

Vale of Glamorgan Public Services Board – Well-being Plan 2023-2028

FOREWORD

This is the Vale Public Services Board's (PSB) second Well-being Plan and sets out the focus for the PSB over the next five years.

I am proud to be the Chair of 'Ein Bro – Our Vale', the PSB for the Vale of Glamorgan, which brings together a range of partners to focus on what matters for the Vale and what we need to do for our residents of today and for future generations. In this Plan we have set out three Well-being Objectives and the steps we will take to deliver them. Our Well-being Objectives are:

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

In the past five years the PSB has grown into a partnership of strength. The pandemic brought many challenges. By working together across the Vale and the wider South Wales region we have demonstrated the innovation and agility that exists across the public sector, the importance of the third sector and the spirit and resilience of our communities. We will build on these strengths as we take forward the commitments in this plan and ensure that we are meeting the needs of current and future generations.

This Plan reflects the extremely challenging times we are in. Our residents, businesses and many third sector and community organisations are facing uncertainty as we deal with the current cost of living crisis and the continuing impact of the Covid-19 pandemic. Many of us are also determined to make the changes necessary as a result of the climate and nature emergencies. When faced with challenges of this magnitude it is clear that we must work in partnership and move forward as a community. This plan articulates our commitment as partners to work together and take action to improve well-being across the Vale and in particular to tackle the climate and nature emergencies, reduce inequalities and make the Vale more Age Friendly.

LB

Chair of the PSB

INTRODUCTION

Who are the Public Services Board?

The Vale Public Services Board, Ein Bro-Our Vale, was established in 2016 and brings together senior leaders from public and third sector organisations across the Vale of Glamorgan, to work in partnership for a better future. The PSB has a duty to maximise its contribution to the national well-being goals and improve environmental, social, economic and cultural well-being.



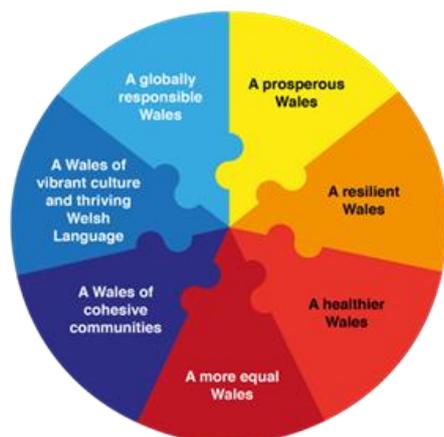
The Well-being of Future Generations (Wales) Act 2015

This plan has been developed in accordance with our duties under the [Well-being of Future Generations \(Wales\) Act](#) which requires us to “act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs”. However, partners recognise that we need to work in this way not just because of the legislation but because it makes sense. The PSB recognises that if we are to be successful in delivering our Well-being Objectives and achieving our vision for the Vale then we need to change how we work, listen to our residents and other stakeholders and use the evidence available to us to inform how we provide local services now and into the future.

The Act is about improving the economic, social, environmental and cultural well-being of Wales. It ensures that public bodies think more about the long term, work better with people, communities and each other, look to prevent problems occurring and take a more joined up approach. By continuing to embed these ways of working we can make a difference.



By working together, we can create a Vale and a Wales that we all want to live in, now and into the future. The Act puts in [place seven national well-being goals](#) which we must work towards and which must be viewed as an integrated set. In delivering this Plan we will contribute to all of the goals.



A new Well-being Plan

This section of the Plan provides an overview of the key details of our Well-being Plan for 2023 – 2028. Further detail (such as on how we work as a PSB, our achievements to date, our engagement and consultation work, our Objectives and how we will deliver them) are provided throughout the Plan and are also available below. Together these form our Well-being Plan.

- Making a Difference
- What we have achieved
- A View of the Vale of Glamorgan and Our Critical Challenges
- What you've told us
- Our Well-being Objectives
- Delivering Our Well-being Objectives

We are fortunate to live and/or work in the Vale. The Vale has significant assets; we have relatively low levels of unemployment; we have a thriving voluntary sector, and the Vale is a beautiful area where residents and visitors can appreciate and enjoy our stunning landscape. Our local environment is important for our physical and mental well-being but is also important to the economic and cultural well-being of the area. However, there are inequalities across the Vale and important issues that need to be tackled. It is within this context that in our first Well-being Plan the PSB set an ambitious vision for a Vale of Glamorgan in 2050.

'Everyone will have a sense of belonging and be proud to be part of the Vale, recognising their contribution to the success of the region and Wales. Our impact on the environment, both local and global, will be understood, and public services, communities and businesses will work together to protect the environment and our natural resources for the benefit of current and future generations. The Vale will be an area of optimism and aspiration, where we work together to ensure that young people achieve their individual ambitions and are supported through the early years, childhood and teenage years. The positive attributes of our ageing population will be recognised and respected and the contribution of older people to the vibrancy and resilience of the Vale will be valued. Residents of all ages and backgrounds will participate in community life, helping to shape services and taking pride in the area they live in. Working together for the benefit of current and future generations will be the norm, and residents will have confidence in the services they receive and in their ability to effect change to improve the economic, environmental, social and cultural well-being of the area. Educational and health inequalities will be a feature of the past as we work together for a Vale where everyone has access to the services and support they need to live healthy, safe and fulfilling lives.'

This vision remains true and over the past five years we have been guided by this vision in delivering the commitments in our first Well-being Plan. Our 'What have we achieved' section sets out some of our key achievements in working towards this vision, these achievements are also captured in our [Annual Reports](#).

