

Section 9 – Delivering our Well-being Objectives

As described throughout this Plan the range of activity undertaken by and aligned to the PSB is hugely varied. To deliver out three Well-being Objectives and address the key priorities emerging from the Well-being Assessment we will build on a range of work already underway, building in more momentum where needed and ensuring that projects and services adapt and change as necessary to meet our Objectives.

In addition, we have identified three priority workstreams where particular focus is needed

- Responding to the climate and nature emergencies
- Working with the people who live in our communities that experience the highest levels of deprivation
- Becoming Age Friendly

We have agreed 19 steps which collectively will help us to deliver our Well-being Objectives and enhance the working and impact of the PSB. These are detailed below and cut across a number of projects and services:

1. Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
2. Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.
3. Co-ordinate work to achieve Age Friendly status for the Vale, ensuring it is an area where older people are provided with the services, support and opportunities to engage and participate in activities and events to influence service design, improve their well-being and enrich their lives.
4. Engage with our young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.
5. Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.
6. Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.

7. Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.
8. Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.
9. Participate in the development of an integrated public sector estates strategy (buildings and land holdings) to improve service delivery and our work on climate change.
10. Engage with the community and map assets to better understand our most deprived communities and to work with the people who live there and local organisations to identify opportunities for change and improvement.
11. Support work to tackle food poverty recognising the close links to environmental well-being and health.
12. Improve health and well-being across the Vale with a particular focus on levels of physical activity, diet, vaccine take up and screening.
13. Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
14. Maximise opportunities through existing programmes of work and funding streams to address inequalities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.
15. Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.
16. Increase the use of local, regional and national data and take a more evidence-based approach to inform decision-making and service reform across the work of the PSB including the development of the PSB evidence base.
17. Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.
18. Increase levels of engagement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.

19. Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.

The following pages provide more information about how the above steps will be delivered and the range of services and projects that will contribute to the delivery of our three Well-being Objectives. More information is provided about the following areas of work which will be a key focus for the PSB.

- Responding to the climate and nature emergencies
- Working with the people who live in our communities that experience the highest levels of deprivation
- Becoming Age Friendly

The table at the end of this section details how each of these 19 steps contributes to the priority workstreams, Well-being Objectives and national Well-being Goals.

Responding to the Climate and Nature Emergencies

PSB partners will work together to address the climate and nature emergencies and to deliver the commitments in the [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 and ensure that the transition to a net zero Wales is carefully managed to be both equitable and fair. We also recognise that we have a global responsibility to take action now to address these emergencies. This includes working with local communities and implementing a programme of behaviour change across our organisations, focusing on travel, energy use and food. The PSB also has an important role in terms of leadership and influence and this includes emphasising the connections to local and [regional economic](#) frameworks and growth strategies across a range of areas such as energy, the economy and skills and work.

As stated in our Charter we will:

- Reduce our emissions to mitigate the effects of climate change whilst adapting to its impacts
- Be kinder to our environment
- Be healthier
- Become a carbon neutral public sector by 2030

To ensure we deliver our commitments in the Climate Emergency Charter and respond to the nature emergency we will:

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs

escalating.

- Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.
- Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.
- Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.
- Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.
- Participate in the development of an integrated public sector estates strategy (buildings and land holdings) to improve service delivery and our work on climate change.

The steps detailed in section 3 Making the Difference, will also contribute to this work. This work is overseen by the PSB Climate Emergency and Asset Management Group and led by Vale of Glamorgan Council and Natural Resources Wales with all partners taking steps to respond to the emergencies and contribute to a net zero public sector by 2030 and a net zero Wales by 2050. This work will contribute to our Objectives to be a more resilient and greener Vale and a more active and healthier Vale.

Through this Well-being Plan the PSB is reiterating its commitment to lead by example to address the climate and nature emergencies. The Objectives and Steps set out in this Plan illustrate this commitment and show how through effective partnership work we can work together and with communities to achieve the changes necessary across the Food, Energy and Transport systems to address the scale of this challenge.

