



## **Vale of Glamorgan Public Services Board Meeting**

**December 2<sup>nd</sup>, 2025 @ 14:00-16:00**

### **Agenda**

<b>In attendance:</b>		
<b>Name</b>	<b>Title</b>	<b>Organisation</b>
Claire Beynon (CB)	Executive Director of Public Health	Cardiff and Vale UHB
Tom Bowring (TB)	Director of Corporate Resources	Vale of Glamorgan Council
Rob Thomas (RT)	Chief Executive	Vale of Glamorgan Council
Cllr Lis Burnett (LB)	Leader (PSB Chair)	Vale of Glamorgan Council
Miki Miyata-Lee (MML)	Senior Officer – South Central Operations	Natural Resources Wales
Martin O’Keefe (MK)	Group Manager	South Wales Fire and Rescue Service
Rachel Connor (RC)	Chief Executive Officer	Glamorgan Voluntary Services
Natalie Rees (NR)	Sustainability and Climate Change	Transport for Wales
Marc Attwell (MA)	Head of Communities and Partnerships	South Wales Police
Estelle Hitchon (EH)	Director of Partnerships and Engagement	Welsh Ambulance Service Trust
Judith Cole (JC)	Deputy Director Local Government Finance and Workforce Partnerships Division	Welsh Government
Elizabeth Jones (EJ)	Director of Learning and Skills	Vale of Glamorgan Council
David Letellier (DL)	Head of Operations South Wales Central	Natural Resources Wales
Phil Summers (PS)	Town and Community Council Representative	Penllyn Community Council
Eirian Evans (EE)	Head of Cardiff and Vale	National Probation Service
<b>Also in Attendance:</b>		
Helen Moses (HM)	Operational Manager Strategy and Insight	Vale of Glamorgan Council
Lloyd Fisher (LF)	Corporate Policy and Insight Manager	Vale of Glamorgan Council
Andreas Pieris-Plumley (APP)	Strategy and Insight Partner	Vale of Glamorgan Council
Mali Evans-Lugg (MEL)	Strategy and Insight Trainee	Vale of Glamorgan Council
Jo Aspinall (JA)	Operational Manager – Early Help and Prevention	Vale of Glamorgan Council
Suzanne Wood (SW)	Consultant in Public Health Medicine	Cardiff and Vale UHB
<b>Apologies:</b>		
Suzanne Rankin (SR)	Chief Executive	Cardiff and Vale UHB
Kirsty Williams (KW)	UHB Chair	Cardiff and Vale UHB
Karen Lamprey (KL)	Assistant Principal Curriculum	Cardiff and Vale College

No.	Agenda Item	Actions
1.	<b>Welcome and Introductions</b> – Lis Burnett, Chair of the Public Services Board	
2.	<b>Apologies for Absence</b> – Andreas Pieris-Plumley, Policy Officer, Vale of Glamorgan Council	
3.	<b>Minutes of the Public Services Board 24<sup>th</sup> September 2025</b> - Lis Burnett, Chair of the Public Services Board  The minutes of the previous meeting were agreed.	
4.	<b>Family Compass Service</b> – Jo Aspinall, Operational Manager – Early Help and Prevention, Vale of Glamorgan Council  JA explained that reason for establishing the Vale Family Compass was a shared goal with partners to create an effective way for children and their families to access and receive services that are responsive to need at the right time. She outlined that conversations had taken place with internal and external partners to agree what was working well, what could be enhanced, and where progress was needed. The agreement was to develop an integrated front door across early help and statutory children's services, integrating the Family Information Service, Family First advice line, prevention work, and the intake team. This integrated front door will now be known as the Vale Family Compass. JA highlighted that the drivers for this change included the opportunity to streamline entry points for teams and external agencies, reduce duplication, and create a single front door for referrals. She noted that the approach aimed to provide the right support at the right time, reducing escalation when referrals did not land in the right space.  JA explained that partnerships had been strengthened to ensure shared understanding and contributions from internal teams and external partners, enabling a focus on community-based work. She described the website as self-led, linking to community partners and resources, enabling families to access the right support and information quickly.  JA confirmed that an internal triage system would identify needs and outcomes for families, directing them to the appropriate level of support, whether community-based prevention or statutory services. She emphasised that the single-entry point would respond to inquiries within 24 hours and ensure referrers were informed of next steps.  JA noted that the website had been designed to be welcoming and easy to navigate, with colour-coded tabs for information, advice and support, and protection. She explained that the site provided links to resources such as childminders, safeguarding guidance, and parenting support. The site is available 24/7 and includes a single phone number and central mailbox, replacing the previous duty mailbox. <a href="#">Home - Vale Family Compass</a>	<b>MK to share JA's contact details with youth outreach partnerships to allow reciprocal support for prevention activities.</b>

