

CEREDIGION ASSESSMENT OF LOCAL WELL-BEING

Appendices 1-12

2022



1: Joint Regional Methodology

Methodoleg ar y cyd Joint Methodology



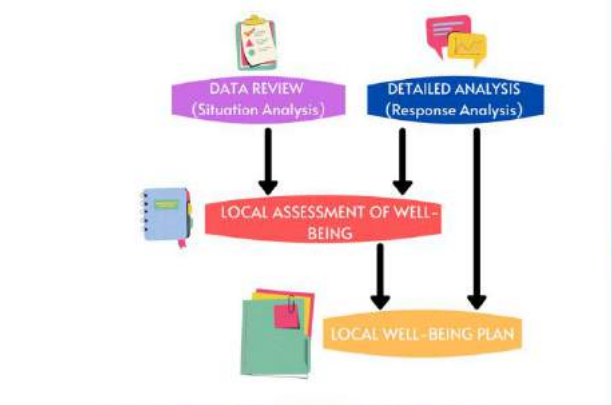
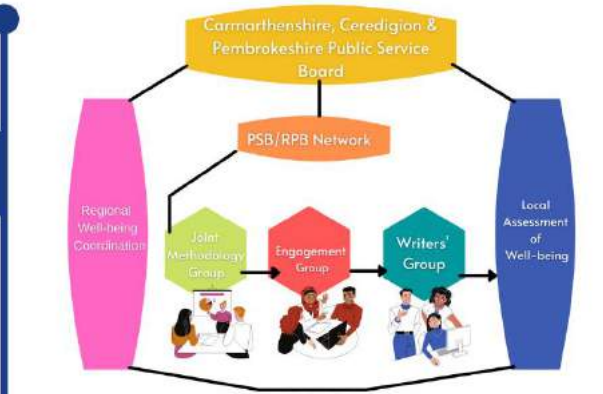
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Assessment of Local Well-being

JOINT METHODOLOGY SUMMARY

The structure of working groups that will put together the Local Assessment of Well-being.



The Data Review and Detailed Analysis both form a part of the Local Assessment of Well-being. The Detailed Analysis also feeds directly into the Local Well-being Plan.

The Life Stages Approach - used by the PSB to undertake the Local Assessment of Well-being.



The Four Stages to delivering the Assessments of Local Well-being.

Engagement and Consultation will be the key driver for the Local Assessment of Well-being and will involve a variety of groups.



MARCH 2022
PUBLISH FINAL LOCAL ASSESSMENTS OF WELL-BEING

Assessment of Local Well-being Joint Methodology Framework

Introduction

This methodology outlines the collective approach to undertaking the Assessments of Local Well-being across the Public Services Board (PSB) areas of Carmarthenshire, Ceredigion and Pembrokeshire during 2021/22. It has been developed in partnership between the PSB organisations. The purpose of the methodology is to guide the three PSB's through the delivery of their Assessment of Local Well-being in consultation with partners, stakeholders, and citizens. It sets out the standardised approach to conduct the data gathering, analysis, engagement and consultation on well-being across the three areas, along with the timescales for completion by March 2022.

Background

The Well-being of Future Generations (Wales) Act 2015 (WFG Act) requires each PSB to prepare and publish an Assessment of the state of economic, social, environmental, and cultural well-being in its area no later than a year before it publishes its Local Well-being Plan. The Act identifies seven well-being goals which provide the vision and ambitions for the Wales We Want for today and in the future and recognises the importance of collaboration between bodies in achieving them.

The Assessment of Local Well-being will provide the evidence-base to set the objectives in the 5-year Local Well-being Plan. PSB's are required to set these objectives in a way that accords with the sustainable development principle, i.e., acting in a manner which seeks to "ensure the needs of the present are met without compromising the ability of future generations to meet their own needs." In the context of the current expected timescales of local government elections the assessments must be published by March 2022. The diagram below displays the PSB's planning cycle under the WFG Act.

Fig 1. The Well-being of Future Generations (Wales) Act Planning Cycle



The three PSB's have agreed to adopt a similar approach to the production of the assessments as last time, by working in partnership and adopting a joint methodology framework. This includes using the 'life stages' approach in the assessments, highlighting differences and similarities in experiences of well-being throughout a person's life. There are five life stages, namely, New Beginnings; Childhood; Youth; Working Age Adults; Older Adults. This approach corresponds to evidence that our personal well-being changes over time.

Fig 2. The Life Stages Approach Adopted by the three PSBs



Public Services Boards are partnerships of public service agencies who work together to improve local services. They include the statutory members of the PSB and other organisations across the partnership. The PSBs have agreed that the PSB/RPB members will work collaboratively on the assessments to ensure that they are shaped using the expertise, knowledge and insight of all partners to avoid duplication and share resources.

The PSB/RPB network will lead on the delivery of the joint methodology, with representatives from PSB organisations forming the Data, Engagement and Writers Group to produce each stage of the assessment, for example, PSB data leads will lead on the data analysis stage. Effective partnership working has never been more important across all sectors - some of the pre-existing challenges in the mid and south-west Wales region have been exacerbated in recent times (e.g., an ageing population, income inequalities, climate change etc.), and new ones have been brought to the fore, such as health inequalities and digitisation. The COVID-19 pandemic is a good example of this.

The second round of assessments will also provide the opportunity to reflect on the findings of the last assessments and the feedback from citizens, stakeholders, and directly from Welsh Government. The last assessments will be used as a baseline for update and refinement by building on the learning from the first round. This includes:

- Greater focus on the **critical analysis and interpretation** of data to inform our well-being priorities.
- **Reflecting the limitations and data gaps** of the assessment and how these may be overcome.
- **Assessing the well-being at a lower level** e.g., communities and localities within the PSB area.
- Incorporate “futures thinking” by **taking account of the long-term needs** of the areas as well as the short-term.
- Ensuring that an **extensive engagement programme** is established which will underpin each stage of the development of the assessments.
- Demonstrate **involvement and collaboration** in developing the assessments with third sector organisations.

