 will decrease. However, the Vale has an ageing population with the number of people aged 65+ predicted to increase and be above the Welsh average by 2036. Currently, the percentage of the Vale's population reporting activity limitations due to a disability is one of the lowest in Wales. 2.8% of the Vale's population reported being of a non-white background and 6% of the overall population reported being non-UK born. Of these, 33% arrived after 2004. The Vale had a negative internal migration balance in 2015, internal

migration refers to people moving between UK countries. More people from the Vale moved to other UK countries than moved into the area from UK countries.

Our Culture - As part of the work of the PSB we are committed to promoting our cultural heritage. With regards to the Welsh language only 3% of residents report being able to speak Welsh fluently, with 87% not being able to speak any Welsh. The remaining 10% had varying degrees of Welsh language speaking ability. Of the population who can speak Welsh, 25% reported using Welsh on a daily basis. In developing our services we need to ensure we are promoting the Welsh Language and that services and information are accessible to all.

Our Communities - For the purposes of the well-being assessment and to assist us to gain a better understanding of the well-being of our communities within the Vale of Glamorgan we considered the area as a whole and also split the county in to three community areas – Barry, the Eastern Vale and the Western Vale. As part of the development and delivery of the plan we will undertake further work to enhance our community profiles and to understand the differences and assets that exist within our local communities.

Developing the plan

The plan has been drafted with the involvement of a range of organisations to help identify how best we can achieve our objectives. Throughout the process we have tested whether our objectives are the right ones and have worked in partnership to identify appropriate actions to enable us to deliver these objectives over the next five years. This plan will provide the foundations for future plans and activities that will enable us to achieve our 2050 vision for the Vale

The development of the plan can be summarised in the following twelve steps. We are currently at step 11.

1

Undertook the well-being assessment bringing together a range of data, research and engagement.

2

Considered the findings of the well-being assessment and identified four well-being objectives where partners can work together to address significant issues that will improve local well-being and maximise our contribution to the national goals.

3

Consulted with our residents and a range of stakeholders on the draft well-being assessment and our objectives

4

Tested our objectives against the outcome of our consultation to ensure they reflect local priorities in addition to the well-being assessment findings

5

Published the amended assessment following consultation and approved our draft well-being objectives

6

Partners developed and undertook a self-assessment against the four draft well-being objectives

7

Held a series of expert workshops and a pupil voice event to help identify the right steps to meet the well-being objectives

8

Held a PSB workshop to determine potential steps for inclusion in the plan in response to the findings of the self-assessment and the steps prioritised by the expert workshops.

9

Advice sought from the Future Generations Commissioner (FGC) regarding how to deliver our objectives

10

Plan drafted to reflect findings of the WBA, advice from the FGC, views of editorial group and PSB members and outcomes of the PSB workshop.

11

Consultation with the public, stakeholders and statutory consultees regarding the draft plan.

12

Plan amended in response to the consultation and approved by the PSB for publication.

Making the links

As stated earlier in this plan the PSB's well-being objectives and planned activities should be considered in the context of the range of other plans, strategies and collaborative activities taking place in the Vale and the wider region. The objectives and actions within the plan have been identified in response to the well-being assessment and have been shaped by extensive consultation and engagement. The diagram below provides an indication of the range of other plans and strategies that are in place and that will be contributing to the national well-being goals and will also be addressing some of the issues detailed in our well-being assessment. This is not an exhaustive list and where possible, links to further information have been provided. One of the challenges for the PSB is to ensure that across this range of activity we have an understanding of the impact on different communities and population groups and are making the connections to ensure that we are all acting in accordance with the sustainable development principle and we are improving the well-being of current and future generations.

Note – For the final published version of the plan links to these groups and plans will be included.



Delivering our objectives

The four well-being objectives which have been agreed by the PSB interlink and many of the actions detailed over the coming pages will help to deliver more than one of our objectives and will contribute to a number of the national well-being goals. It is clear from the objectives we have chosen and the steps we think are necessary to deliver them that all partners will have a role to play. These actions reflect a significant amount of engagement and discussion about what services are already being provided, how we currently work and what needs to change. Some of our actions will be easier to deliver, others will take longer which is reflective of the complex nature of the issues we are looking to address. The PSB has recognised that in some areas we need to undertake further research and develop a better understanding of the issues so we can develop the right solutions both in the short and long term.

For each of our objectives we have developed a statement of where we want to be in 2050 and what we want to achieve, these statements support our 2050 vision for the Vale. We also illustrate the connections between our objectives and how they fit together. For each of our objectives we have detailed the current position using information from our well-being assessment to explain why this is one of our chosen objectives. Also included in each section is information from the self-assessment exercise undertaken by partner organisations and how this work has helped to confirm our four objectives. This was a reflective exercise to help us understand how we can improve our contributions to the well-being objectives and one which provided helpful insight in moving from our well-being assessment to our plan.

Details of the actions that we are going to take to help achieve each of our objectives are also provided. These are split between those actions that we can start to progress more quickly and those that will take a little longer to deliver. These are the actions that we will be taking forward over the next five years and which will be subject to regular monitoring and annual review. They will provide the building blocks for achieving our longer term vision for 2050. The 'what success will look like' sections detail the outcomes we will be aiming to achieve over the next five years. The final page for each objective illustrates how the objective will contribute to all of the national well-being goals, how the five ways of working are integral to our activities and how the sustainable development principle is at the heart of our activities. The Well-being of Future Generations Act presents a real opportunity for change across public services and the actions within our plan reflect this by working together differently we can affect real change against the issues that matter to our communities and that our evidence has identified.