	<p>JA highlighted that all work aligns with the new national referral form and threshold guidance, which will be hosted on the Vale Family Compass landing page. She explained that the threshold document, developed through extensive consultation, sets out four levels of need: universal, additional, complex, and acute. The aim is to ensure clarity and accessibility for professionals and families.</p> <p>JA confirmed that the Vale Family Compass launched on 3rd November and that further meetings with partners will take place in the new year to review feedback and make improvements. She invited partners to share resources that could be hosted on the site to enhance accessibility for families.</p> <p>CB asked if there were any requests for the Health Board in terms of making connections with different websites or whether this had already been resolved.</p> <p>JA explained that she had met with Health Board colleagues and confirmed that the Health Board's process for submitting referrals remained unchanged. However, she noted that the Vale Family Compass address would now be used for any queries and inquiries.</p> <p>MK thanked JA for the presentation and asked whether links had been established with the Fire and Rescue Service. MK suggested that sharing JA's contact details could enable a useful connection with youth outreach partnerships and allow reciprocal support for prevention activities.</p> <p>JA confirmed that this would be very helpful and welcomed the suggestion</p> <p>LB thanked MK for his contribution. LB highlighted that she particularly liked the reference to a single front door and explained that she had previously heard the concept described as a 'no wrong door'. LB suggested that this approach sends a clear message to users that whichever route they take, they will not be wrong and that the organisation will find the right solution for them. LB commented that this principle was well conveyed in the presentation. LB thanked JA for her time and contribution to the meeting.</p>	
5.	<p><b>Director of Public Health Report</b> – Claire Beynon, Director of Public Health</p> <p>CB introduced the annual Director of Public Health report and explained that its purpose is to shine a light on significant public health issues. She noted that last year's report focused on children's health from birth to five years, while this year's report addresses obesity and diabetes and their impact on society. CB emphasised that the report is an independent professional requirement and covers Cardiff and the Vale of Glamorgan.</p> <p>CB highlighted that the report demonstrates how working together can improve health and well-being and change future outcomes. She shared key statistics, including that one in ten children in Cardiff and Vale are living with obesity by the time they start primary school, and one in five adults are living with obesity, with higher rates in more deprived areas. CB explained that obesity is harmful in itself and noted that one in fifteen adults in Cardiff and Vale have been diagnosed with type 2 diabetes, a figure expected to rise to one in eleven by 2035.</p>	<p><b>CB to share slide deck &amp; any other relevant materials</b></p>

CB outlined that the report examines environmental and cultural changes over recent decades, such as reduced physical activity in schools, increased car use, and the growth of fast-food outlets, alongside positive developments like strong Welsh health legislation and the UK sugar tax. She noted that cultural shifts include less home cooking, greater reliance on ready meals, and reduced acceptance of outdoor play, compounded by the rise of social media and gaming.

CB explained that the report also looks forward, identifying levers for change such as increasing access to green spaces, which can reduce childhood obesity by 2% for every 1% increase in accessible green space. Conversely, ten additional fast-food outlets in a local authority area can increase childhood obesity by 1%. CB stressed that organisational decisions matter and that a whole-system approach is needed, citing evidence from Amsterdam where obesity rates fell by 3% through coordinated action.

CB set out three key asks for partners: to make prevention a focus of activities, to create supportive places and spaces, and to put communities at the heart of decision-making. She concluded by highlighting examples of practical changes, such as designing inclusive parks and playgrounds to encourage physical activity.

