

Section 8 - Our Well-being Objectives

In developing our three new Well-being Objectives we have considered the range of information within the Well-being Assessment and work already in place locally and regionally. We are confident that in achieving these Objectives we can influence a wide range of activities and services across the Vale, 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 in accordance with the sustainable development principle.

Our 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. As detailed in section 7 of the Plan we have been talking to different groups, organisations and people of all ages as part of the development of the Plan and these conversations have helped shape our Objectives and the steps we will take to deliver them.

The consultation we undertook on our Well-being Assessment indicated that people felt we have covered the right issues and that it reflected their experiences of the Vale. Our Objectives are naturally broad in scope, but we believe they provide a robust framework for our activities. They reflect the need to respond to the climate and nature emergencies and provide the opportunity to integrate the work of the PSB with the Regional Partnership Board, the City region and other partnership activity. They reflect what people are telling us matters to them, but also our findings in terms of inequalities in the Vale exacerbated by the COVID-19 pandemic, as highlighted in the most recent [Director of Public Health Report for Cardiff and the Vale](#) and which could potentially be further exacerbated by the cost of living crisis. They also provide a flexible framework that will support the PSB's work and ensure longevity of the Plan across the next five years.

All three Objectives reflect the challenge of the need for action now as well as a more long-term approach requiring behaviour change from organisations and individuals as well as a better understanding of future trends and the impact of our actions and decisions.

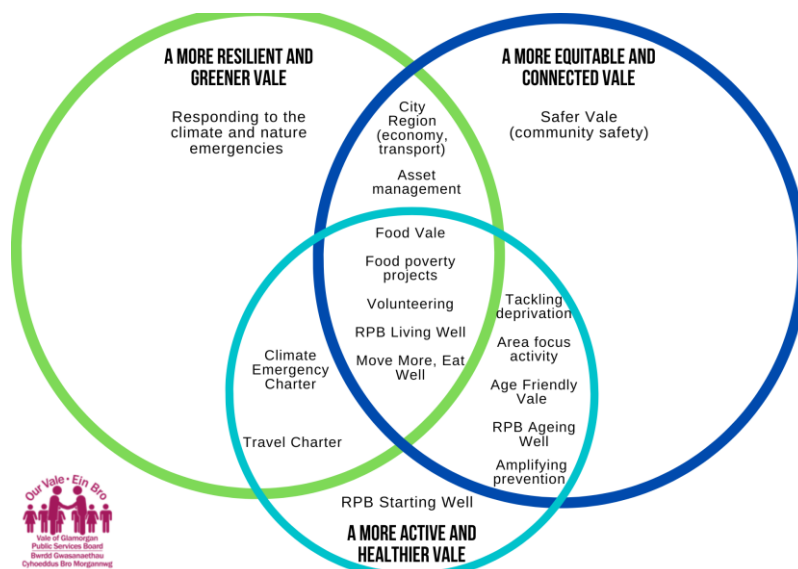
- ***A more resilient and greener Vale***
- ***A more active and healthier Vale***
- ***A more equitable and connected Vale***

These Objectives provide a framework for the PSB and others including aligned partnerships to address the issues facing our residents and ensure that we continue to maximise our contribution to the national well-being goals.

The diagram below illustrates the interconnectivity between our three Well-being Objectives and how different programmes of work and partnership activity will contribute to delivering our Objectives. This diagram has been used as part of our engagement to develop the draft

Plan and has emphasised the integration across these activities and the importance of working towards shared outcomes across the Vale and the wider region. It demonstrates how taking focused action in one area of work can have multiple benefits across objectives. A focus on these new Objectives which build on the Well-being Plan 2018-2023 and the PSB’s first set of Objectives will enable us to work together to address the key issues identified in the [Well-being Assessment](#).

The scope of each Objective is detailed below and more information about the various activities and projects that make up the steps that will contribute to the delivery of these Objectives is detailed in section 9.



A more resilient and greener Vale – by understanding and making the changes necessary as individuals, communities and organisations in response to the climate and nature emergencies.

The climate and nature emergencies and the need to work together to change behaviour as individuals, communities and organisations was highlighted in our Well-being Assessment. Work to deliver this Objective will build on the delivery of the Well-being Objective in the Well-being Plan 2018-23 ‘To protect, enhance and value our environment’ and activities will continue to deliver the [PSB Climate Emergency Charter](#) . We will continue to lead by example, take positive action, reduce our impact and champion the need for everyone to work as a team to make Wales carbon neutral by 2050.

We will:

- Reduce our emissions to mitigate the effects of climate change whilst adapting to its impacts

- Be kinder to our environment
- Become healthier
- Become a carbon neutral public sector by 2030

All partners will ensure that their organisational strategies and policies support this Objective which contributes to all of the National Well-being Goals, recognising the link between the environment and the economy and the role of the City region, how closely our environment is linked to our health and well-being and how often it is those in our most deprived communities who feel the impacts of climate change the most. In delivering this Objective we will be looking at new ways of working e.g. procurement, use of technology which can also help reduce the need to travel and help with loneliness and isolation and improving access to services without always needing to travel. This Objective reflects the importance of global responsibility for us as individuals and organisations and the need to understand the impact of the decisions we take.