Note – In the final published version of the plan each objective will contain quotes from the public engagement campaign in the same style that was used in the Well-being Assessment

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 and can see the difference that their involvement has made. Public engagement is joined up between public and third sector services, and partners have adapted engagement methods to respond to the changing needs of our communities. People find it easy and convenient to communicate 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 opportunity to participate in community life, take part in designing and delivering solutions to local issues 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



Engaging with our residents can help educate people on the importance of **protecting our environment** and volunteering opportunities can include activities relating to maintaining a high quality environment for all to enjoy.



Inequalities exist in the level of engagement with our communities and work needs to be undertaken to engage with harder to reach group including those in more deprived areas



Building trust can help engage parents and young children to involve them in activities aimed at **giving children a good start in life** and to access support related to a range of issues which may **prevent Adverse Childhood Experiences**

Enable people to get involved, participate in their local communities and shape local services

Why is this important?

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 ensure we continue to adapt to change how we work 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 positive difference.

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.

Our Evidence – Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

- **Having a say in decisions** is very important to Vale residents but 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.

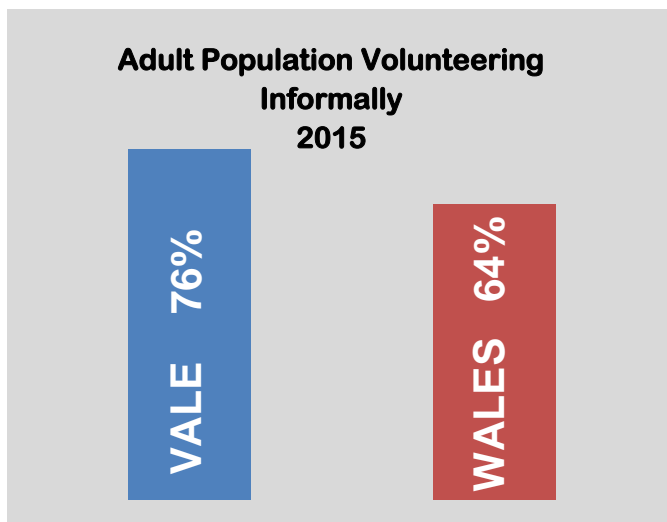
- Figures from Glamorgan Voluntary Service estimate that the **monetary value of volunteering** in the Vale of Glamorgan for 2015/16 was

£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.
- 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.



What are we going to do?

What will we start doing today?

Adopt the National Principles for Public Engagement in Wales¹.

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 groups
- 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 will success look like in 2023?

Shared standards for engagement are developed.

Skills, resources and expertise regarding engagement are shared across organisations leading to a more innovative, and consistent approach across partners.

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 that 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.

Communities are empowered with greater capacity to help deliver local solutions to local issues.

Volunteers are encouraged and feel valued.

Residents are a valuable resource, offering a first-hand perspective on the strengths and weaknesses of their community. They can contribute a cross-section of diverse ideas and challenges that might otherwise be overlooked. Residents can help analyse the specific needs of their community, and ensure sustainability projects are properly designed to meet those needs...Sustainability takes time;...commitment - both to sustainability and the community engagement process - will be ongoing..

————— Sustainable Cities Institute —————

By working sustainably to deliver this objective...



Ensuring services are fit for the **long term** by working with communities to reflect changing needs



Prevent loneliness and social isolation through increased community participation and community spirit helping to improve the well-being of our residents



Integrate engagement activities across partners to ensure people find it easy to participate in community life and have their voice heard



Collaborate to pool the intelligence gained through engagement activities across partners helping us to better understand the strengths, assets and challenges within our communities, developing a holistic understanding of people's needs.



Involve people in shaping the services we provide and talk to them about what matters most to them.

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

A Resilient Wales

Encouraging and supporting people to get more involved in environmental projects within their local community and to understand how important a good environment is to our well-being.

A Prosperous Wales

Volunteering can provide new skills and build confidence to access employment and education. Through more effective engagement we can ensure employment advice and support services are accessible and meet local needs.

A More Equal Wales

Ensuring people of all backgrounds have the capacity to participate in community life, empowering our communities to work together to overcome challenges and meet the current and future needs of all sectors of our community.

A Healthier Wales

Increasing volunteering to improve the physical and mental well-being of our communities and to help tackle loneliness and social isolation.

A Wales of Vibrant Culture and Thriving Welsh Language

Increasing community involvement through participation in arts, sports and cultural activities and ensuring residents can engage with us in Welsh.

A Wales of Cohesive Communities

Supporting all sectors of the community to have a voice and feel confident they are listened to, helping to create a more cohesive Vale of Glamorgan and Wales and reducing social isolation and loneliness.

A Globally Responsible Wales

Contributing to global well-being by creating an area and nation where public services involve all residents and take account of their needs and aspirations.

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

Vale 2050: What do we want to achieve?

“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 in deprived areas has increased and the gap between these and other areas of the 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 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 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



Ensuring we **engage** with those in deprived areas who are traditionally harder to reach can ensure people have access to the services they need and we respond to the needs of these communities



Giving all children the best start in life is fundamental to ensure they have the best opportunities and prevent them living in poverty



A **high quality environment** can help improve mental well-being in deprived areas and encourage people to spend time outdoors and be physically active

Reduce poverty and tackle inequalities linked to deprivation

Why is this important?

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 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 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. 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 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.