LB explained that the report requires significant consideration and aligns with the work of the PSB but will require partners to engage in more detailed conversations. LB highlighted the challenge of enabling change in these areas, explaining that while restrictions on unhealthy advertising have been implemented in spaces under Council control, many areas fall outside their remit. However, there are actions that can be taken, and this advice is valuable.

CB explained that the steps taken so far are important and position the Council as a leader in Wales regarding changes to advertising high-fat, sugar, and salt products in owned spaces. She acknowledged that more work is needed and confirmed she will advocate for a ban across Wales and the UK. CB emphasised that incremental steps matter and, although it may feel like swimming against the tide, collective action can make a real difference. She thanked the Council for progressing this work.

TB explained that the thematic Director of Public Health reports are accessible and timely, particularly with the three calls to action. He expressed appreciation for recent engagement with the Council's leadership team on prevention. TB suggested that the report encourages prioritisation of prevention in budget setting and upstream investment. He proposed sharing CB's report with the Barry Partnership and Placemaking Team, as it aligns with current work and could add value. TB noted that there are practical steps that can be taken quickly.

LB agreed that sharing the report would be a good idea. She noted that the Council has moved away from sending everything to scrutiny committees and now holds briefing sessions. LB suggested that this report could form part of a member briefing, possibly alongside work on deprivation indices.

DL explained that the report is excellent and highlighted the importance of accessible language. He noted strong alignment with NRW priorities, including sustainable travel, farming, climate resilience, and green spaces. DL also