The methodology will explain our joint approach to the production of the Assessments of Local Well-being under four stages:

Fig 3. The Four Stages to delivering the Assessments of Local Well-being



The Methodology

Data Review



The initial stage in the production of the Assessment of Local Well-being is the data review, which is a comprehensive data gathering and analysis exercise of existing evidence. This step is undertaken in close partnership with PSB members and other relevant organisations and is often referred to as the 'Situation Analysis'.

The aim of the data review is the analysis of cultural, social, economic and environmental well-being in an area, to build an understanding of the area's context, its challenges and the opportunities that exist. Through this approach we will begin to highlight areas that we need to prioritise in order to tackle the challenges that we face now and, in the future, to improve the longer-term well-being of each county. We will achieve this by identifying:

- The **strengths and assets** of our people and communities.
- The **challenges and opportunities** faced both now and in the future.

The assessments will be informed by a wide variety of data, national and local research, and feedback provided to us from partners, stakeholders and citizens through engagement during the summer of 2021. To begin the data review stage, the PSB/RPB will come together as data analysts and researchers across the three areas through the monthly Network meetings, with the overall aim of collating and analysing relevant evidence.

PSBs will draw on the following range of sources available for undertaking the data review, either available nationally or through local sources:

- Data Cymru Core Dataset and Data Catalogue (*available May 2021*)
- Wales Centre for Public Policy briefings on Equalities, Cultural Well-being and the Impact of Covid-19 and Brexit (*initial reports available June 2021 and final report August 2021*)
- Welsh Government Future Trends Report (*initial report available in June 2021*)
- Natural Resources Wales Area Assessments (*available 2021*)
- Audit Wales' national and local reports (*available on an ongoing basis*)
- Local Data from PSB partner organisations through engagement exercise (*to be conducted May 2021*)

Whilst the data review is likely to be largely **quantitative** in nature, such as utilising time-series data and spatial patterns, PSBs will also draw on **qualitative** evidence available through partners and local service providers. We will engage with PSB partners early in the process to identify local data and sources of evidence to inform the assessment, which is likely to be a broader mix of quantitative and qualitative data.

As approved at PSB meetings in February 2021, the role of the three Principal Councils of Carmarthenshire, Ceredigion and Pembrokeshire is to coordinate the process of preparing the assessments. This is the same approach adopted in the previous assessments.

However, PSB partners and other stakeholders have a key role to play in facilitating their production, particularly through the provision of local evidence, taking part in engagement and monitoring progress of the project through to completion. This collaborative approach to assessment production will be between public sector partners, the third sector and others in terms of data provision, analysis and interpretation.

The Assessment of Local Well-being will need to include an analysis of the state of well-being in each community area and across the PSB area as a whole. The Statutory Guidance 'Shared Purpose: Shared Future' requires PSB's to identify geographic Community Areas which comprise of the board's entire area for producing the Assessments of Local Well-being. The guidance sets out what criteria may be used to define the areas:

- Provide a comprehensive coverage of the entire PSB area i.e., they should be contiguous and mutually exclusive areas within the PSB area.
- They should identify social and other differences with a pronounced spatial difference, such as patterns of deprivation, poverty, health inequalities, or the position of the Welsh language.
- They should be large enough to show differences between them and have a sense of identity but not as small as electoral wards.
- They should correspond to the boundaries of Lower Layer Super Output Areas (LSOAs).

In the first round of Assessments the three PSB's agreed to use the Office for National Statistics Upper Statistical Output Areas (USOA's) for the Community Areas. Feedback highlighted that this geography was inadequate in assessing the state of well-being at the community level. The PSB/RPB Network will consider the benefits of various options to determine the level of geography required for the Community Areas to allow for a more meaningful analysis. In line with the guidance, which requires "an analysis of the state of well-being in *each* community area", we will produce community profiles for each of the areas and include as an appendix to the Assessment.

During the first round of Assessments, feedback from Welsh Government identified common themes to strengthen the overall approach taken. These were:

Table 1: How we intend to resolve the issues raised by Welsh Government in the assessments

Issue	<i>Resolution</i>
<ul style="list-style-type: none"> Identify more local community areas and understand the issues within these communities. 	<i>Review the local community areas adopted in each assessment.</i>
<ul style="list-style-type: none"> Greater focus on Well-being of individual groups and/or communities across the area. 	<i>Produce area profiles for the adopted community areas based on a standard template.</i>
<ul style="list-style-type: none"> Link/map the life stages approach with the Well-being goals. 	<i>Diagrammatically evidence the linkages between the five life stages and the Well-being Goals.</i>
<ul style="list-style-type: none"> Analyse the impact of Well-being over short, medium and long term. 	<i>The data analysis to look at future trends, to include predictions of likely future trends in the economic, social, environmental and cultural well-being of the area.</i>
<ul style="list-style-type: none"> Identify the gaps in evidence to understand what might be needed in the short, medium and long term. 	<i>The assessment will identify any known limitations in the evidence where we need to improve our knowledge and the implications of this for the response analysis.</i>
<ul style="list-style-type: none"> Statement on how we are undertaking the process. 	<i>The agreed methodology summary will be included in the assessment.</i>

- Situational Analysis had too much emphasis on Quantitative work and need more on the Qualitative.

Writers Group will address the balance between quantitative and qualitative analysis.

We are aware of the data limitations posed to delivering the assessments of Local Well-being. It is likely that there will be gaps in the data collection across the three PSB's, particularly for small area statistics. Furthermore, it is possible that the sample size of primary data collected for the Community Areas may be insufficient and thus, not representative of the entire population. To ensure research transparency and credibility, the assessments will highlight these limitations and data gaps, which will in turn identify topic areas which require further knowledge and data gathering.

Detailed Analysis



The Assessment of Local Well-being will also include a more detailed form of analysis to develop explanations and explore causes of trends rather than describing patterns and trends. (This is also referred to as 'Response Analysis').