Working with the people who live in our communities that experience the highest levels of deprivation

Partners will work together to address inequalities between our most deprived and least deprived areas, taking a place-based approach. The [Well-being Assessment](#) has highlighted the differences across the Vale and how these inequalities have been exacerbated by the Covid 19 pandemic. In addition, the current cost of living crisis, particularly the increase in energy and food costs will impact even more on those already in poverty.

Work will continue across existing projects and partnerships to ensure there is a focus on those most in need. This includes Flying Start, food poverty projects and a focus through many of the projects and programmes highlighted in this section e.g. Move More, Eat Well, Amplifying Prevention and Safer Vale.

There will be a particular focus on three Lower Super Output Areas (LSOA) in eastern Barry – Gibbonsdown 2, Court 3 and Buttrills 2 which have been identified as the most deprived in

the Vale of Glamorgan and are in the top 10% of most deprived areas in the Wales Index of Multiple Deprivation.

The PSB is committed to engaging and working with local communities and organisations to identify and implement the changes needed to tackle these inequalities. Work will commence with a mapping exercise to better understand these three communities in eastern Barry and start building trusted, on-going relationships. This work will include who the key stakeholders are in the areas, who lives there, local demographic analysis, what community organisations / third party operate locally, the key community facilities and public service provision in the area. The feedback from early discussions with key stakeholders will help shape the communications and engagement plan for the community and from there we can start to identify the actions that need to be taken and by who.

The PSB is keen to explore new ways of working and set out the steps to bring about positive change in the local area and recognises that this work needs to evolve and bring together a range of knowledge and activities if it is to create long-term change. This includes having a better understanding of the culture and diversity of our different communities

This work is initially being led on behalf of the PSB by the Vale of Glamorgan Council and reflects key findings in our Well-being Assessment and will in particular contribute to our Well-being Objectives for a more active and healthier Vale and a more equitable and connected Vale.

To tackle inequalities and inequities across our most deprived communities we will:

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
- Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.
- Engage with the community and map assets to better understand our most deprived communities and to work with the people who live there and local organisations to identify opportunities for change and improvement.
- Support work to tackle food poverty recognising the close links to environmental well-being and health.
- Improve health and well-being across the Vale with a particular focus on levels of physical activity, diet, vaccine take up and screening.
- Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
- Maximise opportunities through existing programmes of work and funding streams to address inequalities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.
- Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.
- Increase levels of engagement at all ages, particularly with those who may be

disengaged and those who may be seldom heard, including through cultural activities.

The steps outlined in section 3 will also contribute to this priority as will activities undertaken as part of our work to tackle climate change and to be age friendly.

Through this Well-being Plan, the PSB is committed to addressing these inequalities and ensuring that where possible these pressures are alleviated. Through a number of existing workstreams started through the 2018-2023 Well-being Plan and through the steps set out against the Objectives in this Plan, partners will continue to work together, and with communities to understand and tackle the drivers of inequality. Work will ensure that all residents of the Vale of Glamorgan have an equal opportunity to lead happy, healthy and sustainable lives.

Becoming an Age Friendly Vale

Age Friendly Communities are defined by the World Health Organisation (WHO) as a place where 'policies, services, settings and structures support and enable people to age well'. In April 2021 partners made a commitment to work together with support from the Older People's Commissioner to progress work to achieve World Health Organisation Age Friendly Status.

The Well-being Assessment sets out current and future demographics. The population in the Vale of Glamorgan aged 65-84 is projected to grow between 2019 and 2039 by 5,266 people and the population aged 85 and over by 2,904 people. The Assessment's Health and Communities report highlights research and information against several factors that have a particular impact on people as they grow older under the Ageing Well section, and the report can be viewed [here](#).

We know that although loneliness and social isolation can be experienced at any age, older people are found to be more at risk. The number of people living with Dementia in the Vale of Glamorgan is also expected to increase year on year to 2040. In addition, the number of unpaid carers is predicted to increase across all age groups, and is growing fastest in those aged 65 and over. These are just some of the factors that highlight why it is so important to ensure that as a partnership we are working together to make the Vale age friendly.

Work to make the Vale more age friendly and a better place for people to grow old will make the Vale a friendlier place for all and will help ensure we continue to respect and value older people within our communities recognising their contribution, needs and aspirations.