	<p>mentioned NRW's weekly well-being hour initiative to support staff health and confirmed NRW's full support for this work.</p> <p>CB thanked DL for the support.</p> <p>LB explained that future work should consider how new school facilities can be opened to communities, as many have excellent sports and activity spaces that are underused.</p> <p>CB explained that this is a good point and shared experience of working with Play Wales to ensure schools were open before and after hours for play. She invited further connections when ready.</p> <p>HM suggested that the report could also be shared with the Play and Sports Development Team, as it would support their work and evidence base.</p> <p>LB agreed that sharing the report with the team would be useful.</p> <p>HM explained that in terms of Member briefings, discussions have taken place around organising one on food following the last PSB meeting. She suggested widening the briefing to include related issues and link to other related work and confirmed that further discussions will take place on what would be a good fit.</p> <p>EH suggested that the report could be shared with the workforce, as staff are part of the community and have regular contact with families and local networks. EH highlighted that the report is accessible and not overly corporate, making it suitable for wider sharing. She emphasised that collectively, partners employ a significant number of people, and this presents an opportunity to encourage reflection on small lifestyle changes without promoting fat-shaming or lifestyle shaming.</p> <p>CB thanked EH for the suggestion and agreed it was a good idea. She confirmed that her organisation would share the report internally and encouraged others to do the same. CB stressed that the report focuses on environmental influences rather than individual blame, noting that factors such as advertising significantly shape behaviour. She shared an example of counting 20 high-fat, sugar, and salt adverts on a short journey, illustrating the pervasive nature of such influences.</p> <p>EH added that raising awareness among staff could help them share the message within their personal networks.</p> <p>CB agreed and confirmed that partners are welcome to share the report widely.</p> <p>LB supported the idea and asked whether slides were available for easy sharing on intranets, noting this would be helpful for staff engagement.</p> <p>CB confirmed that a succinct slide deck could be provided.</p> <p>LB welcomed this offer and thanked CB, noting it would be very useful.</p>	
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<p>6.</p>	<p><b>Good Food and Movement</b> – Suzanne Wood, Cardiff and Vale UHB Local Public Health Team</p> <p>SW explained that the Good Food and Movement Framework provides a whole-systems approach to healthy weight. SW informed that the programme recently received the Practice Improvement Award from the Association of Directors of Public Health, beating two other shortlisted entries. She thanked partners for their contributions and noted the significance of the achievement.</p> <p>SW informed partners that the framework runs from 2024 to 2030 and is currently in year two of implementation. A summary of the year-two plan and achievements for the first six months was circulated with the meeting papers. SW highlighted strong progress, with most actions rated green, and reported improvements in healthy weight among children in the Vale of Glamorgan. The latest data shows 77.5% of reception-age children are at a healthy weight, up from 76.9% the previous year. The gap between the most and least deprived remains at 9.9%, slightly reduced from 10%, indicating progress but no room for complacency.</p> <p>SW outlined the four strategic themes of the framework—Healthy Settings, Healthy Environment, Healthy People, and Leadership and Enabling Change—and provided updates on each:</p> <p>Healthy Environment: Work continues to embed health and well-being in the Replacement Local Development Plan. The Vale’s advertising and sponsorship policy, the first in Wales to restrict high-fat, sugar, and salt food and drink advertising on Council estates and online, was highlighted as a major achievement. The Community Kitchen Toolkit has been signed off, and a facilities audit is underway to assess physical activity provision. Active travel schemes have also been funded in Penarth and rural zones.</p> <p>Healthy Settings: Workshops have been held to identify system stakeholders for early years and schools, supporting a whole-school approach to food and physical activity. SW confirmed that universal free primary school meals have now been fully rolled out in the Vale.</p> <p>Healthy People: Food Vale has achieved the Sustainable Food Places Silver Award, reflecting significant collaborative effort. Two small grant schemes have been launched to address food access and insecurity. Food benefits training has been refreshed, and the Golden Pass programme for over-50s now includes 38 community-led partners. A Girls Network has been established to shape future physical activity initiatives for women and girls. Reports on barriers to breastfeeding and actions to address have also been published.</p> <p>Leadership and Enabling Change: The framework is now formally hosted by the Vale Council’s Senior Leadership Team, agreed on 11 November. It is referenced in the Vale Corporate Plan (Vale 2030). Framing language sessions have been delivered to ensure accessible, non-individualistic messaging, and data analysis has informed key communications.</p>	
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	<p>LB thanked Suzanne for the presentation and noted the good progress that has been made, highlighting the accessible language used in the framework and its alignment with the Director of Public Health report. LB emphasised that this approach makes sharing easier and supports scalable change.</p> <p>HM commented that it was encouraging to see the impacts of the work and how it connects to the PSB's priority workstreams. She noted that initiatives such as the Golden Pass link strongly to Age Friendly work and efforts within multiple-deprived communities. HM also highlighted connections between climate, nature, and well-being, stressing the importance of viewing the framework as a cross-cutting project. She referenced recent grant schemes tied to Food Vale and explained how these were aligned with warm spaces funding, managed by GVS, to maximise community benefit through partnership working.</p> <p>LB thanked HM and reflected on the Food and Fun programme, which recently marked its 10th anniversary. LB expressed concern that schools often find it difficult to host these programmes, limiting access for children who would benefit. She suggested reviewing whether current arrangements are too prescriptive and exploring ways to enable broader participation, given the opportunities for healthy eating, education, and physical activity during school holidays.</p> <p>DL raised the issue of bathing water quality, noting that while the Vale generally has good water quality, there are concerns at Watch House Bay and nearby Ogmore-by-Sea. He stressed that addressing these issues requires partnership working, time, and preventative measures, and confirmed that this remains a priority.</p> <p>TB noted the need to explore sustainable funding approaches for preventative work, referencing discussions at SLT about mapping preventative actions against clinical pathways. He suggested using examples from the Good Food and Movement framework to develop understanding and support preventative budgeting, building on work shared by the Future Generations Office.</p> <p>SW welcomed the proposal, noting its alignment with the Director of Public Health report and the importance of shifting towards prevention spending. She confirmed that additional funding would help increase capacity to deliver actions and advised that work is underway to develop the second two-year implementation plan, starting in April. SW invited partners to contribute and announced that the plan will be launched alongside the Director of Public Health report at a joint event.</p>	
7.	<p><b>PSB 6 Month Update Report</b> – Lloyd Fisher, Corporate Policy and Insight Manager, Vale of Glamorgan Council</p> <p>LF introduced the six-monthly update report, explaining that it complements the annual report presented to the PSB in July. The report provides a high-level snapshot of progress across projects aligned to the three well-being objectives and priority workstreams. LF noted that detailed progress reports are available via links at the end of the document and encouraged partners to review these for more information.</p>	

