

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

Partners will work together to address inequities 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 inequities 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 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 inequities. Work will continue with a mapping exercise to better understand these three communities in 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 and also what preventative work needs to be undertaken.

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.
- Increase levels of engagement and involvement at all ages, particularly with those who may be disengaged and those who may be seldom heard, including through cultural activities.
- Improve health and well-being across the Vale with a particular focus on prevention and 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.
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- Maximise opportunities through existing programmes of work and funding streams to address inequities and improve opportunities for those living in areas of deprivation e.g. Flying Start and employability and training programmes.
- Support work to tackle food poverty recognising and raising awareness about the close links to environmental well-being and health.

The steps outlined in the Making a Difference section 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.