Our Evidence – Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

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 2014² 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 living 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.

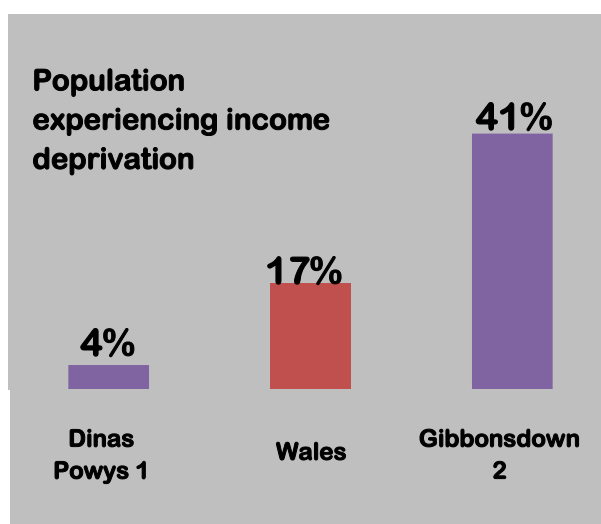
Levels of smoking are far higher in the east of Barry than other areas of the Vale.

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.

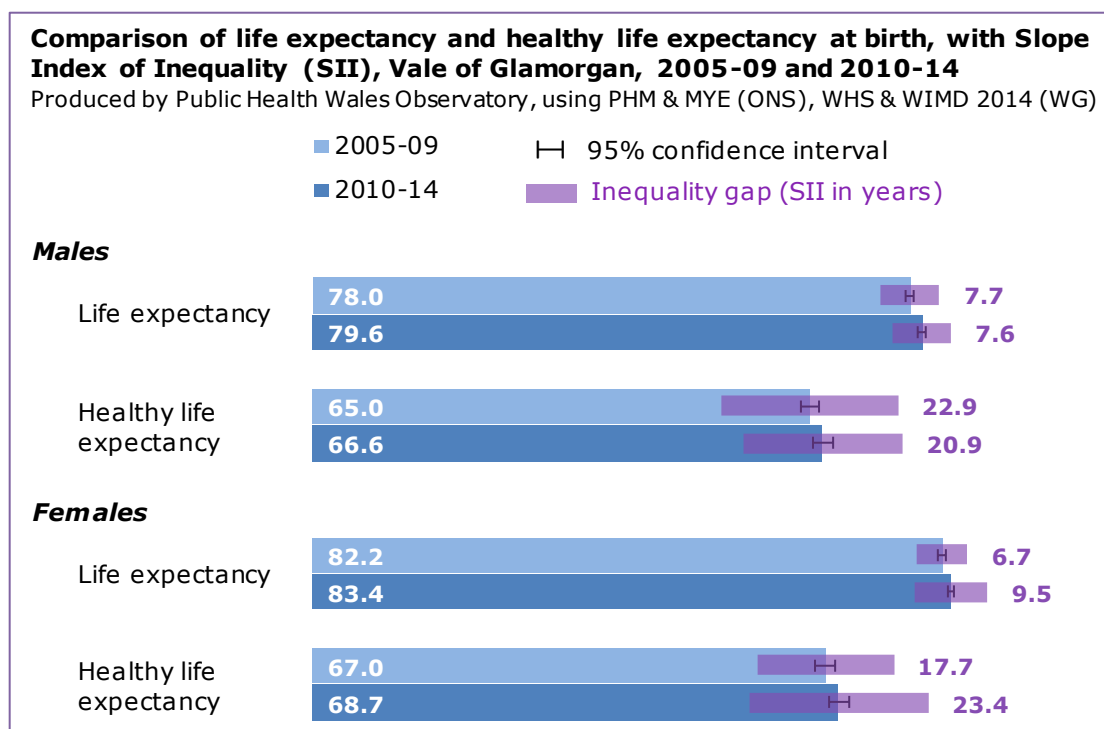


² Welsh Index of Multiple Deprivation <http://gov.wales/statistics-and-research/welsh-index-multiple-deprivation/?lang=en>

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.

The highest percentages of working age people claiming JSA can be found in Barry and in St. Athan in the Western Vale.

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.



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 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.

Work with local communities and research successful initiatives in other parts of the UK to identify opportunities to improve the environment and encourage outdoor play in some of our more deprived areas through for example transport improvement schemes and street closures for play. **(NEW ACTION)**

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.

“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”

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, focused on the needs of local people and local communities.



Collaboration 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...

A Resilient Wales

Improving the environment in our more deprived communities to provide well-being benefits to our residents and help create a nation where the environment is protected and enhanced

A Prosperous Wales

Supporting those living in our more deprived communities with the education and training needed to secure good employment as a route out of poverty and break inter-generational cycles of deprivation.

A More Equal Wales

Ensuring all residents in the Vale have equal opportunities to become prosperous, healthy and happy and have access to a high quality environment.

A Healthier Wales

Narrowing the gap in healthy life expectancy across the Vale through improving physical and mental well-being in our more deprived areas.

A Wales of Vibrant Culture and Thriving Welsh Language

Helping residents to participate in cultural activities through the provision of accessible and affordable opportunities within our local communities

A Wales of Cohesive Communities

Taking a holistic approach to understand and adapt services to the needs of individuals creating safe, strong and resilient communities..

