

2023-24 PSB Annual Report – Executive Summary

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. The Annual Report highlights the progress of the PSB 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 it's 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

19 steps are identified in the Plan to progress work towards the Objectives and Workstreams. PSB partners have provided an update on the work being taken forward against the PSB's key projects and the 2023-24 updates are detailed below.

Age Friendly Vale:

The Vale achieved World Health Organisation (WHO) Age Friendly Status in October 2023. The PSB's work to contribute to this status include initiatives such as:

- Encouraging social connection - the walking group St. Athar Strollers and The Big River Watch Survey held in Cowbridge.
- Educational talks - the history and nature talk at Belle Vue Community Café, Penarth and the Vale 50+ Forum Climate Change Workshop in Llantwit Major.
- The Age Friendly Vale Network and Vale 50+ Strategy Forum combined have almost 400 members. The Forum had 29 events planned for 2024.



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:

- A PSB Steering Group established to drive future action.
- Secured £100k in Shared Prosperity Funding for 2023-25 to fund community development work.
- Funded local initiatives - Gibby Greenfingers, Oakfield School Beacon community hub and the Youth service mobile youth bus.
- Developed a comprehensive engagement plan.



Climate and Nature Emergency:

The PSB prioritizes tackling the climate and nature emergency with the goal of creating a "more resilient and greener Vale through initiatives such as:

- Supporting biodiversity with tree planting, invasive species management, the addition of green infrastructure and development of Action Plans.
- Decarbonizing transport, reducing single-use plastics, improving energy efficiency and developing sustainable procurement policies.
- Partners reviewed the Climate Emergency Charter to strengthen the nature emergency elements and work has commenced to take this forward.



Healthy Travel Charter:

The Vale Healthy Travel Charter promotes sustainable travel. After meeting Level 1 goals, partners advance to Level 2 commitments. Through the charter, partners have:

- Participated in Bike Week and Healthy Travel Wales Day to promote sustainable travel, with a focus on accessible travel options.
- Ensured work on sustainable travel continues through the PSB's second Well-being Plan.
- Collaborated with Cardiff partners through the charity Pedal Power.



Amplifying Prevention – Bowel Screening/Child Immunisation:

Amplifying Prevention was launched to improve childhood immunization, physical activity/nutrition, and bowel screening. The PSB has:

- Coordinated a wide-reaching campaign for Bowel Cancer Awareness month in May 2023, including distributing resource toolkits to GP practices.
- Collaborated with Flying Start and Health Visitors, to raise vaccine awareness and explore interventions in areas with low immunization rates.
- Engaged families directly through community events, schools, and coffee mornings to promote immunization/MMR vaccines.

Healthy Travel

Amplifying Prevention – MMEW:

Amplifying Prevention advances preventative activities. Move More Eat Well (MMEW) aims to embed healthy lifestyle opportunities:

- Through the projects a number of outcomes have been achieved including the evaluation of advertising and the development of an approach to healthier advertising, an increase in referrals from professionals in the Western Vale through the Nutrition For Your Little One programme, and increased engagement in the golden pass scheme.
- 160 participants from across the PSB partnership have worked to shape a revised MMEW Framework, which will be taken forward through the PSB.



Food Vale Partnership:

Food Vale's priority areas are a good meal for everyone; thriving local food businesses which are supported and valued; think global, eat local. Initiatives include:

- [Llantwit Food Project](#) was awarded the Ystadau Cymru Award. It reached 85 households, distributing 300kg of food weekly and investing £2,500 locally.
- The Vale Food Trail connected 500+ participants and 30+ businesses with local food sources.
- Vale Food Strategy began consultation with stakeholder buy-in and in-depth community consultation with 60+ attendees at the November event.



Regional Early Years Transformation and Integration Programme:

The project improves services and systems to support our babies, children and families aged 0-7 years. The programme ran from late in 2022 to March 2024 and has:

- Delivered targeted support for 137 families through 4 community connectors, 12 information sessions and 33 themed sessions.
- Delivered Non-Violent Resistance Training (NVR) to support 40 practitioners with training to be able to give practical advice.
- Strengthening Sense of Play provided families with children with additional needs with resources through a lending library providing sensory toys.



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:

- Improved domestic abuse support, processing 626 Public Protection Notices (PPNs) providing 869 children with support through Domestic Abuse Assessment and Referral Co-ordinator.
- Improved safety through CCTV surveillance which assisted law enforcement with 254 live and 381 retrospective incident reviews, leading to 125 police interventions and the location of six missing persons.
- Tackled anti-social behaviour with 1,336 ASB referrals.

Value in the Vale (VIV):

Connects people, organisations, and businesses to enhance community bonds, well-being, and prosperity. 44 organisations offer 77 volunteering opportunities such as:

- Provided training sessions for the NHS Wales app to improve digital literacy.
- Fostered community engagement and volunteering through a network of 44 organizations. Created 211 volunteer accounts.
- 3 Gift it Forward campaigns distributed rewards and resources to residents to support them through the cost-of-living crisis.
- Recognised as a Dementia Friendly project.

Crawshay Court Community Garden:

At Llantwit Major, a local community garden is promoting local food growing to respond to the climate emergency and support residents during the increasing cost of living:

- A large planter is being used solely to grow food for the GVS FoodShare Pantry.
- Volunteers constructed a plastic bottle greenhouse, using 3,000+ donated bottles, to grow produce and seedlings.
- Seasonal crops such as corn, tomatoes, beetroot, courgettes, potatoes, onions, and cucumbers were cultivated for residents.

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](#)