We will continue to promote opportunities for volunteering linked to the environment, support the development of new skills and jobs linked to the green economy and progress work on the Travel Charter and through Food Vale to encourage behaviour change and for people to 'think local' when buying or growing food.

In delivering this Objective we will focus on our environment, but work will also contribute to tackling inequalities and deprivation and improving access to services. Work on climate change provides an opportunity to bring communities together and for people across the generations to work together to influence what we do and how we do it. The environment is part of the culture of the Vale and supports our physical and mental well-being.

More information on why the need to tackle climate change and value and protect our natural environment and resources can be found in the [Environment and Transport report](#) within the Well-being Assessment and also within the [State of Natural Resource Report \(SoNaRR\) for Wales 2020](#) which highlighted the need for change across our transport, food and energy systems.

A more active and healthier Vale – by encouraging and enabling people of all ages to be more active and to promote the benefits of embracing a healthier lifestyle.

Partners will continue to work together to improve the physical, mental and emotional health and well-being of residents. The Well-being Assessment highlighted the links between the environment and our well-being as well as the health inequalities that exist in the Vale. This was also highlighted in the most recent [Director of Public Health Report for Cardiff and the Vale](#) which showed the impact of Covid-19 pandemic on our communities and how it had further exacerbated existing inequalities. It is anticipated that these inequalities could continue to increase with the current cost of living crisis.

Work will build on existing arrangements for the [Regional Partnership Board](#) and will also be progressed through a new Cardiff and Vale Amplifying Prevention Board which will focus on key public health issues in the region. In addition, work will continue to implement the [Move More Eat Well Plan](#) and through [Food Vale](#) and the Food Charter. Work to make the Vale more [Age Friendly](#) will also contribute to this Objective as we ensure the Vale is a better place to grow old.

Work to deliver this Objective will progress work that began as part of the delivery of the objectives in the Well-being Plan 2018-23, 'to reduce poverty and tackle inequalities linked to deprivation' and 'to give children the best start in life'. We will work with our schools and youth groups to provide opportunities for children and young people and recognise the importance of the early years and the need to address issues that have arisen through the pandemic. We will also explore how social prescribing can contribute to our improved health and well-being, building on the existing work in the Vale.

Work to achieve this Objective will contribute to a number of the National Well-being Goals and in particular a Healthier Wales and a more Equal Wales.

More information on why this is a key focus for work in the Vale can be found in the [Health and Communities Report](#) within the Well-being Assessment.

A more equitable and connected Vale - by tackling the inequities that exist across the Vale, engaging with our communities and providing better opportunities and support to make a lasting difference.

The Well-being Assessment highlighted that there continues to be significant inequalities across the Vale. The PSB is committed to tackling these inequalities and working with and in our more deprived communities to bring about positive changes. This will require considerable engagement and new ways of working to ensure that we are bringing about the necessary changes to our services and systems. Work to deliver this Objective will build on Objectives in the Well-being Plan 2018-23, 'to enable people to get involved, participate in their local communities and shape local services', 'to reduce poverty and tackle inequalities linked to deprivation' and 'to give children the best start in life'. Work will also contribute to a number of the National Well-being Goals including, a prosperous Wales, a healthier Wales, a more equal Wales, a Wales of cohesive communities and a Wales of vibrant culture and thriving Welsh language.

More information about why this is an important focus for the PSB is detailed in the [Education and Economy Report](#) and the [Health and Communities Report](#) within the Well-being Assessment.

In order to achieve this Objective we will work with our communities, build relationships and use existing services (such as Flying Start, food poverty projects and community groups) to

identify how we can make a difference and take long term and preventative action to tackle the inequalities that exist. There will be a focus on the immediate cost of living crisis and what we need to do now but also how we build resilience for the future and address deeply entrenched deprivation and its impacts. In delivering this Objective we will also consider what culture means to people across the Vale, the diversity across our communities and the importance of the Welsh language.

Work that will contribute to this Objective includes work around digital inclusion e.g. through [Get the Vale online](#) , encouraging volunteering e.g. through [Glamorgan Voluntary Services \(GVS\)](#) and also through the PSB project [Volunteers | Value in the Vale](#) . Further engagement and mapping work is being undertaken to help identify issues and solutions and we will continue to build on work around food poverty including the [Llantwit Major Food Access Project](#). In addition the work of the [Cardiff Capital Region](#) will be a key contributor to providing employment opportunities and skills development together with for example the work of local employability teams and Cardiff and Vale college. Our Community Safety Partnership, [Safer Vale](#) will also be a significant contributor to this Objective.