As part of the development of this Plan we have debated our vision and how we can encapsulate it in a more concise sentence to reflect our aspirations for the Vale whilst retaining the spirit of what we committed to in 2018. We believe our vision for the Vale can be summarised in the following aspiration, we want:

'Happy and healthy Communities working together to create a fair and sustainable Vale for everyone '

Through this Plan we set out how we will work to achieve this vision, our objectives and the steps we will take to improve well-being and address the findings of our [Well-being Assessment](#).

Our journey from Well-being Assessment to this Well-being Plan can be summarised through ten key steps:

DEVELOPING OUR WELL-BEING PLAN

1 Undertook the Well-being Assessment bringing together a range of data, research and engagement.



2 Considered the findings of the assessment and **identified 3 well-being objectives and key priorities.**



3 Reflected on our progress to date, how the PSB has evolved and what we have learnt.



5 Held a **Futures Workshop** using the 3 Horizons model to consider the cost of living crisis and its impact across all our priority areas.



4 Engaged with residents and stakeholders including Town and Community Councils and young people about our objectives and our priorities.



6 Met with colleagues from the Cardiff Public Services Board and the Regional Partnership Board to discuss **shared priorities across the region.**



7 Sought **advice from the Future Generations Commissioner (FGC)** regarding how to deliver our objectives and reflected on the Future Generations Report and a range of local and national research and policy advice.



10 Plan amended in response to the consultation and **approved by the PSB for publication.**



9 Consultation with the public, stakeholders and statutory consultees including Welsh Government and the Future Generations Commissioner regarding the draft plan.



8 Drafted a Plan to reflect findings of the WBA, advice from the FGC, views of stakeholders and partners.

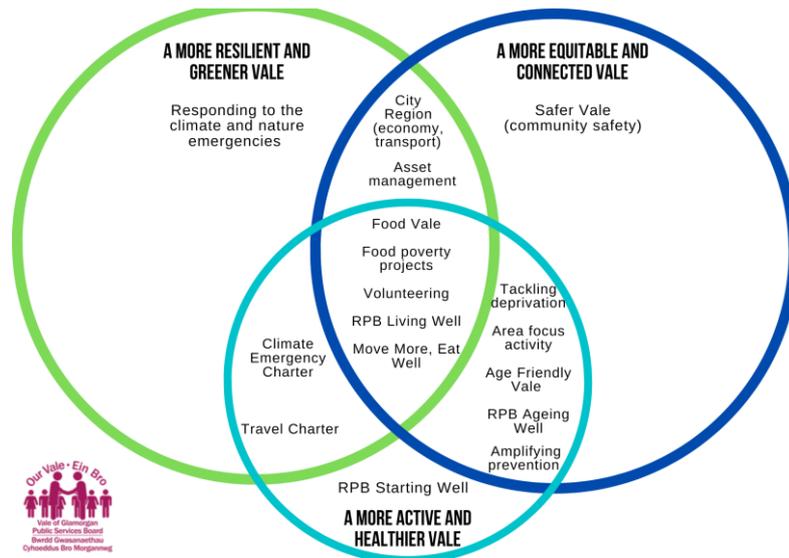


We have considered the evidence, we have engaged, consulted, revised and drafted our priorities for the next five years. We are now at stage 9 in the development of the Plan.

OUR WELL-BEING OBJECTIVES

To achieve our vision of the future of the Vale, we will work over the next five years to deliver our three Well-being Objectives:

- ***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.
- ***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.
- ***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.



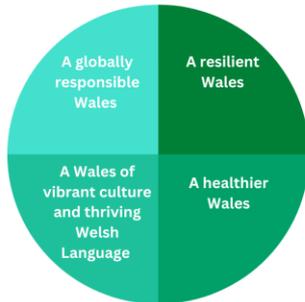
These Objectives have been set in the context of the findings of the Assessment, the key challenges we currently face and work that is ongoing by partners both locally and regionally. The above diagram illustrates the interconnectivity between our three Well-being Objectives and how different programmes of work and partnership activity (existing, new and revised) will contribute to delivering our Objectives. This demonstrates the breadth of activity being undertaken in partnership across the Vale.

We are confident that through these Objectives we can make a positive difference to social, economic, environmental, and cultural well-being and maximise our contribution to the National Well-being Goals. The 'Our Well-being Objectives' and 'Delivering Our Well-being Objectives' sections of this Plan provide further detail on how we have developed these Objectives and the range of activities and projects detailed above that make up the steps that will contribute to the delivery of these Objectives. The image below shows in more detail how our objectives contribute to the national Well-being Goals. The matrix at the end of this section also details how the steps outlined below will deliver out priorities and Objectives and contribute to the national Well-being Goals.

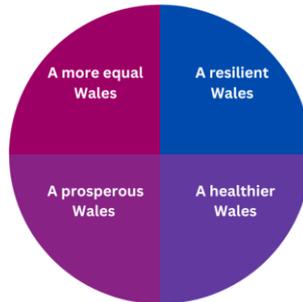


HOW DO OUR DRAFT WELL-BEING OBJECTIVES DELIVER THE 7 NATIONAL WELL-BEING GOALS?

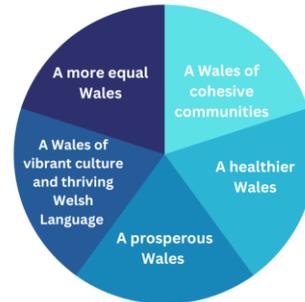
A MORE RESILIENT AND GREENER VALE



A MORE EQUITABLE AND CONNECTED VALE



A MORE ACTIVE AND HEALTHIER VALE



PRIORITY WORKSTREAMS

There is a wide range of work detailed in this Plan that will contribute to the delivery of our Objectives and the PSB has identified three priority workstreams where specific and additional shared focus is needed. These bring together a range of existing work but recognise the need to build momentum and challenge current ways of working to meet the needs and challenges highlighted in the Well-being Assessment. These priority workstreams are relevant to delivering all of our Objectives and will also contribute to all of the national Well-being Goals:

Responding to the climate and nature emergencies - Through this Well-being Plan the PSB is reiterating its commitment to lead by example to address the climate and nature emergencies, recognising our global responsibility to respond to both of these emergencies. The Well-being Assessment sets out some of the key issues for the Vale in terms of the climate and nature emergencies and partners recognise that the changes needed across our organisations and communities can best be achieved by working together. This will include consideration of transport, energy, food, biodiversity and how we use our buildings and land.