Response Analysis is a more detailed form of analysis which uses evidence in a more challenging and evaluative way to explore the factors which drive or cause the patterns and trends identified in the situation analysis. Subsequently, this will inform the selection of priorities for local areas by the PSB, which will in turn inform discussions around the content of the Local Well-being Plan.

Response Analysis tends not to feature as heavily in Assessments of Local Well-being compared to the Situation Analysis, as its main role is in relation to the Local Well-being Plan. However, where evidence permits, the assessments will include Response Analysis. For example, where existing evaluation indicates whether existing services are effective, where data provides a more nuanced understanding of issues and where the wider evidence is clean on what approaches are likely to work. It will also be used to identify a sub-set of topics for each PSB area to analyse in further detail for the preparations of the Well-being Plans.

All organisations involved in the production of the assessments will remain involved in the Well-being Plans process through the identification of responsive actions, through its monitoring and through the delivery of the Well-being Plan over the next five years.

The development of the Digital Information System, expected to go live in June 2021, has been designed to assist in the production and monitoring of Well-being across the PSB areas. It will provide a central repository for all PSB

members, stakeholders and citizens to contribute to the ongoing recording and analysis of evidence relating to Well-being, and ultimately strengthen future Assessments of Well-being and Well-being Plans. This fits with recent advice from Welsh Government and the Future Generations Commissioner which suggests that the assessments should be viewed more as an 'evolving' document to be expended as and when new evidence is available. For these reasons, the PSB/RPB Network will continue to work on developing the assessments in the year ahead.

Fig 4. The role of the Data Review and Data Analysis in the Assessment of Local Well-being



Engagement and Consultation



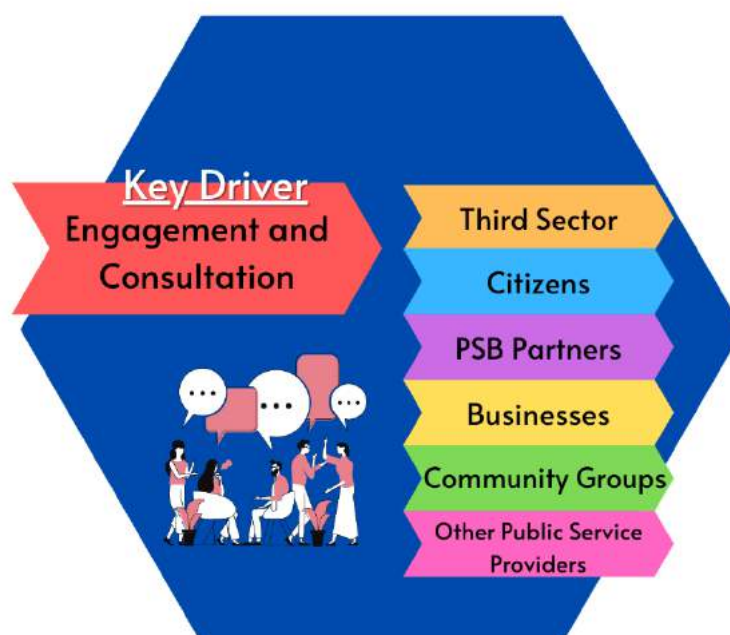
Engagement is the key driver for the Assessment of Local Well-being, allowing us to record and consider views from a range of partners, stakeholders and citizens to gain a truly reflective understanding of the needs of each PSB area.

Effectively involving people and communities is at the heart of improving well-being. Better engagement will lead to greater individual and community empowerment, which will create a greater sense of pride and ownership in our areas and allow us to build social capital.

To that end, we will develop a detailed Engagement Plan to provide a standardised approach to conducting engagement and will have this in place at the beginning of the project in May 2021. The Plan will specify our consultation and engagement techniques to be utilised to complete this element of the assessment and maximize input. The purpose of this stage is to gain a truly reflective and qualitative understanding of the needs of the area(s)

and to ascertain what information gathered during the situation analysis provides an accurate measure of well-being.

Fig. 5 Engagement and Consultation as the Key Driver



A range of engagement techniques will be used to maximise audience reach and to ensure that our engagement is accessible to all. These include, but are not limited to, Surveys, Focus Groups, Stakeholder events and PSB sub-group workshops.

A Well-being survey was successfully conducted as part of the last assessments, and we will run a similar exercise this time, building on the knowledge previously acquired. The online Well-being Survey will be developed jointly by Ceredigion, Carmarthenshire and Pembrokeshire County Councils and other members of the PSB. The hosting Council will provide the results to each county, which will be split based by place of residence. Traditional methods of engagement e.g., by post and phone will also be utilised to ensure that everyone has the opportunity to take part. Other engagement methods, such as, focus groups, stakeholder events and PSB sub-group workshops, will be agreed regionally but delivered locally.

The Social Services and Well-being (Wales) Act 2014 (SSWW) introduced a duty on Local Authorities and Local Health Boards to prepare and publish an assessment of care and support needs of the population. The table below highlights the engagement requirements of the WFC Act and the SSWB Act.

Table 2: Engagement requirements of the Well-being of Future Generations (Wales) Act 2015 and Social Services and Well-being (Wales) Act 2014

Topics	WFBG Act	SSWB Act
Key population groups	Communities in the area Communities of interest in the area Town and community councils Key groups suggested in line with Equality Act (also vulnerable / disadvantaged children, young people and people with care and support needs)	Carers and people with support needs including children & young people. Physical disability Learning disability Mental health Older people Victims of domestic abuse
Context of 'Well-being'	Economic, social, environmental and cultural	Individual (carers and those with support needs)
Scale of assessment	County and community areas	Region (with county dimension)

As a result of the similarities between the two Acts, where possible, engagement will align to meet both requirements, for example, including questions relating to the Population Needs Assessment within the online Well-being Survey. This will avoid the duplication of work and 'engagement fatigue'. We will engage with a wide range of people of all ages to reflect the diversity of the community and seek the views of those who could be hard to reach:

- Citizens
- Businesses
- Community groups
- Third sector organisations
- PSB partners
- Trade Unions
- Other public service providers

As part of the Engagement Plan a stakeholder mapping exercise will be undertaken locally to ascertain the groups from the list above that will be engaged with. The engagement phase will end in the Summer of 2021, subsequently an analysis of the findings will be undertaken, aiming to be completed by Autumn 2021.