A Globally Responsible Wales

By tackling inequalities within the local area and helping people into work we can minimise the effects of deprivation and make a positive contribution to global well-being

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 is 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

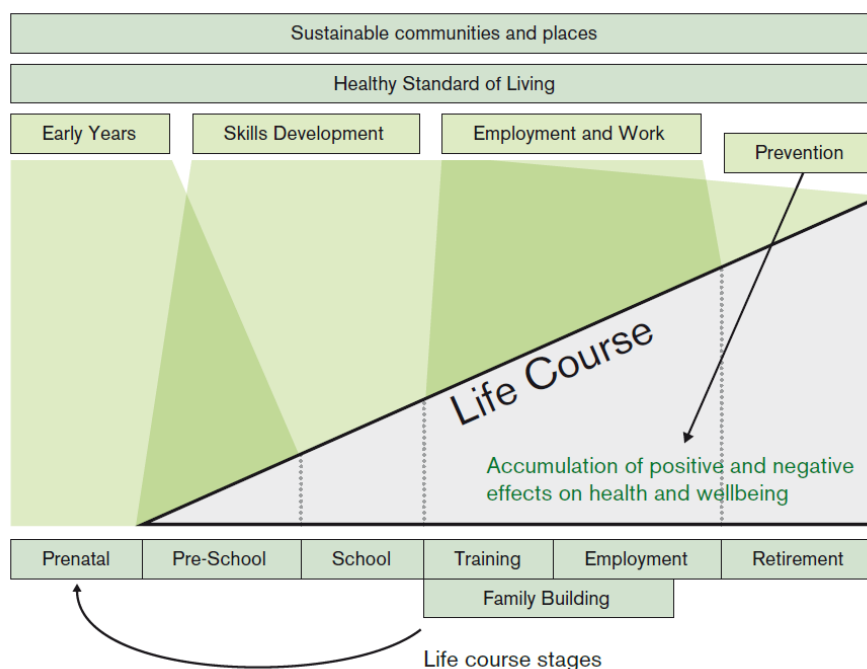
Why is this important?

Research³ 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.



³ The Marmot Review

The Public Health Wales 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 of 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

Our Evidence - Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

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)

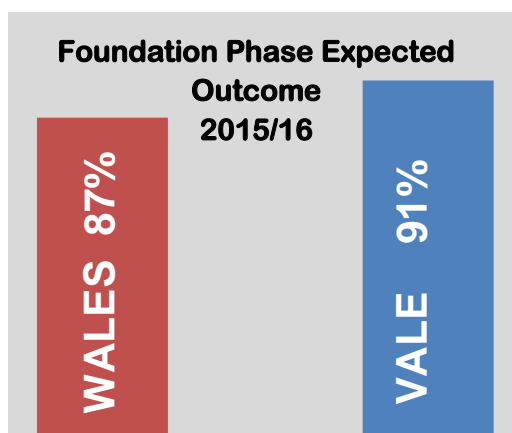
VALE	19.2
26.2	WALES

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 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.

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

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 2nd 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.

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 their organisation could contribute to the objective.

What are we going to do?

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 to supporting prevention and early intervention.

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 will success look like in 2023?

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 more 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.

“People who experience ACEs as children often end up trying to raise their own children in households where ACEs are more common. Such a cycle of childhood adversity can lock successive generations of families into poor health and anti-social behaviour for generations. Equally however, preventing ACEs in a single generation or reducing their impacts can benefit not only those children but also future generations in Wales.”

Welsh Adverse Childhood Experiences Study, Public Health Wales

By working sustainably to deliver this objective...



Partners understand the importance of early years for all children and the **long term** impact of ACEs and have prioritised giving children a good start in life as one of our four well-being objectives.



We will work together to **prevent** poor outcomes for future generations by giving all children the best start in life and improving preventative and statutory services.



Partners have recognised the need to review how preventative services are delivered to ensure better **integration** of services and a more holistic approach.



This objective can only be achieved by working in **collaboration** e.g. tackling the root causes of ACEs, and recognises all partners have a responsibility to give all children the best start in life.



Improvements to services will be informed by **involving** our population and by engaging more effectively with children and young people

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

A Resilient Wales

Encouraging a better understanding of the importance of the natural environment and its contribution to our well-being from an early age.

A Prosperous Wales

Improving early years provision will lay the foundations for a good start in life, improving opportunities to gain qualifications and secure good employment.

A More Equal Wales

Working to ensure all children have the best possible start in life, regardless of their background or where they live.

A Healthier Wales

Promoting healthy choices for parents and children and raising awareness of the importance of the early years.

A Wales of Vibrant Culture and Thriving Welsh Language

Providing opportunities for individuals and families to participate in cultural activities, play and sport and to recognise the benefits for their well-being.

A Wales of Cohesive Communities

Breaking inter-generational cycles of ACEs and incidents such as drug abuse, alcohol abuse and domestic violence leading to safer communities.

A Globally Responsible Wales

Contributing to global well-being by creating healthy, happy, safe and resilient individuals, families and communities.

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 and enhance 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 and enhancing 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 and water quality and a lower ecological footprint for the Vale. Interventions are in place to help prevent, manage and mitigate the long-term impacts on the Vale of extreme weather events caused by climate change. 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, rich in wildlife. 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.”

By protecting, enhancing and valuing our environment we will also contribute towards achieving our other objectives



Engaging with our residents can help educate people on the importance of protecting our environment and volunteering opportunities can include activities relating to maintaining a high quality environment that benefits all residents



Ensuring there is a high quality environment in all areas of the Vale can help **tackle inequalities** by improving mental well-being in deprived areas and encouraging people to spend time outdoors and be physically active.