The WHO identifies 8 domains or features that are central elements to age friendly communities and these have been identified by older people themselves:

To date we have mapped what services and opportunities are already in place across the Vale aligned to the 8 WHO Age Friendly Domains and we have also undertaken a joint survey between the PSB and the Vale 50+ Strategy Forum to capture residents' views on how age friendly the Vale currently is. As part of the PSB's application for the WHO status we are developing an action plan that sets out the steps we need to take to become more age friendly in the Vale. The action plan will consider the findings from the mapping work, the recent joint engagement survey, the Well-being Assessment and the Population Needs Assessment.



Work to become more age friendly will help address a wide range of issues identified under the Well-being Assessment especially those linked to the ageing population and will help us achieve our Objectives, to be A More Active and Healthier Vale, and A More Equitable and Connected Vale. This work will also assist in developing a better understanding of cultural well-being across the Vale and how cultural activities can support work to be age friendly.

To make the Vale more Age friendly we will:

- Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.
- Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.
- Co-ordinate work to achieve Age Friendly status for the Vale, ensuring it is an area where older people are provided with the services, support and opportunities to engage and participate in activities and events to influence service design, improve their well-being and enrich their lives.
- Improve health and well-being across the Vale with a particular focus on levels of physical activity, diet, vaccine take up and screening.
- Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.
- Provide information and support to assist our communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.
- Increase levels of engagement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.

Steps detailed in Section 3, Making a Difference will also contribute to work to be more age

friendly.

The Vale of Glamorgan Council is taking a lead on this work on behalf of the PSB, utilising funding being made available by Welsh Government up until March 2025 to support the Age Friendly agenda.

More information about our work to make the Vale age friendly is available on the [PSB website](#).

We have highlighted the three key areas that the PSB will be focusing on to deliver its three Well-being Objectives and to deliver its vision. As referenced earlier in the Plan there is a range of activity that the PSB is already taking forward and that we will continue to develop. These activities are detailed below and work will be integrated with the priority workstreams and as highlighted in the diagram on Section 1, page 6 these activities all contribute to our three Well-being Objectives.

Amplifying Prevention Delivery Board

The aim of this work is to build on the co-ordinated partnership approaches developed as part of the response to the Covid-19 pandemic and apply the same principles to embedding prevention and reducing inequity; there will be initial focussed attention on increasing uptake of childhood immunisation and bowel screening, along with defined actions from the Move More Eat Well plan. This will contribute to work to tackle health inequalities and there will be a particular focus on working with our most deprived communities/ socio-economic groups, and particular age groups, to ensure we reach those communities where take up is currently low or where the need is greatest.

The new Board will work across Cardiff and the Vale of Glamorgan.

This work will contribute to the Well-being Objectives of a more active and healthier Vale and a more equitable and connected Vale.

More information about the Amplifying Prevention Board is available on the [PSB Website](#).

This work is being led by the Cardiff and Vale Amplifying Prevention Board

Move More Eat Well Plan

The Move More, Eat Well Plan was developed in partnership by the Vale of Glamorgan Public Services Board, Cardiff Public Services Board and the Cardiff and the Vale Regional Partnership Board (RPB) to provide a regional response to how we encourage, support and enable people to be more active and have a healthier diet.

Overtime through collective action and focused activity the Plan aims to see people in Cardiff and the Vale move more and eat well. Within the Plan there are 10 priority areas: Educational settings, Healthy workplaces, Healthy environments, Healthy weight services, Informed workforce and population, Healthy advertising and marketing, Healthy travel, Healthy communities, Refill region, and Healthy and sustainable food procurement.

Action under this Plan will help address issues related to climate change and protecting our environment through actions linked to refill nation, healthy and sustainable food procurement and healthy travel. Actions will also help address differences in health and healthy advertising and marketing across our communities focusing on improvements in disadvantaged communities.

The Plan will help us to achieve all three of our Well-being Objectives particularly a more active and healthier Vale and a more resilient and greener Vale. This work is contributing to work to tackle food poverty and health inequalities and increasing the percentage of people with a healthy weight.