The PSB's will consult on the draft assessments with the groups outlined above. The consultation process will ensure that any gaps are filled and that all groups involved are satisfied with the ways in which well-being is being presented. This

will take place between September and December 2021, before being published and copies submitted to the Welsh Ministers, the Commissioner, the Auditory General for Wales and the local authorities overview and scrutiny committee.

To ensure the Assessments are inclusive of everyone, we will work with organisations and citizens who represent these groups (e.g., older people, people with disabilities, unemployed and economically inactive residents) to gain a better understanding of the barriers to participation and how these may be overcome. In addition, the PSB/RPB network are attending training sessions held by Co-production Network for Wales which will help address some of these issues, whilst also providing the opportunity to share best practice on engagement.

The three principal councils are currently testing a new *community engagement system*, which could be used to manage the Assessment of Local Well-being engagement and consultation. Although the system is currently in testing, it would provide a range of features to make the engagement more interactive, provide additional channels and conduct the engagement and offset some of the impacts that the Covid-19 pandemic will have on the engagement phase. It is hoped that the system will be available to support the engagement phase during the spring and summer of 2021.

The Covid-19 pandemic poses certain challenges to engaging with PSB partners, the public and stakeholders due to capacity issues and changes to the way engagement is delivered. Engaging with Public Health Wales on the assessments will be crucial due to their key role in protecting and improving health and well-being across Wales. However, this may be a challenge due to the additional pressure placed on the Health Board working on Covid-19 response. Furthermore, it is likely that engagement and consultation on the assessments will be delivered online. Consequently, we will need to make sure that certain groups' views and opinions (e.g., those who lack digital skills or do not have access to the internet) are not excluded from the engagement process.

Final Assessment and Next Steps



The next and final element of the assessment process involves evaluating and analysing the findings of the research and engagement to develop a summary of the needs of each PSB area. (This is also referred to as the 'Summative Analysis').

Officers will come together to interpret and assess both the quantitative and qualitative findings to build a comprehensive picture of well-being to inform the next Local Well-Being Plans. The evidence will allow us to identify and prioritise the issues that are most important locally and begin to examine how they can be addressed. This stage will enable PSB's to develop a summary of needs for their area, the PSB's response and to determine the indicators that can be used to monitor these needs going forward.

In particular, the Writers' Group will ensure that the assessment:

- Identifies communities that comprise the area(s).
- Assesses the state of Well-being individually (per community).
- Assesses the state of Well-being collectively (PSB area).
- Includes future trends predictions.
- Demonstrates the links to the seven Well-Being Goals and Sustainable Development Principle of the Well-being of Future Generations Act.

The core purpose of the assessments is to provide the evidence base for the Local Well-being Plans.

The Next Steps

Following publication of the Assessments of Local Well-being, PSB's will develop and publish their Local Well-being Plan within twelve months of the assessment.

Specific factors to be addressed in the assessment include:

- Outlining how the findings and challenges identified contribute to, or impact on, the national well-being goals and the sustainable development principle.
- Focus on individual communities across the area using area profiles.
- Provide more information of localities and particular communities.
- Specific analysis on which challenges are short, medium or long term, and how these impact on well-being.
- Description of the third sector and its role in well-being.
- The future trends section provides generic description of trends with limited interpretation.

- How individuals and organisations remain involved in the Well-being Plan process and what the Plan is intending to do.

To assist those contributing content and writing the final document, an assessment template will be created with the aim of providing a common format and structure for analysing themes using the agreed Life Stages approach.

Monitoring and Delivery

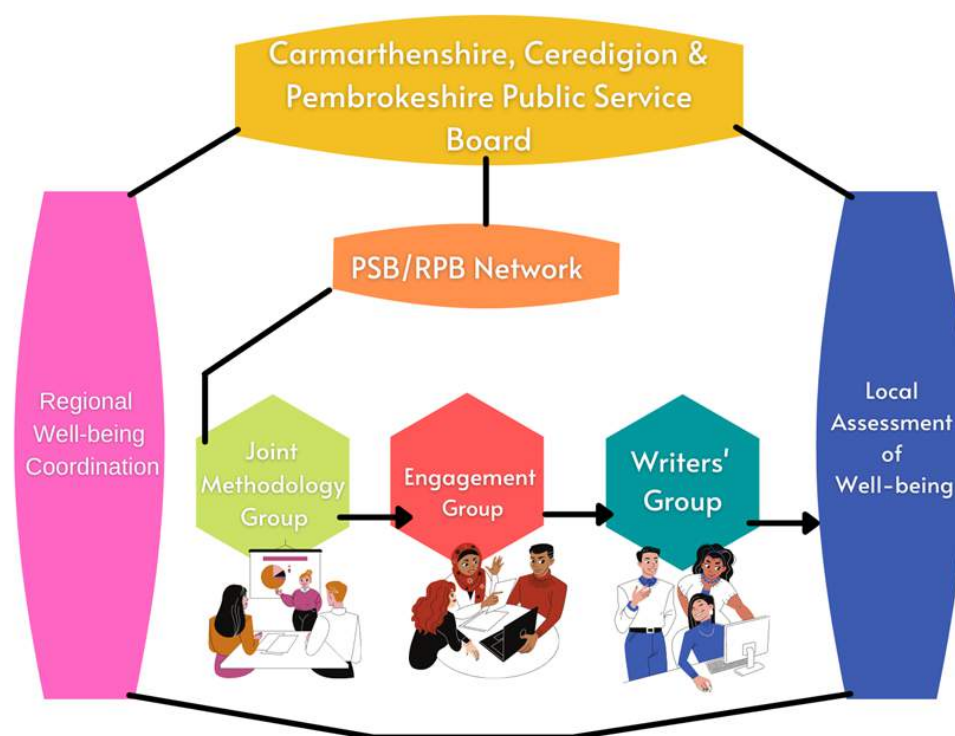
A detailed timeline has been developed, outlining the main deliverables of the assessment up to the publication date in March 2022 (see Appendix 1). A project action plan will also be developed, detailing what needs to be done, when it needs to be done by, who needs to be involved and the resources that will be required. This project action plan will be reviewed, and progress will be monitored at monthly PSB/RPB network meetings.