Working with the people who live in our communities that experience the highest levels of deprivation - 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. There will be a particular focus on those areas of the Vale

of Glamorgan identified as more deprived by the Welsh Index of Multiple deprivation and addressing inequalities in these communities.

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'. The population 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. 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. We will also recognise the role of cultural activities in bringing different generations together.

DELIVERING OUR OBJECTIVES AND PRIORITY WORKSTREAMS

Through the PSB a great deal of work is already being undertaken and the steps below reflect what we will be focusing on to deliver our Objectives. This includes continuing to deliver programmes of work already in place, for example the Move More Eat Well Plan, taking forward our priority workstreams, changing how we work and aligning our activities with the work of other partnerships for example the Cardiff and Vale Regional Partnership Board and Cardiff Capital Region. The steps below are a combination of activities that are about how we work, for example. improving the use of data and engagement and these will impact on all PSB activities. Other steps are more specific to particular areas of focus, for example delivery of the Climate Emergency Charter. More information about the steps is detailed in sections 4 and 9 of the Plan.

The 19 steps we will take which together will help us to deliver our priority workstreams and our Well-being Objectives and maximise our contribution to all of the national Well-being Goals are:

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 table below details how each of these 19 steps contributes to the priority workstreams, Well-being Objectives and national Well-being Goals.

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.	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 active and healthier Vale</i> <i>A more resilient and greener 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
2. Support the third sector and promote volunteering opportunities recognising the multiple benefits for individuals and our communities.	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 more equal Wales A Wales of cohesive communities A healthier Wales A prosperous Wales A globally responsible Wales
3. Co-ordinate work to achieve Age Friendly status	Becoming an Age Friendly Vale	<i>A more equitable and connected Vale</i>	A more equal Wales

19 Steps	Priorities	Well-being Objectives	National Well-being Goals
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.		<i>A more active and healthier Vale</i>	<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 aspirations for the future and ensure that services reflect their views and needs.	<p>Responding to the climate and nature emergencies</p> <p>Working with our most deprived communities</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> <p>A globally responsible Wales</p>
5. Deliver the commitments in the Climate Emergency Charter including decarbonising our assets, procurement processes and services.	Responding to the climate and nature emergencies	<p><i>A more resilient and greener Vale</i></p> <p><i>A more active and healthier Vale</i></p>	<p>A resilient Wales</p> <p>A globally responsible Wales</p> <p>A healthier Wales</p>
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	<p><i>A more resilient and greener Vale</i></p> <p><i>A more active and healthier Vale</i></p>	<p>A resilient Wales</p> <p>A globally responsible Wales</p> <p>A healthier Wales</p>
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>	<p>A resilient Wales</p> <p>A globally responsible Wales</p> <p>A healthier Wales</p>

19 Steps	Priorities	Well-being Objectives	National Well-being Goals
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>	<p>A resilient Wales</p> <p>A globally responsible Wales</p> <p>A healthier Wales</p>
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	<p><i>A more resilient and greener Vale</i></p> <p><i>A more equitable and connected Vale</i></p>	<p>A resilient Wales</p> <p>A globally responsible Wales</p> <p>A healthier Wales</p> <p>A more equal Wales</p> <p>A prosperous Wales</p>
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>	<p>A healthier Wales</p> <p>A more equal Wales</p> <p>A prosperous Wales</p> <p>A Wales of cohesive communities</p> <p>A Wales of vibrant culture and thriving Welsh language</p>
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>	<p>A healthier Wales</p> <p>A more equal Wales</p> <p>A prosperous Wales</p>
12. Improve health and well-being across the Vale with a particular focus on levels of physical activity, diet, vaccine take up and screening.	<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 healthier Wales</p> <p>A more equal Wales</p> <p>A prosperous Wales</p> <p>A Wales of cohesive communities</p>
13. Tackle health inequities as part of an integrated and collaborative programme of work, ensuring greater engagement and a more targeted preventative	<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 healthier Wales</p> <p>A more equal Wales</p> <p>A prosperous Wales</p>

19 Steps	Priorities	Well-being Objectives	National Well-being Goals
approach to reach those most in need.			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 communities and our staff to deal with the impacts of the costs of living e.g. rising food, energy and travel costs.	Working with our most deprived communities Becoming an Age Friendly Vale	<i>A more equitable and connected Vale</i>	A healthier Wales 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

19 Steps	Priorities	Well-being Objectives	National Well-being Goals
			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.	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

MONITORING AND REPORTING PROGRESS

The PSB will continue to publish Annual Reports setting out what the PSB has achieved each year and the focus for the coming 12 months. The work of the Board will be scrutinised by the Council’s Corporate Performance and Resources Scrutiny Committee and other committees as appropriate.

The PSB will receive regular progress reports on the key activities detailed in this Plan to ensure that the issues highlighted in the Well-being Assessment are being addressed, the

Well-being Objectives are being delivered and that the PSB is contributing to the national Well-being goals.

Section 3 - Making a Difference

One of the questions frequently asked by stakeholders and Scrutiny Committees is what difference has the PSB made? What does it do? We believe a key role for the PSB is to add value/to make a difference and to facilitate and influence the work of others, to champion the five ways of working and to ensure that across our organisations and networks we are delivering for our communities. Partners are committed to improving economic, environmental, social and cultural well-being across the Vale and work to date is detailed in a series of [Annual Reports](#) published by the PSB which demonstrate how we have embedded the five ways of working and are contributing to the national well-being goals.