	<p>LF highlighted examples of progress, including:</p> <ul style="list-style-type: none"> <li>• The Age Friendly Connection Café held at Penarth Pier in June, which brought together 50 partner organisations to strengthen collaboration and shared learning.</li> <li>• The Your Place project, which delivered workshops over the summer focused on health and employment within communities experiencing higher levels of deprivation.</li> <li>• Under the Climate and Nature Emergency workstream, consultants have been appointed using Shared Prosperity Fund resources to undertake a Climate Change Risk Assessment for the Vale. Two workshops are scheduled this week to review findings.</li> <li>• Continued progress under Good Food and Movement, including restrictions on high-fat, sugar, and salt advertising on Council-managed sites, finalisation of the Vale Food Strategy, and achievement of the Sustainable Food Places Silver Award.</li> </ul> <p>LF confirmed that key measures and KPIs have been developed with project leads and will feed into annual reporting and the next Well-being Assessment. He thanked project leads for their contributions and APP for compiling the report, which is now available on the PSB website.</p>	
8.	<p><b>Welsh Index of Multiple Deprivation (WIMD)</b> – Lloyd Fisher, Corporate Policy and Insight Manager, Vale of Glamorgan Council</p> <p>LF presented the Welsh Index of Multiple Deprivation 2025, published by Welsh Government last week. He explained that WIMD is the official measure of relative deprivation for small areas in Wales, ranking Lower Super Output Areas (LSOAs) from most to least deprived based on eight weighted domains: income (22%), employment (22%), health (15%), education (14%), access to services (10%), housing (9%), community safety (5%), and physical environment (5%).</p> <p>LF noted that the Vale now has 82 LSOAs, up from 79 in 2019 due to population growth. Rankings range from 32 (most deprived) to 1,910 (least deprived). Seven LSOAs in Barry are now in the top 10% most deprived areas in Wales, compared to three in 2019. A further four LSOAs fall within the 10–20% most deprived, and four within the 20–30% range. Thirteen LSOAs are ranked in the 30–50% range, while 54 are in the least deprived 50%.</p> <p>LF highlighted that methodological changes since 2019 mean results are not directly comparable. Key changes include new indicators for income (reflecting Universal Credit rollout) and employment (including those excluded from the labour market due to caring responsibilities). Health and education domains remain broadly consistent, though education now uses separate absenteeism measures for primary and secondary schools and includes low qualifications as an indicator. LF informed that 6 LSOAs are ranked in the top-10% against the Income Domain, 8 against the Employment Domain, 5 against the Health Domain and 5 against the Education domain; all are located in Barry.</p> <p>LF highlighted that the Access to Services domain reflects the rural nature of some Vale LSOAs. This domain includes indicators for public and private transport and now incorporates childcare provision. Three LSOAs—St Bride’s Major, Peterson-</p>	