A bid for PSB Support Grant funding has been submitted to recruit a Regional Well-being Assessment Co-ordinator, which if successful, will play a vital role in co-ordinating the projects, providing analytical support and ensuring that deadlines are met.

Specific working groups will also be established to develop the joint methodology (PSB/RPB Network), engagement plan (Engagement Group) and assessment write-up (Writers' Group). The working groups will comprise of relevant members from across the three PSB's and partners to allow the sharing of information, resources, and best practice.

Public Service Boards will be kept informed of the assessment process via regular updates to full PSB meetings and will be required to make key decisions to guide the project throughout its duration.

Fig 6. The structure of working groups involved in producing the Assessment of Local Well-being



Conclusion

To conclude, this joint methodology is a practical guide for the three PSB's (Ceredigion, Carmarthenshire, and Pembrokeshire) on undertaking the Assessments of Local Well-being. Producing a comprehensive and thorough analysis of well-being is vital to; PSB's, citizens and organisations, as the assessments will have a key role in determining the priorities in the Local Well-being Plans over the next 5 years. The PSB's have agreed to take a collaborative approach to reap the benefits of partnership working, help alleviate capacity concerns in delivering the assessments and avoid duplicating work. This iteration of the assessments will consider the feedback, information and evidence gained from the last round of assessments.

This methodology sets out opportunities for collaboration under the four stages: data review, detailed analysis, engagement and consultation, and final assessment and next steps. The mixed-method approach uses qualitative and quantitative data from a range of sources, which will enable us to infer causes, understand factors and identify issues that are most important locally. The assessments will adopt an 'engagement led' approach, as it is a crucial source of information for all partners to use, drive change and shape services which meet the needs of our residents now and in the future.

The data and Covid-19 related limitations posed to delivering the Assessments of Local Well-being are identified, such as the lack of local data and accessibility challenges. These challenges will be addressed through; the PSB/RPB network, additional capacity and analytical support from the

Regional Well-being Assessment Co-ordinator, and potential use of the Digital Information System. Furthermore, we hope to gain insights into overcoming barriers to participation and engaging effectively with communities through our active involvement with Co-production Network for Wales.

Timeline

LOCAL ASSESSMENT OF WELL-BEING



2: Organisations Engaged in the Assessment

The production of the Well-being Assessment has been engagement-led, and has involved gathering the views of Ceredigion’s residents through the Regional Well-being Survey, but also engaging with a variety of local and regional groups as part of the engagement exercise through stakeholder events, workshops and presentations. It is particularly important that we engaged with people who are seldom heard or who are marginalised, those with protected characteristics and those who suffer socio-economic disadvantage. We carried out a comprehensive stakeholder analysis with input from all Ceredigion PSB partner organisations and invited all to contribute to the Assessment including our PSB partners, Town and Community Councils and local voluntary groups. A full list of these organisations is listed below.

Stakeholders	
Armed Forces Veterans’ Forum	Schools Councils
CAVO	Sons and Daughters of Foster Carers Group
· Covid Comm Support Groups	Third Sector Alliance
· Community & Village Halls	Town and Community Council
· Age Cymru	WWAMH West Wales Action for Mental Health
· Menter Aber	Young Carers’ Group
· Whilen y Porthmyn	Youth Clubs
· Menter Aberteifi	Youth Service Forum
· Pentir Pumlumon	
Cered Menter Iaith Fforwm Siriol	
Ceredigion Carers’ Alliance	
Ceredigion Citizens’ Panel	
Ceredigion Community Safety Partnership	
Ceredigion County Council Corporate Lead Officers	
Ceredigion County Council Elected Members	
Ceredigion Disability Forum	
Ceredigion Local Access Forum	
Ceredigion Local Sports Council	
Ceredigion Carers’ Forum	
Cylch Caron Stakeholder Board	
Cynnal y Cardi	
Dysgu Bro	
Family Centres	
· Borth	
· Llandysul	
· Lampeter	
· Tregaron	
Flying Start Locality Groups x3	
Foster Carer Consultation Group	
Give Us Support Group	
Housing Associations	
Hywel Dda University Health Board Stakeholder List	
Landlords’ Forum	
LGBTQ+ Forum	
PSB Board Members	
PSB Project Groups x 6	

3: Engagement and Consultation Events

The following table provides a list of the engagement events undertaken as part of the Assessment. Full details of the approach to the engagement can be found in Ceredigion Assessment of Local Well-being Engagement Plan. All stakeholder workshops were run using the Three Horizons model to help us all plan better for the longer term by keeping a clear vision and taking future trends into account.