This work is being led by the Cardiff and Vale Public Health Team and more information about Move More, Eat Well is available on the [Move More Eat Well website](#)

Food Vale

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.

The partnership has identified three key priority areas for a good food movement in the Vale of Glamorgan, these are: A good meal for everyone, everyday; Thriving local food businesses which are supported and valued; and Think global, eat local.

Actions outlined in the Food Vale Action Plan to progress the partnership's three key priority areas support work to tackle climate change, protect our local environment and ensure everyone has access to good food helping address issues connected to local growing, food production, procurement, food insecurity and food access. This work will support all three of our Well-being Objectives.

More information on the partnership can be found [here](#).

Llantwit Major Food Project Pilot

The aim of the project is to improve food access and tackle interconnected issues in the rural Vale area of Llantwit Major. Partners are collectively working to help people in Llantwit Major

have a good meal everyday by improving food access and other often connected issues. Partners are working to implement the coproduced project actions based upon research, local expert knowledge and public engagement. A successful application to the People and Places Lottery Fund has resulted in funding of £98,702 being awarded to take forward actions to support establishing a central hub providing advice and signposting to wider support often connected to food access e.g. benefits, entitlements, mental health and housing, to pilot a mobile food pantry service, and to establish a communications campaign to raise awareness of support available and foster community spirit.

Actions under this project will help us tackle a number of issues identified in the Well-being Assessment including inequalities, access to services and issues arising/ exacerbated by the cost of living crisis. This work will support the delivery of all 3 Objectives, with actions particularly impacting a more equitable and connected Vale and a more active and healthier Vale. This project is also contributing to work to tackle food poverty recognising the close links to environmental well-being and health.

More information about the project can be found on the [Food Vale website](#).

This work is being led by the Cardiff and Vale Public Health Team through the Food Vale partnership.

Healthy Travel Charter

The Vale of Glamorgan Healthy Travel Charter was launched in October 2019. It brings PSB, public and third sector partners together to develop a healthy and sustainable travel approach across the Vale of Glamorgan. Through the Charter, organisations agreed to working towards 14 key commitments over three years. The commitments include work on themes such as cycling, communications and leadership and public transport. This work has been taken forward by the Vale Healthy Travel Charter Group. Following good progress towards the completion of many of the commitments set out in the Charter, a second more challenging Charter has been developed and will be taken forward by the group.

The shift in travel mode in recent decades has contributed to a significant decrease in physical activity, which in turn is associated with an increased risk of ill health, including cardiovascular disease, cancer and diabetes. Road transport is a major contributor to harmful air pollution and is responsible for around 1,000 accidents causing serious injury or death each year in Wales. As our environments have been shaped around the car, interactions within and between communities have dropped. Many of the adverse impacts of road transport are felt more in more deprived communities, contributing to worsening health inequalities. Similarly, the rise in personal car ownership is tied with increases in CO2 pollutants. In working to both shift modes and reduce overall transport we can work to directly address many of these issues. This work will contribute to our Objectives to be more active and healthier and to be more resilient and greener.

More information about the project can be found on the [Health Travel Wales website](#).

Volunteering/ Value Vale

The project was established to encourage and support volunteering in the Vale alongside the expansion of the previous Timebanking volunteering scheme which has been run by the Council's Housing Department since 2018. The Timebanking scheme had only been available to Vale Council tenants and recognising the benefits of the scheme the PSB had been keen to see its expansion. Unfortunately, work had been delayed by the Covid-19 pandemic but momentum has now picked up with a desire to build on the increased volunteering seen in response to the pandemic.

The aims of the project are to

- Encourage people to volunteer, particularly those who have not volunteered before and/or are from a disadvantaged community.
- Promote and grow the new local Timebanking scheme 'Value Vale', previously called Time Grow Gain, across the Vale.

This work helps to address issues related to inequalities in our communities through the focus on those from disadvantaged communities and the known benefits from volunteering including increased confidence, learning new skills, improved well-being and widening job prospects. Funding from the Public Health Wales Early Years and prevention Fund has supported the development of this project.