A high quality environment can provide opportunities for play and physical activity providing a range of well-being benefits to help **give children the best start in life**

Protect, enhance and value our environment

Why is this important?

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 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.

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.
- 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.

Our Evidence - Key Findings

Our Well-being Plan has been informed by a range of evidence from the well-being assessment and the self-assessment exercise. The key findings in relation to this objective are:

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.

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.

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**.

When undertaking the **self-assessment exercise**, 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 monitoring the impact of our policies and activities. 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.

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 travel by developing shared messages for staff and customers and providing facilities to enable active transport choices. This work will be undertaken in conjunction with the Capital City Region. (AMENDED ACTION)

What will take us a little longer to deliver?

Work with the Capital City Region to promote and facilitate more sustainable travel within the Vale and across the region and where necessary influencing and lobbying transport providers for better public transport options. (AMENDED ACTION)

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 and seek opportunities to enhance the environment of the Vale.

Partners work together to explore how procurement policies and practice can support the local economy and protect the local environment.

What will success look like in 2023?

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 and deliver enhancements where possible.

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.

As we understand better our links with biodiversity, ecosystems and the services they provide it becomes a matter of social justice to ensure that our living patterns are sustainable and sensitive to the limitations of the world around us and that we enact our responsibility to future generations.

United Nations

By working sustainably to deliver this objective...



Ensure any activities we undertake do not have a **long-term** negative effect on our environment



Understand how we can reduce our impact on the environment to **prevent** issues worsening



Integrate environmental considerations into different policies and practices e.g. procurement and take a more strategic approach to reducing our impact on the environment



Collaborate to share expertise and intelligence to better understand how to address environmental issues and the impacts of how we work and deliver services



Involve our communities to increase understanding of the ways in which we can all protect the Vale's environment

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

A Resilient Wales

Reviewing how we manage our open spaces to maximise the contribution to ecosystem resilience and enhance biodiversity

A Prosperous Wales

Exploring opportunities across the public sector to reduce our carbon impact and work with the private sector to maximise economic benefits of our local environment in a way that uses resources efficiently

A More Equal Wales

Making the Vale an area where all residents are able to access green spaces and the well-being benefits provided regardless of where they live.

A Healthier Wales

Recognising the opportunities that our natural environment provides to improve physical and mental well-being and maximising the potential of our land assets for community use.

A Wales of Vibrant Culture and Thriving Welsh Language

Utilising the environment to provide accessible and affordable opportunities to participate in a range of cultural and leisure activities, maximising the potential of public land assets for community use

A Wales of Cohesive Communities

Promoting more sustainable travel and active travel to connect communities across the Vale and minimise any negative impact on the environment.

A Globally Responsible Wales

Reducing the Vale's ecological footprint and the impact this has on the global environment

Let's Talk



The Vale of Glamorgan well-being assessment was informed by an array of engagement and consultation activities, reaching in total, over 1,000 residents across the Vale. In order to continue these conversations and to ensure we have understood and acted on the issues highlighted in the well-being assessment we will be undertaking engagement and consultation on the draft Well-being Plan under the Let's Talk banner.

The Well-being of Future Generations Act sets out that the Public Services Board must undertake a 12 week period of formal engagement on the draft well-being plan. This engagement period will continue to build on the activities we have been undertaking as part of the process of moving from the assessment to the Plan. Our four Objective Areas were identified through the Assessment and to ensure these are the right areas of focus we have continued to talk to the public, stakeholders and experts. To ensure that the PSB identifies actions that will make a real difference to well-being in the Vale the PSB has undertaken a number of different activities to inform the drafting of the Well-being Plan.

These activities have included:

Vale Pupil Voice Conference	- Engaging with School Council representatives from the Vale.
PSB Self-Assessment Workshops	- Working with consultants to assess our current performance against our four Objectives.
PSB Expert Workshops	- Expert officers from partners and stakeholders worked together to identify where the PSB can add value and to develop these opportunities into actions.
PSB Workshop	- Following these workshops the PSB held a workshop to work through these actions and agree what should be included within the draft Well-being Plan.
Conversations with PSB partners	- The identified Objectives and Actions were then tested through one-to-one conversations with PSB partners to ensure that the proposed actions are deliverable and that all partners can contribute to their delivery.

Continuing the conversation ...

In order to facilitate a meaningful conversation on the draft Well-being Plan that captures a variety of different voices, it will be necessary to undertake consultation and engagement that is both wide-ranging and broad in its scope and audience. Over the next few months we will be going out to, and hosting, a range of events and activities. Where possible we will be working with the Regional Partnership Board, responsible for producing the Area Plan under the Social Services and Well-being Act, to join up our engagement activities. This builds on the joint work undertaken for the well-being assessment and Population Needs Assessment and recognises the close relationship between the Area Plan and the Well-being Plan to improve well-being and focus on local needs.