Date	Group	Description
26 th May 2021	Ceredigion PSB Enterprise and Innovation Project Group	Presentation followed by workshop seeking views on well-being relating to the current situation, what has changed since the last assessment, what are the challenges and what needs to change in order to achieve the Ceredigion we want in the future.
28 th May 2021	Regional Engagement Workshop	Presentation and workshop for all regional PSB partners to record views on how the engagement for the Assessment should be conducted and to explore themes that need to be included in the second round of assessments.
7 th June 2021	Ceredigion PSB Colocation and Integration of Frontline Services Project Group	Presentation followed by workshop seeking views on well-being relating to the current situation, what has changed since the last assessment, what are the challenges and what needs to change in order to achieve the Ceredigion we want in the future.
8 th June 2021	Ceredigion PSB Resilience Training Project Group	Presentation followed by workshop seeking views on well-being relating to the current situation, what has changed since the last assessment, what are the challenges and what needs to change in order to achieve the Ceredigion we want in the future.
9 th June 2021	Corporate Equalities Working Group	Gathered the views of the group across the engagement themes from the perspective of equalities.
11 th June 2021	Regional Engagement Workshop	Presentation and workshop for all regional PSB partners to record views on how the engagement for the Assessment should be conducted and to explore themes that need to be included in the second round of assessments.
18 th June 2021	Ceredigion PSB Understanding Our Communities Project Group	Presentation followed by workshop seeking views on well-being relating to the current situation, what has changed since the last assessment, what are the challenges and what needs to change in order to achieve the Ceredigion we want in the future.
29 th June 2021	Ceredigion PSB Climate Change and Natural Resources Project Group	Presentation followed by workshop seeking views on well-being relating to the current situation, what has changed since the last assessment, what are the challenges and what needs to change in order to achieve the Ceredigion we want in the future.
7 th July 2021	Ceredigion Disability Forum	Gather the views of the forum across the engagement themes from the perspective of disability.

Date	Group	Description
June 2021	Ceredigion PSB Social and Green Solutions for Health	Email sent to members of the Social and Green Solutions for Health Project Group Members seeking views well-being relating the current situation, what has changed over the last five years and the challenges when looking ahead. (This group is temporarily on hold during the pandemic period).
10 th August 2021	Regional Engagement Survey opens	Regional Well-being Survey opens across the region, available online, in paper format, different languages and easy read. Ceredigion also provided the option of taking telephone answers on request and used its new “Have Your Say” engagement platform as an opportunity for respondents to provide further feedback in an interactive way.
1 st September 2021	Carer’s Alliance	Gather views across the engagement themes from the perspective of carers in Ceredigion.
16 th September 2021	Community Town and Community Councils – North Ceredigion	Gather views across the engagement themes with Town and Community Councils.
20 th September 2021	Children and Young People’s Services Provider Forum	Online stakeholder engagement event to gather views across the engagement themes from the perspective of younger people.
22 nd September 2021	Armed Forces Community	Gather views across the engagement themes from the perspective of armed forces veterans.
5 th October 2021	Give Us Support Online Workshop arranged	Gather views across the engagement themes from the perspective of younger people. (RAY Ceredigion is a charity improving the health and wellbeing particularly of those who are most vulnerable and disadvantaged of all ages and abilities).
8 th October 2021	Regional Engagement Survey closes	The Regional Well-being Survey closed.

4: Data Sources

Alongside the engagement activity, the production of the assessment involved the analysis of a range of quantitative and qualitative data, some of which was made available nationally to Public Services Boards, and some was acquired locally to provide local analysis of well-being issues in the county. This included the statutory sources listed in the guidance on the production of well-being assessments, the Core Data Set and Data Catalogue made available by Data Cymru to assist Public Services Boards in the data collection of their assessments, and local sources identified through workshops with PSB partners. The list below shows the primary sources used in the Assessment.

Statutory Data

Future Trends Report Wales 2021 (Public Services Boards version)

Evidence for the third UK Climate Change Risk Assessment (CCRA3): Summary for Wales 2021

Assessment of the risks for the United Kingdom of the current and predicted impact of climate change sent to the Welsh Ministers under section 56(6) of the Climate Change Act 2008 (c.27). Refer to the Climate Change Risk Assessment for Wales which provides a national assessment of potential risks and opportunities from climate change facing Wales.

Review of the sufficiency of nursery education provision for the local authority area carried out under section 119(5)(a) of the School Standards and Frameworks Act 1998 (c.31).

Ceredigion Childcare Sufficiency Assessment 2017-2022 & Draft Childcare Sufficiency Assessment 2022-27

Assessment of the sufficiency of the provision of childcare in the local authority area carried out in accordance with regulations made under section 26(1) of the Childcare Act 2006 (c.21).

Ceredigion Play Sufficiency Assessment 2019 & Draft Play Sufficiency Assessment 2022

Assessment of the sufficiency of play opportunities in the local authority area carried out under section 11(1) of the Children and Families (Wales) Measure 2010.

West Wales Population Assessment 2017 & West Wales Population Assessment 2022 (West Wales Care Partnership)

Assessment carried out by the local authority in conjunction with a Local Health Board under section 14 of the Social Services and Well-being (Wales) Act 2014 (the "population assessment" of needs for care and support, support for carers and preventative services).

Dyfed-Powys Police and Crime Commissioner: Police and Crime Plan 2017-22

Strategic assessment prepared in accordance with regulations under section 6 of the Crime and Disorder Act 1998 (c.37) relating to reducing crime and disorder in the local authority area.

Alcohol and Drug Misuse Desktop Health Needs Assessment 2019

Strategic assessment prepared in accordance with regulations under that section relating to combating substance misuse in the local authority area.

NRW Area Assessment for Ceredigion and Mid-Wales

Each area statement under section 11 of the Environment (Wales) Bill 2016, once enacted, which relates to any part of the local authority's area.

HM Prisons and Probation Service Reducing Reoffending Plan

Strategic assessment prepared in accordance with regulations under that section relating to the reduction of reoffending in the local authority area.