These actions will help deliver all 3 Objectives through opportunities for green volunteering, the positive physical and mental health outcomes that can come as a result of volunteering, and by helping people feel more connected with other volunteers and the communities they are volunteering in. This work will help to support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.

More information can be found [here](#).

The development of Value Vale is being led by the Vale of Glamorgan Council. Glamorgan Voluntary Services also continue to expand their services and more information about volunteering in the Vale can be found on the [GVS website](#).

Safer Vale

The Safer Vale Partnership work together to make the Vale of Glamorgan a safer environment in which people can live, work and visit, free from crime and disorder and the fear of crime. The Partnership receives funding from the Police and Crime Commissioner and the Welsh Government to devise locally appropriate community safety responses.

The Safer Vale partnership is between:

- Vale of Glamorgan Council
- South Wales Police
- National Probation Service
- Cardiff and the Vale University Health Board
- South Wales Fire & Rescue Service
- Representation from the Third Sector

The 2020-2023 Community Safety Strategy focuses on anti-social behaviour, domestic abuse, community cohesion and community engagement. However, the strategy is a living document so will respond actively to any other community issues that require attention from the partnership. Work has commenced on the development of a new Strategy which will align with the PSB Well-being Objectives and priorities, in particular a more equitable and connected Vale.

More information about the Safer Vale partnership is available [here](#).

Cardiff and Vale Regional Partnership Board

The Regional Partnership Board (RPB) is made up of Vale of Glamorgan Council, Cardiff & Vale University Health Board, Cardiff Council, Welsh Ambulance Services NHS Trust, third & independent sectors and carer representatives.

The aim of the RPB is to improve the health and well-being of the population and improve how health and care services are delivered by making sure people get the right support, at the right time, in the right place.

The RPB was established by the Social Services and Well-being (Wales) Act 2014 to ensure local health boards, local authorities and the third sector work together to deliver services, care and support that meets the needs of people who live in Cardiff and Vale. The RPB undertakes regular Population Needs Assessments (PNA) to make sure people get the right support, at the right time, in the right place. The RPB uses the PNA to inform its work and how it can best integrate services for:

- Older people with complex needs and long term conditions including dementia
- People with learning disabilities
- Carers, including young carers
- Family Support Services
- Children with complex needs due to disability or illness

The work of the RPB and its priorities of Starting well, Living Well and Ageing Well complement the work of the PSB and will contribute to the delivery of all 3 Well-being Objectives.

More information about the RPB is available [here](#).

Cardiff Capital Region

The Cardiff Capital Region (CCR) embraces the 10 local authority areas covering South East Wales; Vale of Glamorgan, Blaenau Gwent, Bridgend, Caerphilly, Cardiff, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taf and Torfaen.

The CCR is working to transform the economy, business landscape and potential for inclusive prosperity across South East Wales. The City Deal is a collaborative programme committed to being the catalyst for sustainable success across the region and the aim is to make a difference by:

- Nurturing an inclusive economy where no one gets left behind
- Fostering and inspiring innovation in our businesses, public services and foundational economies
- Matching our economic ambitions with progressive social policies

With a strong focus on energy and the environment and key programmes of work around transport, employment and skills the CCR will contribute to the Objectives of a more resilient and greener Vale and a more equitable and connected Vale. In particular the proposals for the site at Aberthaw represent a major opportunity in the Vale.

More information about CCR is available [here](#).

Asset Management

Partners across the PSB work together to support the development of an integrated public sector estates strategy based on a shared understanding of current estate issues across the public sector. The strategy will support improved service delivery and the identification of opportunities for collaboration/co-ordination covering both the buildings and the land holdings of the member partners.

The PSB Climate Change and Asset Management Group work together to deliver the commitments in the Climate Emergency Charter but also to consider strategic issues across the public sector estate. There are a number of examples of co-location of services across the Vale of Glamorgan and this work will continue the work being undertaken on a regional basis (via the Cardiff and Vale Ystadau Cymru regional group).