Five Ways of Working - The five ways of working remain integral to the work of the PSB but we recognise that how we work must continue to evolve. In delivering our Objectives we will continue to embed the five ways of working and challenge others to ensure they are also embracing these ways of working. In particular we are keen to strengthen our work around prevention and meeting long-term needs.



Working with our Communities - We will continue to work with local communities and our children and young people, utilising the skills and forums in place across our organisations to facilitate this work and developing new approaches to ensure we reach those of all ages who may be less engaged or who may be seldom heard. We recognise the work we need to undertake within our more deprived communities will require significant engagement and the involvement of those communities. We also recognise that the changes needed in the face of the climate and nature emergencies requires a community conversation. We will embed a culture of meaningful engagement with communities and other stakeholders across the work of the PSB.

Evidence Based Working - As detailed earlier in the Plan we will strengthen our evidence base to ensure we have robust local, regional and national data and intelligence to inform our activities and to assist with monitoring progress. It is critical that we develop our insight through the use of data and engagement and have an evidence based approach to our activities. In particular we will undertake work to better understand what steps can be taken to enhance work around cultural well-being.

Resources - A key aspect to how the PSB works are the resources available to support partnership activities and to enable the PSB to deliver its commitments and priorities. The PSB relies on colleagues across partner organisations to take forward the work of the PSB from within their existing resources. To date the PSB has utilised the annual grant from Welsh Government (approx. £50k per annum for the Cardiff and Vale region) to assist in the

development of the PSB e.g. the PSB evidence base and engagement activity. In 2020/21 Natural Resources Wales (NRW) made £25k funding available to PSBs, in the Vale this was used for a range of projects including a garden project, tree planting, support for Food Vale and an outdoor education centre in a community garden in Barry. In addition, the PSB has made use of early years and prevention funding from Public Health Wales to take forward work on volunteering and timebanking and is utilising the funding from Welsh Government to support Age Friendly work. Partners will continue to maximise opportunities to utilise grant funding to progress PSB priorities and to consider how we can maximise skills, experience and development opportunities to progress PSB activities.

Regional Working – The PSB continues to work with Cardiff PSB and the Cardiff and Vale Regional Partnership Board. This has the benefit of aligning activities across the region, maximising resources and capacity across our organisations and sharing expertise and learning. As part of the development of the Well-being Plan there have been a number of workshops to consider priorities and governance arrangements and this joint approach will continue as we take forward the priorities in the Well-being Plan, a number of which are common across Cardiff and the Vale and regional arrangements are already in place e.g. the new Amplifying Prevention Board focussing on public health priorities. We also recognise the reach and influence of the Cardiff Capital Region and the importance of Vale priorities forming part of that agenda in particular concerns around transport and employment and transition to a carbon neutral economy and society. The new Corporate Joint Committee will also provide further opportunity for collaborative work to progress PSB priorities.

Futures Planning - In developing this Plan the PSB welcomed the offer and expertise from colleagues in Natural Resources Wales to facilitate a 3 Horizons workshop to develop our thinking and embed the need for futures thinking in our work. The [Three Horizons \(3H model\)](#) is widely promoted by Welsh Government and the Future Generations Office to help public bodies think, and better plan for uncertain future(s). A workshop was held in July 2022 and the scope for the discussion was *'The future impact of the cost of living on the Vale of Glamorgan over the next 10 years.'* This workshop involved a range of stakeholders and provided an opportunity for partners to focus on issues that cut across all three of our draft Well-being Objectives and consider what needs to change as well as an opportunity to pilot the 3 Horizons model within the PSB. The 3 Horizons model is a simple framework to help people have an effective conversation about what's happening today, the future we want to create together, and the kinds of innovations that exist to help get us there. PSB partners are keen to utilise the 3H model further to enhance the working of the PSB with a view on how we can make a difference across our Objectives and deliver our outcomes.

Section 9 details the steps we will take to deliver our Well-being Objectives and this includes a number of actions about how the PSB works. These include:

- 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.
- Engage with our young people to better understand their concerns and aspirations for the future and ensure that services reflect their views and needs.
- 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.
- 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.
- Utilise models such as the 3H model to support longer term thinking and system change across the activities detailed in the Well-being Plan.
- 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.
- Maximise opportunities to access funding and align activities to increase capacity, skills and resource to deliver priorities within Vale and the wider region.

Section 4 – What We Have Achieved

In developing our new Well-being Plan it has been important to reflect on the past five years considering what we have achieved, what has worked well and the lessons that have been learnt in order to plan ahead.

In 2018 the PSB agreed four Well-being Objectives which reflected the key issues emerging from the [Well-being Assessment published in 2017](#).

- To enable people to get involved, participate in their local communities and shape local services
- To reduce poverty and tackle inequalities linked to deprivation
- To give children the best start in life
- To protect, enhance and value our environment

Full details of what has been achieved to deliver these Objectives and relevant PSB priorities are detailed in a series of [Annual Reports](#) published by the PSB. These demonstrate how we have embedded the five ways of working and are contributing to the national well-being goals.