To ensure that our engagement is both interesting and informative we will be undertaking a range of activities throughout and beyond the formal 12 week consultation process. To successfully engage with our communities we will structure our programme activities around five key areas of activity:

An Online Survey	- Building on the success of the Let's Talk Well-being Survey undertaken to inform the well-being assessment, this Survey will test the Objectives and Actions set out in the Draft Plan.
A Social Media Campaign	- Alongside our Survey, a social media campaign utilising Facebook and Twitter will be undertaken to continue conversations that were started through the assessment process to ensure we have the right priorities.
Engagement Activities	- In addition to our online activities, to ensure that we gather views from as many people as possible, we will be hosting and attending activities and groups across the Vale. This will include engagement activities in our three community areas, speaking with forum groups and attending different events.
Stakeholder Workshops	- To guarantee that the draft Well-being Plan is identifying the key priorities to maintain and improve well-being in the Vale we will hold Stakeholder Workshops, inviting those organisations who were involved in the development of the well-being assessment to discuss our Draft Plan.
Formal Consultation	- To ensure partners have the opportunity to comment on the objectives and actions set out in the draft Well-being Plan we will circulate the plan to Statutory Consultees and highlight the different ways in which feedback on the Draft Plan can be given.

Monitoring our Performance

One of our challenges will be to demonstrate the progress being made and how by delivering our Well-being Plan we are making a real difference to people's well-being. The PSB will put in place robust performance management arrangements which will complement our ongoing work to enhance our well-being assessment and show how we are delivering against our stated outcomes and working towards our 2050 vision for the Vale.

To capture the wide variety of work that will be undertaken to deliver our Plan, the PSB will develop a set of core indicators. This set of indicators will reflect the breadth of information included in the well-being assessment and also the national well-being indicators. We will put in place arrangements for monitoring progress throughout the year using a range of qualitative and quantitative information.

Progress in delivering against the Well-being Plan and the wider work undertaken through the PSB will be included in an Annual Progress Report. The Well-being of Future Generations Act sets out that the PSB must prepare and publish an Annual Progress Report no later than fourteen months after the publication of its Well-being Plan and subsequently no later than one year after the publication of each previous report.

The Annual Progress Reports will be reported to the PSB and published on the PSBs website to provide an overview of the progress made by the PSB over the year. In addition, a copy of each of the PSB's Annual Progress Reports will be sent to:

-
- The Welsh Government
-
- The Office of the Future Generations Commissioner
-
- The Auditor General for Wales
-
- The Vale of Glamorgan Council's Cabinet and Scrutiny Committees
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Vale of Glamorgan Well-being Plan 2018-23

Our Vale – Our Future

Executive Summary

‘Our Vale Our Future’ is the Vale Public Services Board’s (PSB) first Well-being Plan and represents a significant change in how partners are working together to improve services in the Vale of Glamorgan.

This Plan is a statement of the PSB’s commitment to improve local well-being today and for future generations. The Plan details our vision for 2050 and the actions we will take over the next five years and which are the first steps towards achieving our shared vision for the Vale of Glamorgan.

Our 2050 Vision for the Vale

Everyone will have a sense of belonging and be proud to be part of the Vale, recognising their contribution to the success of the region and Wales. Our impact on the environment, both local and global, will be understood, and public services, communities and businesses will work together to protect the environment and our natural resources for the benefit of current and future generations. The Vale will be an area of optimism and aspiration, where we work together to ensure that young people achieve their individual ambitions and are supported through the early years, childhood and teenage years. The positive attributes of our ageing population will be recognised and respected and the contribution of older people to the vibrancy and resilience of the Vale will be valued. Residents of all ages and backgrounds will participate in community life, helping to shape services and taking pride in the area they live in. Working together for the benefit of current and future generations will be the norm, and residents will have confidence in the services they receive and in their ability to effect change to improve the economic, environmental, social and cultural well-being of the area. Educational and health inequalities will be a feature of the past as we work together for a Vale where everyone has access to the services and support they need to live healthy, safe and fulfilling lives.

Working together

'Our Vale', the Vale of Glamorgan PSB is comprised of senior representatives from the following organisations:

- **Cardiff and the Vale University Health Board (UHB)**
- **Cardiff and Vale College**
- **Community Rehabilitation Company**
- **Glamorgan Voluntary Services (GVS)**
- **National Probation Service**
- **Natural Resources Wales**
- **South Wales Fire and Rescue Service**
- **South Wales Police**
- **South Wales Police and Crime Commissioner**
- **Town and Community Councils Representation**
- **Vale of Glamorgan Council**
- **Welsh Ambulance Services NHS Trust**
- **Welsh Government (WG)**
-

The PSB was established as a result of the Well-being of Future Generations (Wales) Act 2015 and we are committed to working together to deliver **Our Vale – Our Future**. This is a five year plan and provides the framework for our partnership activities over the 2018-2023 period. The plan details our four objectives for improving well-being and the actions we will take to achieve them.

Our four well-being objectives are:



In agreeing our four objectives we have considered the range of information within our well-being assessment and work already in place locally and regionally. The PSB is confident that in achieving these objectives we can influence a wide range of activities and services across the Vale. We can make a positive difference to the social, economic, environmental

and cultural well-being of residents and visitors and over the life of the plan we will maximise our contribution to the national well-being goals.

The national Well-being Goals are detailed below. While our four objectives focus on making a positive difference locally, we will also be working together to ensure our activities are contributing to the national goals and are helping to improve well-being across Wales.

Goal	Description of the goal
A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Improving local well-being – making life better

As well as our overarching vision for the Vale for 2050, we have developed a statement of where we want to be in 2050 for each of our four objectives. The following few pages detail the actions that we will be taking forward over the next five years as we work towards our vision for 2050. These activities will provide the building blocks for achieving our overarching vision for the Vale. More information about our objectives and how the plan has been developed are detailed in the full version of the Plan.

The 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.

By 2050 we want the Vale to be a place where:

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 and can see the difference that their involvement has made. Public engagement is joined up between public and third sector services, and partners have adapted engagement methods to respond to the changing needs of our communities. People find it easy and convenient to communicate 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 opportunity to participate in community life, take part in designing and delivering solutions to local issues 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.