This work contributes to the Well-being Objectives of a more resilient and greener Vale and a more equitable and connected Vale. The work of this group will help improve access to services and membership of the group includes Town and Community Council representation and Glamorgan Voluntary Services ensuring that the shared learning and insight is also of benefit to other sectors.

The projects and partnerships detailed above show the range of activities that will contribute to the delivery of the PSB's Well-being Objectives, the emphasis on integration and collaboration and how the PSB can support a wide range of activity across the Vale.

UNDERSTANDING HOW OUR STEPS CONTRIBUTE TO THE WELL-BEING GOALS

19 Steps	Priorities	Well-being Objectives	National Well-being Goals
1. Develop a better understanding of and respond to the diverse needs of our communities, including those living in more rural or more deprived areas, to ensure that services and facilities are accessible in terms of design, transport, affordability and technology and are available when people need them to prevent needs escalating.	<p>Working with our most deprived communities.</p> <p>Responding to the climate and nature emergencies.</p> <p>Becoming an Age Friendly Vale.</p>	<p><i>A more equitable and connected Vale</i></p> <p><i>A more active and healthier Vale</i></p> <p><i>A more resilient and greener Vale</i></p>	<p>A more equal Wales.</p> <p>A prosperous Wales.</p> <p>A healthier Wales</p> <p>A Wales of cohesive communities.</p> <p>A Wales of vibrant culture and thriving Welsh language</p> <p>A resilient Wales</p>
2. Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.	<p>Working with our most deprived communities.</p> <p>Becoming an Age Friendly Vale.</p>	<p><i>A more equitable and connected Vale</i></p> <p><i>A more active and healthier Vale</i></p>	<p>A more equal Wales.</p> <p>A Wales of cohesive communities.</p> <p>A healthier Wales</p> <p>A prosperous Wales.</p> <p>A globally responsible Wales</p>
3. Co-ordinate work to achieve Age Friendly status for the Vale, ensuring it is an area where older people are provided with the services, support and opportunities to engage and participate in activities and events to influence service design, improve their well-being and enrich their lives.	<p>Becoming an Age Friendly Vale.</p>	<p><i>A more equitable and connected Vale</i></p> <p><i>A more active and healthier Vale</i></p>	<p>A more equal Wales.</p> <p>A Wales of cohesive communities.</p> <p>A healthier Wales</p> <p>A prosperous Wales.</p> <p>A Wales of vibrant culture and thriving Welsh language</p>
4. Engage with our young people to better understand their concerns and	<p>Responding to the climate and nature emergencies.</p>	<p><i>A more equitable and connected Vale</i></p>	<p>A more equal Wales.</p> <p>A prosperous Wales.</p>

aspirations for the future and ensure that services reflect their views and needs.	Working with our most deprived communities.	<i>A more active and healthier Vale</i> <i>A more resilient and greener Vale</i>	A healthier Wales A Wales of cohesive communities. A Wales of vibrant culture and thriving Welsh language A resilient Wales A globally responsible Wales
5. Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.	Responding to the climate and nature emergencies	<i>A more resilient and greener Vale</i> <i>A more active and healthier Vale</i>	A resilient Wales A globally responsible Wales A healthier Wales
6. Promote positive behaviour changes and enable a greater understanding of our impact on the environment across our organisations and communities with a focus on energy, the circular economy, food, biodiversity and travel.	Responding to the climate and nature emergencies.	<i>A more resilient and greener Vale</i> <i>A more active and healthier Vale</i>	A resilient Wales A globally responsible Wales A healthier Wales
7. Demonstrate leadership and take action to reduce our communities' exposure to environmental risks e.g. the impact of extreme weather and pollution.	Responding to the climate and nature emergencies.	<i>A more resilient and greener Vale</i>	A resilient Wales A globally responsible Wales A healthier Wales
8. Improve the health of our eco systems and recognise the importance of biodiversity and the need to raise awareness and understanding about the nature emergency.	Responding to the climate and nature emergencies.	<i>A more resilient and greener Vale</i>	A resilient Wales A globally responsible Wales A healthier Wales
9. Participate in the development of an integrated public sector estates strategy (buildings and land holdings) to improve service delivery and our work on climate change.	Responding to the climate and nature emergencies.	<i>A more resilient and greener Vale</i> <i>A more equitable and connected Vale</i>	A resilient Wales A globally responsible Wales A healthier Wales A more equal Wales.