Some examples of what the PSB has achieved include:

- Provided an effective response to the COVID-19 pandemic, strengthening our partnership working, supporting each other and the community to meet the needs of the most vulnerable, managing the restrictions that kept us safe and rolling out the vaccine programme.
- Agreed a [Climate Emergency Charter](#) and monitored progress with partners taking significant steps to reduce their negative impact on the environment and to share good practice.
- A more integrated approach to engagement between partners and in particular, improving how we engage with children and young people, including a special PSB meeting with young people focusing on climate change.
- Established regular PSB/Town and Community Council (TCC) exchange meetings to discuss key issues and understand more about each other's work and priorities. This is in addition to having a TCC representative on the Public Services Board.
- Developed the PSB evidence base and greater insight into our communities, providing partners with access to key data to support their work.
- Signed a [Healthy Travel Charter](#) and delivered on commitments related to public transport, walking and cycling, communications and leadership, agile working and ultra-low emission vehicles.
- Strengthened the work of the [Food Vale partnership](#) which has achieved the Bronze Sustainable Food Places Award and held a successful annual Food Vale Festival for the past 2 years promoting local food and growing opportunities.

- Worked together to help address food poverty including a successful bid for funding for the [Llantwit Major Food Access Pilot Project](#) following extensive engagement with the community and local stakeholders.
- Expanded and redeveloped the local timebanking scheme now called '[Value in the Vale](#)' available to everyone following successful bids for funding for a Digital Engagement and Volunteering Officer.
- Strengthened multi agency partnerships by working together to tackle unprecedented rises in crime as a result of restrictions imposed by COVID-19 related lockdowns.
- Worked together to progress the [Move More Eat Well Cardiff and Vale Plan](#) developed in partnership to encourage and support activities that keep people active and healthy against 10 priority areas for the region.
- Adapted to working in new ways to support children, families and communities across the Vale of Glamorgan to develop and deliver high quality play and sport provision during times where face to face sport and play opportunities were no longer possible due to COVID-19 restrictions.
- Engaged directly with young people to discuss issues related to climate change and making an age friendly Vale and ideas for how partners can work together with young people to make positive change.
- Established a new Amplifying Prevention Delivery Board across Cardiff and the Vale to deliver an enhanced, joint approach to improving prevention and combatting inequities, initially focussing on childhood immunisations; bowel screening; and Move More, Eat Well operating in a way that shows our learning from the pandemic response.
- Utilised grant funding from NRW to provide an outdoor education facility in a community garden in Barry, to plant more trees and to support a volunteer garden project in Llantwit Major led by Glamorgan Voluntary Services.

These achievements, the other work we have undertaken in partnership and the ways in which we have worked together and with others have provided a useful source of reflection. We have recognised the role of the PSB as an enabler and a facilitator and this reflection together with the Well-being Assessment, our engagement and consultation and advice from the Future Generations Commissioner's Office has helped inform this Plan.

Section 5 – A View of the Vale of Glamorgan – The Well-being Assessment

In April 2022 the Public Services Board (PSB) published its second Well-being Assessment. [A View of the Vale of Glamorgan](#) builds on the foundations of the first assessment undertaken in 2017 and through the analysis of national, regional and local data, research and engagement findings; has further enhanced the PSB's evidence base and understanding of different areas, communities and people across the Vale of Glamorgan. The Assessment is a study of the complex interaction of economic, social, cultural and environmental experiences of well-being and how these experiences can influence the well-being of people in the Vale of Glamorgan.

A View of the Vale of Glamorgan includes four themed reports which together form the Well-being Assessment. The themed reports provide an in-depth review of each subject theme but, due to the nature of well-being, are interconnected. The four themed reports that make-up the Well-being Assessment are:

[Demographic Report](#) – A detailed analysis of past, current and future population changes and trends.

[Education and Economy Report](#) – An analysis of education and skills, employment and earnings, economic growth and housing.

[Health and Communities Report](#) – An analysis of key health indicators, healthy behaviours, social and cultural well-being.

[Environment and Transport Report](#) – An analysis of the climate and nature emergency, habitats, flooding, transport and energy.

These reports include analysis of well-being at the Vale of Glamorgan at county level, at a local level, through a division of the Vale of Glamorgan into three community areas; Barry, Eastern Vale and Western Vale and where possible, at a geographical level below these community areas.

The findings of the Well-being Assessment are many and varied, it was found that for many, well-being in the Vale of Glamorgan is good. Against a number of key indicators, and compared to other areas across Wales, people in the Vale of Glamorgan have good educational outcomes, earnings above the Welsh national average, live in good health, have lower experiences of crime and disorder, are satisfied with where they live and have access to high quality green and blue spaces. These experiences are not consistent, for some, their well-being continues to be affected by experiences of financial hardship, poorer health, crime and disorder and an unequal exposure to environmental risk. The Covid-19 pandemic placed further pressure on those already experiencing disadvantage and poor well-being, particularly affecting the economic, social, cultural and mental and physical well-being of residents. Some of the changes experienced through the pandemic will help to meet

challenge such as the need to reduce emissions; others have further exposed the unequal nature of the experiences of well-being in the county.

It is these findings (and the interconnected nature of experiences of well-being) that have led the PSB to identify the three Well-being Objectives and priority areas of focus which will help the PSB to respond to this evidence and address the need for action now, and develop a framework for action over the long-term.

Section 6 – The Critical Challenges of the Climate and Nature Emergencies and the Cost of Living Crisis

The Well-being Assessment provides a strong evidence base to inform the work of the PSB and as a partnership we are continuing to strengthen that evidence base, bringing together data, analysis, research and the results of our engagement activity. However, there are two current and potentially long-term challenges that cut across all of our Objectives and are relevant to all of the work that we take forward as a PSB. These are the climate and nature emergencies and the cost of living crisis.

These impact on how we deliver our services and on the day to day lives of our communities. If we are to improve well-being across the Vale then we need to meet these challenges and understand the effect that they have on the lives of everyone living in the Vale today and how if we fail to meet these challenges they will define the lives of future generations.