Core Data Set (Data Cymru)

% of working age people who are economically active

% 50+ who are employed

% of people qualified to NQF Level 3 or more

% of people qualified to NQF Level 4 or more

% of people with no qualifications

Average gross weekly pay for people who live in the area and work full time (£)

Pounds difference in the average (median) full-time weekly pay between males and females

Pounds difference in the average (median) full-time hourly pay between males and females

Average price of a detached house (£)

Average price of a semi-detached house (£)
Average price of a terraced house (£)
Average price of a flat (£)
Average price of all houses (£)
Number of house sales
Average house price for a first time buyer (£)
% annual change in average house price
Number of new businesses
Number of active business closures
% of new businesses
% of active business closures
Rate of new active businesses per 10,000 working age population
Rate of active business closures per 10,000 working age population
Number of active businesses
Rate of active businesses per 10,000 working age population
% of new businesses surviving three years of trading
Number of completed new build dwellings
% of working age people who are claiming Job Seeker's Allowance
% of Job Seeker's Allowance claimants who are aged 17-24
% of Year 11 school leavers that are NEET (known not to be in employment, full time education or work based training for young people)
% of Year 13 school leavers that are NEET (known not to be in employment, full time education or work based training for young people)
% of people moderately or very satisfied with their jobs
% of people satisfied with local area as a place to live
% of pupils aged 15 who achieved Level 2 threshold
% of pupils aged 15 who achieved Level 2 threshold including a GCSE grade A*-C in English or Welsh first language and Mathematics
% of children living in workless households
% of workless households
Gap between the employment rate of those with a long term health condition and the employment rate of people aged 16 - 64 years
% of low birth weight live single births
Rate of male cancer registrations per 100,000 population
Rate of female cancer registrations per 100,000 population
% of children in need achieving the Foundation Phase Indicator
Rate of under 18 conceptions per 1,000 females aged 15 - 17
Rate of deaths due to cardiovascular diseases per 100,000 people (European age-standardised)
Rate of deaths due to cancer per 100,000 people (European age-standardised)
Number of dwellings improved through Disabled Facilities Grants
Number of Disabled Facilities Grants completed
Gap in years in the life expectancy at birth of males (between the most and least deprived)
Gap in years in the life expectancy at birth of Females (between the most and least deprived)
Healthy life expectancy of males and females at birth Jan 2010 (5 year range)
Gap in years in the healthy life expectancy at birth of males (between the most and least deprived)
Gap in years in the healthy life expectancy at birth of females (between the most and least deprived)
% of all children up to date in the immunisation schedule by age four
Number of HHSRS category 1 hazards found during the year
% of dwellings which are free from hazards
Rate of emergency admissions for hip fractures in people aged 65+ per 100,000 people (European age-standardised)
Rate of households for whom homelessness was successfully prevented for at least 6 months per 10,000 households
Rate of households accepted to be eligible, unintentionally homeless and in priority need per 10,000 households
Number of rough sleepers

% of people living in households in material deprivation
% of people moderately or very satisfied with their jobs
% of people satisfied with their ability to get to/access the facilities and services they need
% of people feeling safe at home, walking in the local area, and when travelling
% of people satisfied with local area as a place to live
Mean mental well-being score for people aged 16 or over
% of people who are lonely
% of adults who reported being active for 150 minutes in the week
% of adults who reported being obese (BMI 30+)
% of adults who reported being overweight or obese (BMI 25+)
% of adults who reported consuming more than 14 units or more of alcohol per week
% of people who called for an ambulance in the last 12 months
Average number of decayed, missing or filled teeth in children aged 5 years
Average number of decayed, missing or filled teeth in children aged 12 years
Rate of all offences per 1,000 people
Number of killed or seriously injured road casualties
Number of individuals assessed for alcohol misuse
Number of individuals assessed for drug misuse
Number of suicide deaths registered
Rate of suicide deaths per 100,000 people
% of adults who reported being a current smoker
% of adults who reported binge drinking alcohol on at least one day in the past week
% of adults who reported eating five or more portions of fruit and vegetables the previous day
% of adults who reported meeting exercise/physical activity guidelines in the past week
% of adults who reported being overweight or obese
Average micrograms (μg) of NO ₂ at residential dwelling locations per m ³
Average micrograms (μg) of PM _{2.5} at residential dwelling locations per m ³
Average micrograms (μg) of PM ₁₀ at residential dwelling locations per m ³
Ecological footprint per person (global hectares)
Carbon footprint per person (tCO ₂ e)
% of properties with a risk of flooding
% of properties with a high risk of flooding
% of properties with a medium risk of flooding
% of properties with a low risk of flooding
% of properties with a very low risk of flooding
Capacity of renewable energy equipment installed (MW)
% of municipal waste sent for reuse/recycling/composting
Number of people who consider themselves non Welsh
% of people aged 3+ who can speak Welsh
% who feel able to influence decisions affecting their local area
% of people agreeing that they belong to the area; that people from different background get on well together; and that people treat each other with respect
% of people who Volunteer
% of people attending or participating in arts, culture or heritage activities at least 3 times a year
% of people who speak Welsh daily and can speak more than just a few words of Welsh
% of people participating in sporting activities three or more times a week
% of adults who reported meeting exercise/physical activity guidelines in the past week

Data Catalogue Sources used in the Assessment (Data Cymru)

Arts Council of Wales

Cadw

Child Poverty Action Group

Citizens Advice Cymru

Data Cymru

Food Sense Wales

National Museum Wales
Natural Resources Wales
Race Council Cymru
Samaritans Cymru
School Health Research Network
Sport Wales
Trussell Trust
Victim Support Cymru
Wales Council for Voluntary Action (WCVA)
Welsh Government Knowledge and Analytical Services