<p>super-Ely, and St Andrews Major—are ranked in the top 10% most deprived in Wales for access to services.</p> <p>LF confirmed that no Vale LSOAs fall within the top 10% for the Housing domain.</p> <p>For Community Safety, three LSOAs in Barry are ranked in the top 10%, following methodological changes that increased the number of indicators used. Under the Physical Environment domain, two LSOAs—Dinas Powys 4 (due to flood risk) and Cadoc 5 (limited access to green space)—are ranked in the top 10%.</p> <p>LF concluded by noting that slides will be circulated for partners to review and that further analysis will feed into the next Well-being Assessment. A detailed report will be brought back to the PSB for discussion.</p> <p>LB reflected on the WIMD data, noting that it highlights stark inequalities and raises concerns about life chances lost over the past six years and the risk of further losses if partners do not act collectively. LB emphasised that interventions often benefit the least deprived communities rather than those most in need and stressed the importance of targeted action. She suggested further offline discussions to identify practical steps to avoid being in the same position in six years’ time.</p> <p>MA shared how the South Wales Police force uses WIMD data alongside demand and demographic information to identify communities at risk and target preventative and reactive resources effectively. He cautioned against prioritising interventions for the most vocal communities rather than those most in need. MA recommended that PSB members review the Barry Plan for Neighbourhoods, which clearly maps areas of need, to inform future investment decisions under the £20 million, 10-year fund.</p> <p>EH emphasised the need for agencies to focus on collective action in the most deprived communities. She highlighted growing mistrust of statutory services and called for collaborative work with communities, rather than imposing solutions. EH suggested identifying the top three levers that partners can pull together to make the greatest impact within available resources.</p> <p>CB emphasised the importance of using a whole-system approach to avoid interventions that inadvertently increase inequalities. She gave the example of smoking cessation services, which tend to benefit those with greater agency in less deprived areas, while policy-level changes such as smoke-free public spaces have a more equitable impact. CB reiterated the three key asks from the Director of Public Health report:</p> <ol style="list-style-type: none"><li>1. Make prevention the focus.</li><li>2. Create supportive places and spaces.</li><li>3. Put communities at the heart.</li></ol> <p>PS observed that while Barry contains the highest concentrations of deprivation, rural areas also experience specific challenges, particularly around access to services. He stressed the need to address this alongside urban deprivation.</p>	
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	LB agreed, highlighting public transport as a key issue in rural areas and confirming that the Council uses survey data to lobby for improvements. She assured partners that this remains a priority and offered to share relevant data.	
9.	<p><b>Your Place</b> – Helen Moses, Operational Manager Corporate Strategy and Insight, Vale of Glamorgan Council</p> <p>HM provided an update on the work within three priority areas—Gibbonsdown 2, Court 3, and Buttrills 2—which were ranked in the top 10% most deprived in WIMD 2019 and remain priorities in the PSB Well-being Plan. A steering group with multiple partners has been coordinating engagement and activity in these communities, supported by SPF funding for a dedicated post until March 2025. HM noted that the officer who previously led this work, has moved into a role within the wider Barry Partnership under the “Thriving Neighbourhoods” programme, taking her knowledge forward to support broader initiatives. HM explained that while progress has been made, the departure of the coordinator presents a challenge. Interim support is being provided to maintain momentum and assist subgroup chairs. Two subgroups have been established following earlier community engagement workshops:</p> <ul style="list-style-type: none"> <li>• Employment Subgroup: Initiatives include after-school activities in a secondary school to engage families and provide advice, and work with partners to review recruitment processes for entry-level roles, addressing barriers identified by residents.</li> <li>• Health Subgroup: Plans include health events in early 2026 to bring services into communities and improve accessibility, responding to feedback that some residents feel judged or discouraged from accessing existing services.</li> </ul> <p>HM noted the need to maintain continuity in steering group membership and avoid duplication with other initiatives, particularly as the Barry Partnership expands its work. She stressed that the PSB remains committed to these priorities and must consider how best to use existing services and resources given limited dedicated funding.</p> <p>HM highlighted that WIMD 2025 identifies seven areas in the top 10% most deprived, up from three in 2019. This may require expanding the focus of current work or aligning efforts with the wider Barry programme to maximise impact.</p> <p>LB thanked HM for her update and noted the value of recent engagement work in informing the Barry “Plan for Neighbourhoods.” LB highlighted the challenge of evolving conversations with communities that are not accustomed to being consulted, stressing the importance of moving beyond requests for amenities to deeper discussions about quality of life and long-term needs.</p> <p>TB reflected on the strong alignment across partner plans and reiterated the importance of identifying collective levers for change and involving communities in a whole-systems approach. He recommended expanding the current project to include all seven LSOAs now ranked in the top 10% most deprived, rather than limiting work to the original three areas. TB noted the progress made through the workshops and subgroup activity but expressed concern that decision-making</p>	<p><b>Expand the scope of work to include all seven LSOAs identified in WIMD 2025</b></p>