Climate Change and our Natural Resources

It is now accepted as unequivocal that human activity has warmed the earth's atmosphere, oceans and land. As a result, rapid changes can now be observed across the globe. Wales, and the Vale of Glamorgan is not excluded from these changes, in Wales there has been an average annual temperature increase of 0.9°C from mid-1970s to mid-2010s, similarly average mean rainfall has increased by 2% from mid-1970s to mid-2010s. It is predicted that many of these changes are now embedded in environmental systems and will lead to increased risks both to and from the natural environment. To not recognise and respond to these environmental changes would have serious implications for environmental and community well-being.

The [Environment and Transport Report](#) of the Well-being Assessment has outlined how these heightened risks are and will continue to impact on life in the Vale of Glamorgan. In response to the Let's Talk About Life in the Vale of Glamorgan engagement survey, undertaken to inform the Well-being Assessment, 86% of respondents answered that they are 'fairly' or 'very' concerned about climate change. 70% of respondents answered that they believed that climate change is already having an impact in the Vale of Glamorgan.

The second State of Natural Resources Report ([SoNaRR2020](#)) and its findings were central to the analysis presented in the Well-being Assessment. The key message of SoNaRR2020 is the need for change in the interaction between society and three environmental systems, Food, Energy and Transport. Addressing these systems will enable transformational change. Through these changes it may be possible to adapt, mitigate and reverse the climate and nature emergencies, to ensure a just transition to decarbonisation and improve the health and resilience of ecosystems, pre-empting and preventing disease and avoidable death caused by environmental hazards.

It is vital that we develop a better understanding of the key systems that drive unsustainable practices. The environmental systems, food systems and resource systems that influence environmental well-being often behave in ways that are complex and unpredictable. In areas like land management, waste management, biodiversity conservation, pollution prevention, food security and decarbonisation, the cause and effect of arising issues are complex. To address these issues there is a need for system change and we need to explore together how we can influence these systems.

The need to decarbonise our economy and communities will have an impact on our services, workforce, communities, business, and industry in different ways. PSB partners are well placed to consider the best ways forward and how we communicate the decisions and the changes needed.

If we are to successfully respond to the nature emergency then we all need to consider how we safeguard and enhance our stocks of natural resources, how we improve the health of our eco systems and reduce exposure to environmental risks and how we promote a circular economy.

The Cost of Living Crisis

Although the Well-being Assessment found that for many experiences of well-being in the Vale of Glamorgan are good, these experiences are not consistent. For some, their well-being continues to be affected by financial hardship, poorer health, crime and disorder and an unequal exposure to environmental risk. With the current cost of living crisis it is likely that even more people will begin to experience hardship and will see a deterioration in their quality of life.

There are established linkages between these experiences and people living in areas identified as more deprived. In the Vale of Glamorgan, three Lower Super Output Areas (LSOAs) are identified through the Welsh Index of Multiple Deprivation (WIMD) 2019 as being in the top-10% most deprived areas in Wales. A further seven LSOAs are included in the 10-20% most deprived areas in Wales. All ten of these LSOAs are located in Barry. Those living in more deprived areas are less likely to engage in healthy behaviours and are most likely to experience poorer health outcomes. Lower vaccination rates are observed in more deprived areas of the Vale of Glamorgan. Significant differences in healthy life expectancy are observed between our least and most deprived areas. More harmful levels of Nitrogen Dioxide (NO₂) pollutant and a higher risk of flooding incidents are observed in more deprived areas.

This is not to say that all people living in these areas are experiencing poorer well-being and deprivation; similarly, we know that across the Vale of Glamorgan there are areas not identified as more deprived where people will be experiencing hardship and poor well-being.

The Covid-19 pandemic for many further exacerbated these experiences, placing significant pressures on those who were already struggling under the burden of poor well-being. The developing cost of living crisis is further highlighting the existence of societal inequalities. Heightened energy prices, growing inflation, rising transport and food costs are hitting poorer households hardest. Rising energy prices disproportionately hit poorer households, it is estimated that poorest households spend 11% of their total budget on gas and electricity, compared to 4% for the richest households. This impact is worsened by discrepancies in the energy price cap, with those households with pre-payment metres paying more for their energy than households without. There is also an interaction with household energy efficiency and energy prices, Wales has some of the oldest and least thermally efficient housing stock in the UK and Europe. For those living in such housing in the Vale, heating and maintaining a warm home may become increasingly hard. Similarly for households in more rural areas of the Vale, a reliance on oil-based heating systems which are not subject to the energy price cap have left these households exposed to oil-price fluctuations and substantial price rises. The impacts of the energy market on households are further compounded by inflationary pressures causing the prices of goods, and notably food costs to increase. These price increases squeeze wages and income related benefit support, particularly affecting

poorest households who have the least capacity within their budgets to mitigate these increases. There are concerns that as these pressures mount households may be forced into formal and informal debt and be pushed into fuel and food poverty, impacting physical and mental well-being.

While a number of government schemes have been introduced to ease the burden on households from the increases in energy prices, there is concern that growing pressures from increases in the costs of living could further embed inequalities in the Vale of Glamorgan, pushing some residents into new experiences of hardship, while trapping those who are experiencing deprivation and poorer well-being.

Section 7 – What You’ve Told Us

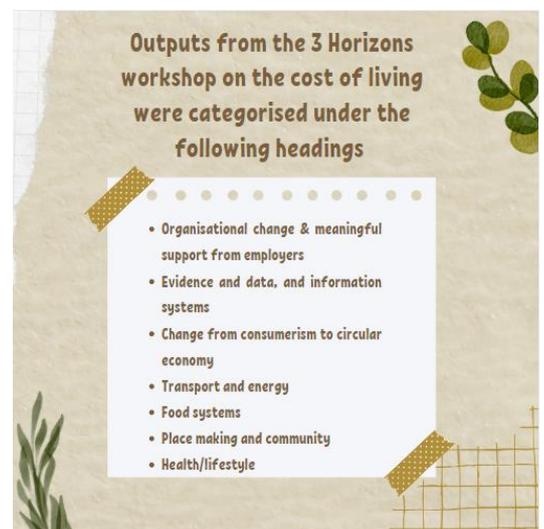
The Vale PSB has always been committed to a strong collaborative approach and recognises the need for greater involvement from a range of partners and for residents to have their say.