To achieve our vision for 2050 we will begin by:

- Adopting the [National Principles for Public Engagement in Wales](#).
- Researching best practice in engagement and community participation within Wales, the UK and internationally to develop new approaches suitable for local implementation
- Supporting and promote volunteering opportunities for staff and residents of all ages.
- Producing a toolkit for partners to make sure our engagement activities are more joined up.
- Working with the local community to identify and develop a project within one of our most deprived communities which involves the community right at the start to determine what is needed and the best solution.
- Developing our understanding and knowledge about our local communities and how we can encourage more people to get involved in their community.
- Working with staff and people working 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.
- Building 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.

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.

By 2050 we want the Vale to be a place where:

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 in deprived areas has increased and the gap between these and other areas of the 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 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 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.

To achieve our vision for 2050 we will begin by:

- Undertaking further engagement, research and analysis regarding inequalities between our least and most deprived communities to understand how we can tackle the challenges and reduce inequalities.
- Working with organisations such as food banks, debt advice services and other projects in the community, to improve access to services, information and support.
- Promoting healthy behaviour and changing how we work to make sure our messages reach everyone, and in particular older people, young people and those in more deprived areas.
- Working with local residents to identify and deliver an environmental project in one of our more deprived areas to help improve community participation and well-being.
- Building on Communities First activities and work undertaken through programmes such as Flying Start, Families First and Supporting People to develop a more co-ordinated approach to tackling poverty across the Vale.
- Developing new opportunities for work experience, placements, apprenticeships and skills development linked to future job opportunities.
- Working with partners including Registered Social Landlords to tackle fuel poverty.
- Considering how we can improve the environment and encourage outdoor play in some of our more deprived areas through transport improvement schemes and street closures for play.

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

By 2050 we want the Vale to be a place where:

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 is in place for those with complex needs.

To achieve our vision for 2050 we will begin by:

- Using the findings of the First 1000 Days pilot to challenge and inform early years provision in the Vale, exploring what partners can do to improve services for parents and young children.
- Developing new approaches to improving parenting skills including linking activities to play and the natural environment.
- Developing a better understanding of the effect of Adverse Childhood Experiences (ACEs) to ensure people are protected, support systems are in place and the causes of ACEs are prevented.
- Reviewing our services and working together to identify how all partners can help give all children the best start in life.
- Reviewing how our different organisations work together to deliver statutory and preventative services for children and young people.
- Recognising the role played by adults in children's lives and explore how we 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.

The PSB recognises that the environment is one of our greatest assets. There is a need to take collective action to protect, enhance and value our environment now and for future generations.

By 2050 we want the Vale to be a place where:

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 and enhance 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 and enhancing 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 and water quality and a lower ecological footprint for the Vale. Interventions are in place to help prevent, manage and mitigate the long-term impacts on the Vale of extreme weather events caused by climate change. 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, rich in wildlife. 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.

To achieve our vision for 2050 we will begin by:

- Delivering on a joint commitment to:
 - explore opportunities to reduce our carbon impact by looking at the energy we use
 - review how we manage our open spaces to protect and enhance our environment
 - minimise flood risk and water pollution
 - understand and mitigate our impacts on air quality
- Promoting walking and cycling for staff and customers and providing facilities to enable active transport choices. This work will be undertaken in conjunction with the Capital City Region.
- Working with the Capital City Region to promote and facilitate more sustainable travel within the Vale and across the region and where necessary influencing and lobbying transport providers for better public transport options.
- Reviewing public land assets and maximising their potential for community use and value as an environmental resource.

- Developing a better understanding across our organisations of environmental issues, and the impact of how we work/deliver services.
- Working 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 and seek opportunities to enhance the environment of the Vale.
- Exploring how procurement policies and practice can support the local economy and protect the local environment.

Making a difference

We believe that in delivering the above commitments we can improve local well-being and make a positive difference to people's lives. Our four well-being objectives interlink and it is clear that many of the actions in our Plan will help to deliver more than one of our objectives and will contribute to a number of the national well-being goals. This Plan is not intended to detail every activity that partners will undertake and it is not intended to duplicate work that is already being progressed through other partnership arrangements, for example the Capital City Region and work to integrate health and social care services across Cardiff and the Vale.

This plan is a commitment from all partners to work together and with the local community to improve our economic, social, environmental and cultural well-being. **Our Vale – Our Future will** provide the foundation for future plans and activities that will enable us to achieve our 2050 vision for the Vale.

More information about the work of the Public Services Board and the consultation on the draft Well-being Plan can be found at [XXXXXXXX](#)



Public Services Board 19th September 2017

Proposed Programme of Engagement for the draft Well-being Plan

The PSB must consult on the draft Well-being Plan for twelve weeks. A range of activities will need to be undertaken during the period to ensure that the public and other stakeholders have the opportunity to comment on the draft plan. The consultation will begin the week commencing 25th September and end the week commencing the 11th December.

Where possible the consultation will be undertaken in conjunction with consultation on the draft Area Plan being produced by the Regional Partnership Board as required by the Social Services and Well-being Act.

The consultation will be undertaken under the Let's Talk banner which was developed for the engagement programme for the well-being assessments in Cardiff and the Vale and for the regional population needs assessment.



