

# PSB Annual Report - Summary 2024-25

## What is the PSB?

The Vale of Glamorgan Public Services Board (PSB) brings together senior leaders from public and third sector organisations to work in partnership for a better future.

## What is the Annual Report?

The PSB set out its priorities in its Well-being Plan 2023-2028. This Report highlights the progress of the PSB over the past 12 months towards delivering the plan's Well-being Objectives:

- A more resilient and greener Vale
- A more active and healthier Vale
- A more equitable and connected Vale

And its three priority workstreams:

- Responding to the climate and nature emergencies
- Working with people who live in our communities that experience higher levels of deprivation
- Becoming an age friendly Vale

PSB partners have provided an update on the work being taken forward against the PSB's key projects which have been summarised below. For the full Annual Report, click [here](#).

### Age Friendly Vale:

Over the past year, efforts have been focused on developing the Vale's first ever [Age Friendly Vale Strategy and Action Plan 2025-2028](#) which provides a clear direction for the Vale's age friendly movement.

- Over 1,600 interactions were recorded this year, showing that local organisations and older people are not only engaging with the age friendly movement but actively shaping services.
- The Vale 50+ Strategy Forum's meeting calendar included 25+ meetings and events this year. Gatherings have enhanced partner engagement with older people by bringing information and support directly into communities and amplified the voices of older residents.
- Live Well - Age Well course, co-produced with CAVUHB, have been piloted. the courses support older adults in improving strength, balance, physical activity, and overall well-being



### Climate and Nature Emergency:

The PSB prioritises tackling the climate and nature emergency with the goal of creating a "more resilient and greener" Vale through a number of cross-cutting projects and initiatives:

- Partners have worked together to produce a new [PSB Climate and Nature Emergency Charter](#). The charter sets out a number of commitments through which the PSB will continue to take forward work to address the climate and nature emergencies.
- Partners have continued to take forward work to contribute to the [Vale of Glamorgan Nature Recovery Action Plan](#) and to conserve, protect and enhance nature in the Vale.
- Partners continue to make changes to procurement ensuring sustainable supply chains and considering the social value created.



### Tackling Inequalities in Deprived Communities:

The PSB's tackling inequalities initiatives focus on working with the three Barry communities in the 10% most deprived in Wales (WIMD 2019). Achievements include:

- Over 1,500 individuals have been engaged through outreach to community groups, Slimming World sessions, religious organisations, youth groups, veterans' associations, local business leaders, local councillors, and professionals working within the health and employment sectors.
- A series of workshops were held with public and community sector stakeholders to explore challenges related to health and employment, detailed action plans were developed that align with the specific needs of the community.
- Workshop findings will inform a targeted approach with a deeper understanding of the persistent challenges faced by residents and informing the development of more responsive, evidence-led solutions



### Healthy Travel Charter:

The [Vale of Glamorgan Healthy Travel Charter](#) promotes sustainable travel among staff at signatory organisations. Through the charter, partners have:

- Delivered a number of Dr Bike cycle maintenance sessions to support cycling to work.
- Continued delivery of the South Wales Metro improvements in the region, along with active travel infrastructure improvements
- Undertaken scoping for an aligned approach bringing together Welsh Government, Transport for Wales and Public Health Wales to support employers with sustainable travel.



Healthy Travel

## Good Food and Movement:

'Good Food and Movement', aims to embed healthy lifestyle opportunities.



- New documents have been created to be used as part of the tender exercise for a new advertising management contract which prohibits High in Fat Salt or Sugar (HFSS) advertising on the local authority estate in the Vale of Glamorgan.
- Social Farms & Gardens were contracted to map community spaces for food growing and identify barriers to participation in the Vale of Glamorgan.
- The Energise Youth project was delivered, impacting 61 young people aged 11-24 years old with low activity levels / mental well-being through targeted services.



## Food Vale Partnership:

Food Vale is a partnership of dedicated individuals, community groups, organisations and businesses working together to build a thriving, healthy and sustainable food system in the Vale.

- Funding (£12,000 total) has been made available to support growers participating in the Welsh Veg in Schools scheme. The scheme aims to get locally grown, organic produce into school meals.
- Food Vale is working with partners in Vale of Glamorgan Council to design and administer two small grant schemes available to community groups and organisations across the Vale.
- The 2024 delivery of the Vale Food Trail attracted an estimated 1000 visitors and locals. More than 30 local businesses ran a total of 46 diverse events that showcased the best of local food and sustainability

## Value in the Vale (VIV):

A hub for volunteers, partners, and organisations, offering details on volunteering opportunities, enabling organisations to enlist volunteers, and empowering volunteers to exchange their time for rewards.

- Over 100 volunteer roles provided for participants to gain 'rewards' through volunteering.
- Worked with smaller groups of volunteers and individuals to support them with items that they may need for their projects by linking with local businesses who donate the items free of charge.
- Partnership work with Cardiff and Vale College has resulted in students to be supported in volunteering within sheltered housing schemes.



## The Safer Vale Partnership:

Safer Vale works to reduce crime and disorder, and fear of it, by developing preventative methods to safeguard local residents. Progress included:

- There were 85 properties in the Vale that received Target Hardening, including door locks, lighting, CCTV and intruder alarms to enable domestic abuse victims (and families) to remain in their own home but feel safer to do so.
- There were 1862 incidents of ASB reported. This resulted in 1452 referrals being generated with 248 for adults and 413 for youths. The team reviewed preventative options as well as coordinating a multi-agency response where appropriate.
- The partnership has continued work with and support the Neighbourhood Watch (NHW) across the Vale with 438 new sign-ups to Neighbourhood alerts.



## Evidence Base:

The PSB continues to monitor data and evidence to ensure it uses the latest insight to support its decision making. Reports:

- Demographic Change
- Skills and the Economy
- Health and Communities
- Environment and Transport