During the development of our Well-being Assessment and Well-being Plan we have undertaken extensive community engagement and consultation work to determine our priorities.

Through engaging with a range of stakeholders, we have used the results to inform and shape our Well-being Plan and its Objectives. This has ensured that the priorities of the Well-being Plan are in line with the priorities of those living and working in the Vale.

The consultations we have carried out to inform the Well-being Plan included:

- Summer youth engagement events
- PSB Stakeholder Workshop
- Let’s Talk Survey
- Well-being Assessment Consultation
- About Life in the Vale consultation
- Cost of Living 3 Horizons Futures Workshop
- Equality Consultative Forum
- PSB/Town and Community Council Exchange meeting
- Vale PSB, Cardiff PSB, Regional Partnership Board (RPB) Strategic Priorities Workshop



In addition to the consultation and engagement undertaken by the PSB as part of the development of the Well-being Assessment and Plan we have also considered other consultation and engagement exercises undertaken by partners including the all Wales conversation ‘Nature and Us’, undertaken by Natural Resources Wales, the Vale of Glamorgan Council budget consultation and consultation on the Public Participation Strategy.

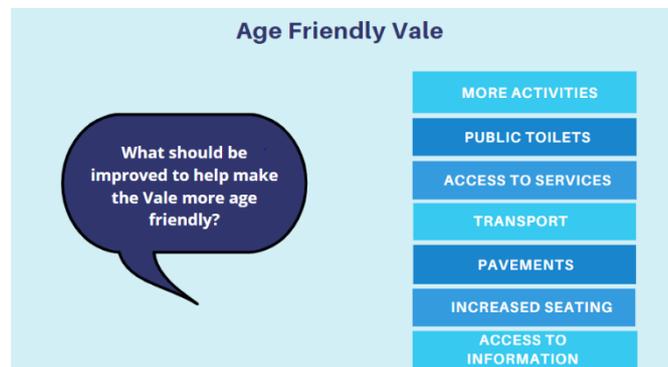
Some of these activities were aimed at understanding the views of the public and hearing their priorities directly. Whereas other activities such as the Vale PSB, Cardiff PSB, RPB Workshop heard from a range of stakeholders and discussed strategic priorities across partnerships.

Throughout our engagement process we have collated and discussed the key themes and priorities that were produced. Across all of the consultations, common themes were raised showing there are certain priorities that those in the Vale have and expect public services to respond to.

Especially prevalent was the support for climate change related issues such as increasing renewable energy and improving air quality in the Vale. There was also support for more active travel such as cycle lanes, as well as making transport more sustainable, available, and affordable. Improving green spaces and increasing biodiversity were key priorities when people considered the environment and their own well-being. Furthermore, a reduction in waste including food and energy was an important priority with people suggesting there should be a push for a circular economy with increased recycling and re-use. Linking to this was the call for increased local food production, with some asking for more allotment and community garden spaces.



Additionally, there were common themes surrounding place making and infrastructure which included priorities such as improved access to services and public transport. Many people we consulted with raised concerns regarding access to public transport and poor internet access especially in the rural Vale.