At a recent meeting of the Business Intelligence Group there was a useful discussion regarding how best to engage with people across the Vale and this has helped shape the following programme of activity. Taking account of the time available, capacity and the need to reach as many people as possible including statutory consultees it is proposed that the consultation programme is split in to the following five key areas of activity.

Formal Consultation	<ul style="list-style-type: none"> - To ensure partners have the opportunity to comment on the Objectives and Actions set out in the Draft Well-being Plan we will circulate the plan to Statutory Consultees and highlight the different ways in which feedback on the Draft Plan can be given. This will be the start of the 12 week consultation period and a link to the web page and plan and details about the programme of activities will be circulated on day 1
An Online Survey	<ul style="list-style-type: none"> - Building on the success of the Let's Talk Well-being Survey

	undertaken to inform the Well-being Assessment, this Survey will test the Objectives and Actions set out in the Draft Plan. This survey will provide the framework for all activities. The survey is aimed at the public rather than partner organisations and the provisional dates for this to run are 9 th October – 3 rd December (8 weeks)
A Social Media Campaign	- Alongside our Survey, a social media campaign utilising Facebook and Twitter will be undertaken to continue conversations that were started through the assessment process to ensure we have the right priorities. A '50 days programme' is being developed which will promote the survey, raise awareness about the draft plan and focus on each objective in turn as well as having general tweets.
Engagement Activities	- In addition to our online activities, to ensure that we gather views from as many people as possible, we will be hosting and attending activities and groups across the Vale. This will include engagement activities in the three community areas used for the assessment, speaking with forum groups and attending different events.
Stakeholder Workshops	- To guarantee that the Draft Well-being Plan is identifying the key priorities to maintain and improve well-being in the Vale we will hold Stakeholder Workshops, inviting those organisations who were involved in the development of the Well-being Assessment to discuss our Draft Plan. These will be held towards the end of the consultation period to ensure the views of our other engagement activities can be fed in.

To assist with the consultation a series of materials will be produced in addition to the draft Plan. These will include:

- An Executive Summary
- A Poster/Plan on a page
- Leaflet
- Web Page
- On-line Survey
- Hashtag for the twitter campaign
- Presentation (with notes which can be adapted for different partners to use for different audiences)
- Report
- Crib sheet/Guidance notes
- Exercise to be undertaken with different groups inc staff, volunteer forums

Programme of Activity

International Older Peoples Day	Barry Memo	Monday 2nd October	Exercise and Survey
Barry Communities First Jobs Fair	Barry Memo	Friday 6th October	Exercise and Survey
Vale Equalities Forum		Tuesday 10th October	Presentation and Promotion
BIG Volunteering Fair	Barry Memo	Thursday 12th October	Exercise and Plan Promotion
Vale Youth Forum		Monday 13th November	Short Presentation and Exercise
Vale Ambassadors Event (primary schools)	Barry Memo	Wednesday 18th October	Exercises
Vale Community Liaison Committee		Wednesday 18th October	Report and Possible Presentation
Vale 50+ Forum	Committee Room 2	Thursday 19th October	Short Presentation and Exercise
Vale Corporate Performance and Resources Scrutiny Committee		Thursday 19th October or Thursday 16th November	Report
Llancarfan Community Council		Thursday 19th October	Presentation
University Health Board – Strategy and Engagement Committee		Tuesday 28th November	Report and Possible Presentation
University Health Board – Stakeholder Reference Group		Thursday 30th November	Report and Possible Presentation
Stakeholder Workshops	Corporate Suite	29th November and 6th December	Dates for Workshops booked.
Barry Communities First/Flying Start Focus Group		TBC	Short Presentation and Exercise
A Business Forum?		TBC	Presentation
Cross-Partnership Well-being Event - Stakeholders		22nd November	Exercise and Plan Promotion
Supermarket Engagement Activities <ul style="list-style-type: none"> Barry Cowbridge Penarth Llantwit 	<ul style="list-style-type: none"> ASDA Waitrose Tesco Nisa 	TBC	Survey Promotion
Cardiff and Vale College	Barry Campus	TBC	Survey Promotion

Partners are requested to endorse the proposed programme of activity and advise the Council's Strategy and Partnership Team of the following:

- Which activities/events they or a colleague can attend including facilitating discussions at the stakeholder workshops.
- Confirm that they will assist in promoting consultation activities
- Consider how they will encourage staff who live in the Vale to give their views on the draft plan e.g. by promoting the survey/staff discussion



Vale of Glamorgan Public Services Board Work Programme 2016/17	
Future Meetings	
Meeting Dates	Agenda Items
19 th September 2017	Draft Dementia Strategy Communities First Environment Act Update Draft Well-being Plan
30 th November 2017	Well-being Plan Delivery Plan Progress Report Calendar of Meetings for 2018
Past Meetings	
Meeting Dates	Agenda Items
16 th August 2017	<ul style="list-style-type: none"> ✓ 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
13 th June 2017	<ul style="list-style-type: none"> ✓ Invitation to participants ✓ Appointment of Chair ✓ Review of Terms of Reference ✓ Well-being Objectives and Plan
9 th March 2017	<ul style="list-style-type: none"> ✓ Agree revised Well-being Assessment ✓ Well-being Plan workshop
31 st January 2017	<ul style="list-style-type: none"> ✓ Youth Employment in public services ✓ Apprenticeship Levy ✓ Development of the Wellbeing Plan and objectives ✓ Cardiff Capital Region City Deal ✓ Well-being Assessment update
15 th December 2016	<ul style="list-style-type: none"> ✓ Approve draft Well-being Assessment for consultation



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

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