	<p>authority and resource allocation remain barriers. He asked for partners to consider whether the representation on the sub-group remained correct to enable concentrated action and maximise the impact of existing resources.</p> <p>PS raised a question about the role of the education estate in improving access to services and opportunities.</p> <p>EJ emphasised the importance of recognising schools as key assets and involving young people in decision-making. She highlighted the need to capture a wider range of voices, particularly from less engaged communities, and align this work with the Future Generations Act. EJ noted that while the Vale has many articulate pupils, efforts must be made to reach those whose views are less often heard.</p> <p>HM added that the planned health event will be held in a secondary school attended by children from the identified priority areas, with young people actively involved to encourage family participation. The event will be designed to be engaging and fun, building on successful after-school activities piloted in another school. HM highlighted the value of family engagement officers as trusted intermediaries, noting their role in brokering conversations and supporting initiatives such as increasing childhood immunisation uptake. She stressed the importance of using schools as community hubs while being clear about responsibilities to avoid overburdening them.</p> <p>MML shared an example of a small-scale initiative funded through NRW's "Heads of Place" programme. Working with GVS and Flying Start, NRW organised outdoor activity workshops for women on waiting lists for professional support, aiming to build confidence and utilise local green spaces. MML explained that the approach starts small, with potential to scale if successful, and demonstrates how nature-based interventions can support well-being.</p> <p>LB reflected on the complexity of deprivation within mixed communities, sharing a personal example to illustrate how lived experience often differs from assumptions based on geography. She emphasised the need for a "no wrong door" approach, where any point of contact becomes an opportunity to identify and address needs, even when individuals struggle to articulate them.</p> <p>TB asked whether colleagues were content to expand the scope of work to include all seven LSOAs identified in WIMD 2025. LB confirmed agreement, noting visible support from members and approving the proposal.</p>	
10.	<p><b>Barry Town Centre Update</b> – Rob Thomas, Chief Executive Officer, Vale of Glamorgan Council</p> <p>RT provided an update on regeneration plans for Barry Town Centre, focusing on Holton Road, which lies within WIMD priority areas. He confirmed that the Council has exchanged contracts on the former Wilko store, the largest vacant unit on Holton Road, and expects to complete the purchase around Christmas. Initial checks on utilities and building condition are underway.</p> <p>RT explained that the aim is to revitalise Holton Road as a key service centre for residents with limited transport access, while supporting local businesses. Plans</p>	

	<p>include working with the Barry Partnership to co-design the future use of the building, with ideas such as a market-style space for independent traders similar to Pontypridd or Newport markets. The building's upper floor offers additional opportunities for community use.</p> <p>RT invited PSB partners to support an "Expo-style" event in early 2026, opening the building to residents and showcasing services such as employment advice, health information, housing and benefits support, and leisure opportunities. The event will promote prevention and improve access to services in one of Barry's most vulnerable areas.</p> <p>RT also outlined two further projects:</p> <ul style="list-style-type: none"> <li>• Filco Store (Thompson Street): Discussions are ongoing with Health Board and Regional Partnership Board colleagues to repurpose the site for integrated services.</li> <li>• Western Gateway (Gladstone Road): Plans for a new scheme combining affordable housing and an integrated facility for health and Council services, funded by the Council and Welsh Government.</li> </ul> <p>RT concluded by noting that these developments align with PSB priorities and will bring significant benefits to communities most in need. Further updates will be provided as the projects progress.</p> <p>LB thanked RT for his update and acknowledged the complexity of delivering integrated hubs and aligning multiple funding streams. She commended Welsh Government for enabling the rapid acquisition of the Wilko store and noted the strong public interest, reflected in social media engagement and numerous suggestions from residents. LB explained that the planned Expo event will provide an opportunity for the community to view the space, share ideas, and engage in dialogue about its future use. LB emphasised the importance of voluntary sector involvement in making the initiative a success.</p>	
<b>11.</b>	<p><b>Vale PSB Forward Work Programme 2026</b></p> <p>HM confirmed that PSB meeting dates for 2026 have been circulated and invited partners to advise of any items they wish to include. She noted that some items originally scheduled for 2025 had not progressed and may be removed. Key topics for the forward plan include:</p> <ul style="list-style-type: none"> <li>• The PSB Annual Report</li> <li>• Initial work on the next Well-being Assessment.</li> <li>• A focused agenda item on regeneration projects, including Barry Town Centre.</li> <li>• Presentation of the Climate Change Risk Assessment findings, following workshops currently underway.</li> </ul> <p>HM emphasised the value of themed agendas in supporting productive discussions and encouraged partners to share any additional priorities to ensure sufficient time is allocated.</p>	
<b>12.</b>	<p><b>Any Other Business</b></p> <p>No other business was raised.</p>	

13.	Date of next meeting – 3 <sup>rd</sup> February 2026	
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