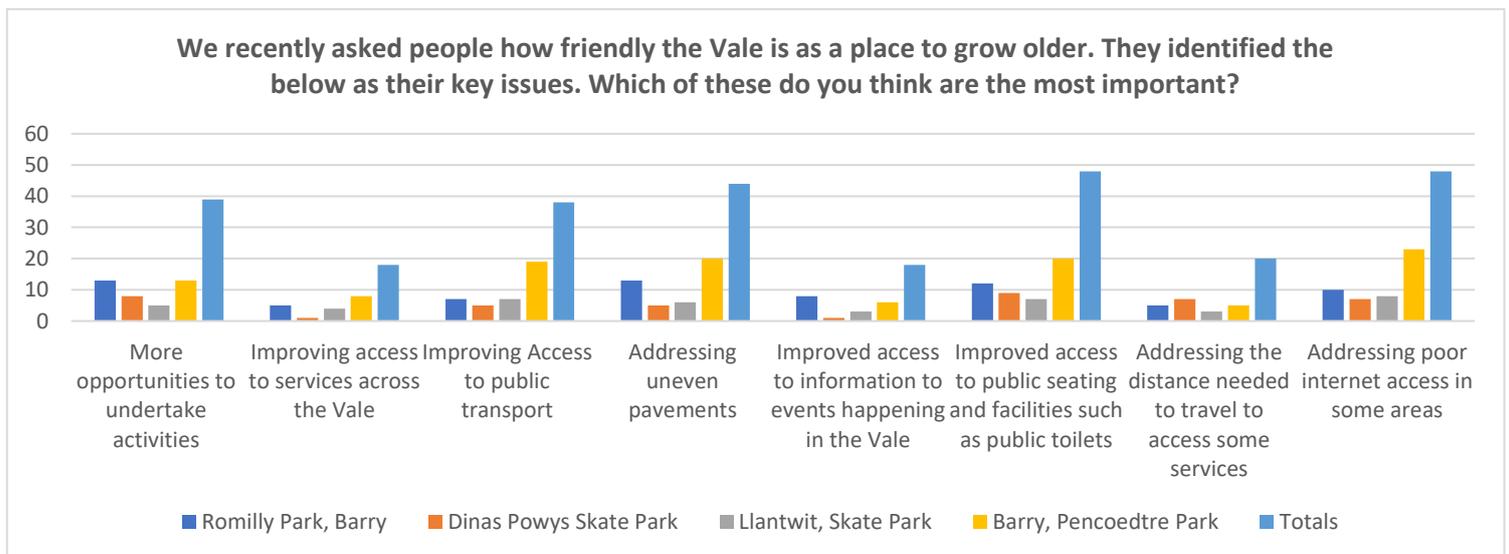
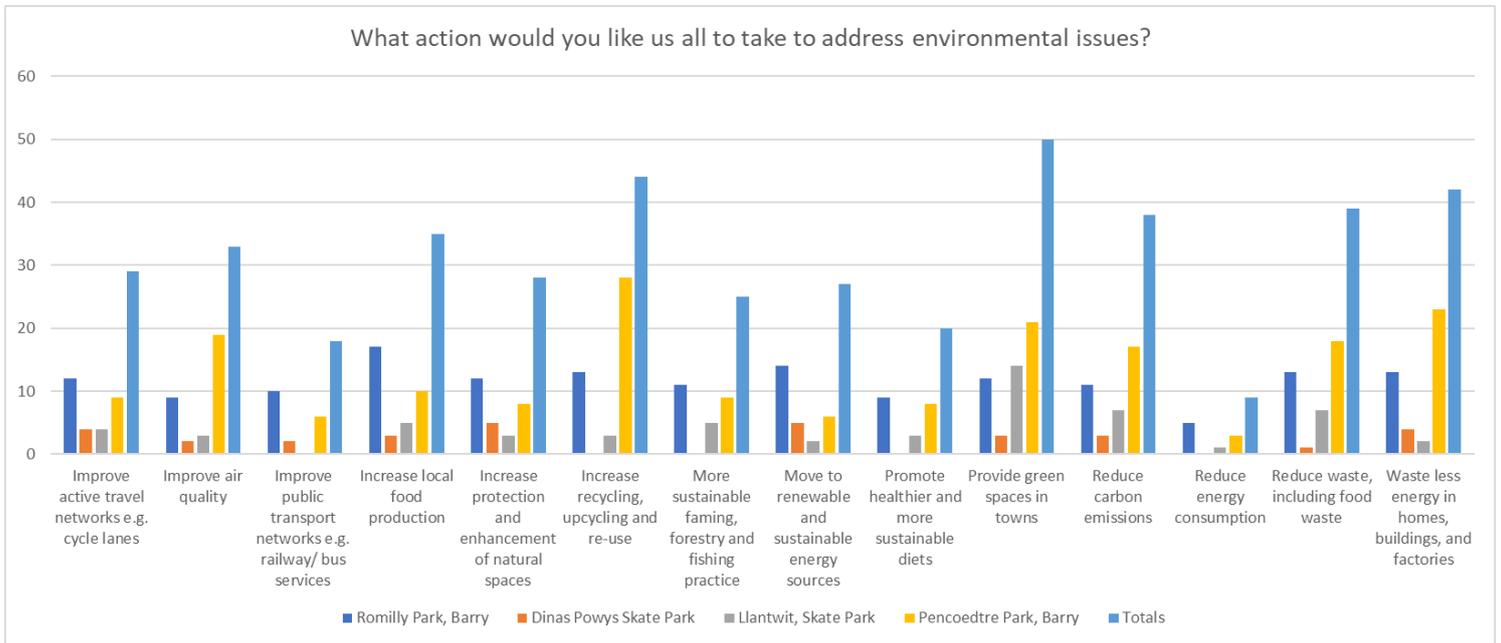


Moreover, public facilities such as toilets and seating were also a priority as well as fixing uneven pavements. Opportunities to undertake activities especially for young people was an important topic, which linked to concerns around anti-social behaviour. These priorities tie-in to the Vale being an age friendly place, with people from all age groups tending to see these issues as significant.



The information gathered through the various engagement activities has shaped our Plan and will continue to shape our work as we deliver our Objectives and take the steps necessary to address the issues detailed in this Plan and ensure we are contributing to all of the national Well-being Goals.

Information gathered speaking to young people over the summer:



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.

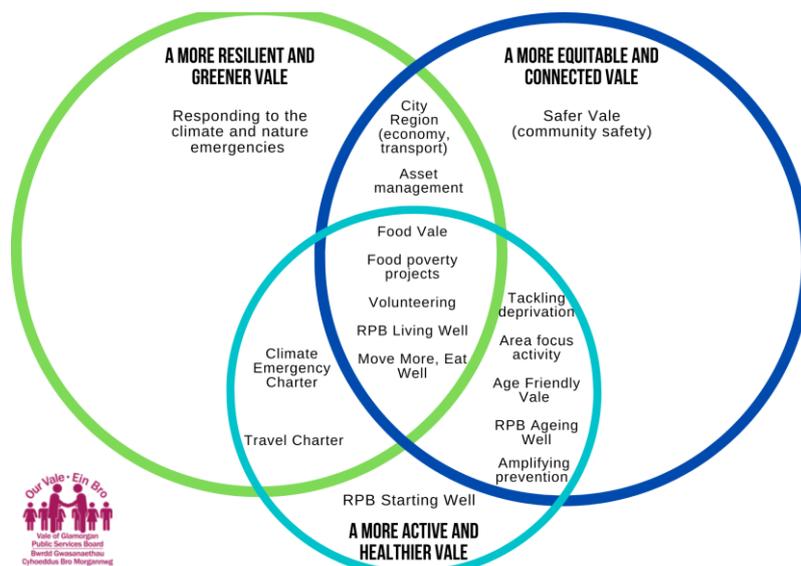
- ***A more resilient and greener Vale***
- ***A more active and healthier Vale***
- ***A more equitable and connected Vale***

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.

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>