			A prosperous Wales.
10. Engage with the community and map assets to better understand our most deprived communities and to work with the people who live there and local organisations to identify opportunities for change and improvement.	Working with our most deprived communities.	<i>A more equitable and connected Vale</i>	A healthier Wales A more equal Wales. A prosperous Wales. A Wales of cohesive communities. A Wales of vibrant culture and thriving Welsh language
11. Support work to tackle food poverty recognising the close links to environmental well-being and health.	Working with our most deprived communities.	<i>A more equitable and connected Vale</i>	A healthier Wales A more equal Wales. A prosperous Wales.
12. Improve health and well-being across the Vale with a particular focus on levels of physical activity, diet, vaccine take up and screening.	Working with our most deprived communities. Becoming an Age Friendly Vale.	<i>A more equitable and connected Vale</i> <i>A more active and healthier Vale</i>	A healthier Wales A more equal Wales. A prosperous Wales. A Wales of cohesive communities.
13. Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative approach to reach those most in need.	Working with our most deprived communities. Becoming an Age Friendly Vale.	<i>A more equitable and connected Vale</i> <i>A more active and healthier Vale</i>	A healthier Wales A more equal Wales. A prosperous Wales. A Wales of cohesive communities.
14. Maximise opportunities through existing programmes of work and funding streams to address inequalities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.	Working with our most deprived communities.	<i>A more equitable and connected Vale</i>	A healthier Wales A more equal Wales. A prosperous Wales. A Wales of cohesive communities.
15. Provide information and support to assist our	Working with our most deprived	<i>A more equitable and connected Vale</i>	A healthier Wales

communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.	communities. Becoming an Age Friendly Vale.		A more equal Wales. A prosperous Wales. A Wales of cohesive communities.
16. Increase the use of local, regional and national data and take a more evidence-based approach to inform decision-making and service reform across the work of the PSB including the development of the PSB evidence base.	Working with our most deprived communities. Responding to the climate and nature emergencies. Becoming an Age Friendly Vale.	<i>A more equitable and connected Vale</i> <i>A more resilient and greener Vale</i> <i>A more active and healthier Vale</i>	A more equal Wales. A prosperous Wales. A healthier Wales A Wales of cohesive communities. A Wales of vibrant culture and thriving Welsh language A resilient Wales A globally responsible Wales
17. Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.	Working with our most deprived communities. Responding to the climate and nature emergencies. Becoming an Age Friendly Vale.	<i>A more equitable and connected Vale</i> <i>A more resilient and greener Vale</i> <i>A more active and healthier Vale</i>	A more equal Wales. A prosperous Wales. A healthier Wales A Wales of cohesive communities. A Wales of vibrant culture and thriving Welsh language A resilient Wales A globally responsible Wales
18. Increase levels of engagement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.	Working with our most deprived communities. Responding to the climate and nature emergencies. Becoming an Age Friendly Vale.	<i>A more resilient and greener Vale</i> <i>A more active and healthier Vale</i> <i>A more equitable and connected Vale</i>	A more equal Wales. A prosperous Wales. A healthier Wales A Wales of cohesive communities. A Wales of vibrant culture and thriving Welsh language A resilient Wales

			A globally responsible Wales
19. Maximise opportunities to access grant funding and to align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.	<p>Working with our most deprived communities.</p> <p>Responding to the climate and nature emergencies.</p> <p>Becoming an Age Friendly Vale.</p>	<p><i>A more equitable and connected Vale</i></p> <p><i>A more resilient and greener Vale</i></p> <p><i>A more active and healthier Vale</i></p>	<p>A more equal Wales.</p> <p>A prosperous Wales.</p> <p>A healthier Wales</p> <p>A Wales of cohesive communities.</p> <p>A Wales of vibrant culture and thriving Welsh language</p> <p>A resilient Wales</p> <p>A globally responsible Wales</p>