Other Sources Consulted in the Assessment

Action on Smoking and Health	Smoking and young people
Age UK	Changes to State Pension Age
Age UK	Conditions and illnesses
Age UK	Later life in the United Kingdom 2019
Area 43	Various resources
Arts Council of Wales	Arts Council of Wales Corporate Plan 2018
BBC Wales	GCSE gap widens for children from poorer backgrounds
Bevan Foundation	In its efforts to end child poverty, the Welsh Government has designed a number of schemes to support families with their living costs, such as Free School Meals, the Pupil Development Grant – Access and Healthy Start Vouchers
Biodiversity Partnership	Introducing children to nature
BMJ Journals	Primary care patient and practitioner views of weight and weight-related discussions: a mixed-methods study
British Liver Trust	Various resources
CACI Paycheck	2020 and 2021 income data
Cancer Research UK	Smoking among young adults increased by 25% during first lockdown
Cardiff University	The future of care in Wales: resourcing social care for older adults
Cardiff University; Future Generations Commissioner for Wales; Public Health Wales	Inequality in a Future Wales: Areas for action in work, climate, and demographic change – full report
Cardiff: NSPCC, National Centre for Mental Health, Mind Cymru, Mental Health Foundation, Maternal Mental Health Everyone's Business	From bumps to babies: perinatal mental health care Wales.
Cardigan Bay and Ynys Enill to the Great Orme Coastal Group	Shoreline Management Plan 2
CARE	At Home Group
Care Sourcer	
Careers Wales	Recent destinations by year, school cohort and local education authority from schools in Wales.
Carehome.co.uk	Care home fees and costs: How much do you pay?
Carers UK	Carers Week: worn out unpaid carers uncertain the services they relied on will continue post
CAVO	The Environmental Partnership Grant closes on 30th June 2021.
Census 2011	Lone parent households.
Centre for Disease Control and Prevention	
Ceredigion County Council	Active Travel Report 2019-20
Ceredigion County Council	'Charging for Residential Care and Support. A guide to Financial Assessment and Charges 2021
Ceredigion County Council	Boosting Ceredigion's Economy: A Strategy for Action 2020
Ceredigion County Council	Ceredigion County Council: Ash Dieback Action Plan (ADAP)

Ceredigion County Council	Childcare Sufficiency Assessment: Progress Report – Year 4
Ceredigion County Council	Consultation on Developing a New Ceredigion Economic Strategy 2020
Ceredigion County Council	Cylch Caron Extra Care Housing Scheme: Evidence and Consultation Report
Ceredigion County Council	Economic Update Report
Ceredigion County Council	Special Educational Need (SEN)
Ceredigion County Council	Local Flood Risk Management Strategy 2014
Ceredigion Museum – Aberystwyth	Case studies and initiatives during COVID-19
Ceredigion Youth Services	Who are we and what do we offer?
Channel Mum	Wellbeing of Children – Early Influences
Child Measurement Programme for Wales	Percentage of children, aged 4 to 5 years who are a healthy weight or underweight, trends over the previous 6 years in Betsi Cadwaladr UHB and Wales
Child Poverty Action Group	The cost of a child in 2020
Children’s Commissioner for Wales	Coronavirus and Me Survey Report 2020: Ceredigion
Climate Central	Land projected to be below annual flood level in 2030
CORAM Family and Childcare (2019)	Childcare Survey
Climate Change Risk Assessment (CCRA3)	Evidence for the third UK Climate Change Risk Assessment
Department for Work and Pensions (DWP)	Universal Credit and claimant count statistics
Department of Health and Social Care	The relationship between wellbeing and health
Department of Health and Social Care	UK Chief Medical Officers Physical Activity guidelines
Dyfed Powys Police	Crimes by Community Area.
EMW	Use of shared parental leave
End Child Poverty Coalition	Child poverty in your area 2014/15 – 2019/20
Estyn	Latest Inspection Reports
Estyn	Pupils are happier and healthier when wellbeing is embedded in school life
Forestry Commission	Why Society Needs Nature: Lessons from Research during Covid
Frontier Psychiatry	The influence of the COVID
Hate Hope Charitable Trust	Fear and Hope: Wales. Identity, politics and belonging in today’s Wales.
Healthline	Dementia and Alzheimer’s: What Are the Differences?
Higher Education Statistics Agency	Graduate Salaries’
Higher Education Statistics Agency	HE Student enrolments by HE provider
Higher Education Statistics Agency	HE student enrolments by HE provider and subject of study
HM Land Registry	House Price Index data
Home.co.uk	Ceredigion Market Rent Summary
Housing LIN	Assessment of Specialist Housing and Accommodation Need for Older People in West Wales – for West Wales Care Partnership
Hywel Dda University Health Board	Adult Mental Health
Hywel Dda University Health Board	Annual Report of the Director of Public Health
Hywel Dda University Health Board	A rapid desktop tobacco and smoking health needs
Hywel Dda University Health Board	Pharmaceutical Needs Assessment 2021
Hywel Dda University Health Board	Mental health schemes supporting primary care services, 2021
Institute of Fiscal Studies	We may be in this together, but that doesn’t mean we are in this equally
Keep Wales Tidy	How clean are our streets? All Wales Local Environment Audit and Management System Report 2018
Legatum Institute	UK Prosperity Index 2021
London Economics	The costs and benefits of international higher education students to the UK economy
NatCen Social Research	Culture, sport and wellbeing: findings from the Understanding Society survey

National Assembly for Wales	The cost of caring for an ageing population
National Child Development Study	Social isolation in childhood and adult inflammation
National Education Union & Child Poverty Action Group	Child poverty and education: A survey of the experiences of NEU members
National Institute for Health Research	Lonely young people have an increased risk of mental health problems later: research suggests lockdown could have a long
National Scientific Council on the Developing Child.	The timing and quality of early experiences combine to shape brain architecture: Working paper No. 5
National Survey for Wales	Various indicators
Natural Resources Wales	Ecological and Carbon Footprints of Wales update to 2011
Natural Resources Wales	National Access Forum Written Contributions NAFW 69: 26 June 2021
Natural Resources Wales	Compliance Assessment of Welsh River SACs against Phosphorus Targets
Natural Resources Wales	Mid Wales Area Statement: Sustainable land, water and air
Natural Resources Wales	The Second State of Natural Resources Report (SoNaRR2020)
Natural Resources Wales	Welsh Information for Nature-based solutions
NHS Confederation	Long COVID care in Wales
NHS	Overview: Obesity
NHS Wales	Physical inactivity costs
NOMIS	Annual Population Survey: Qualifications – NVQ.
NOMIS	Health and provision of unpaid care
NOMIS	Labour Market Profile
NOMIS	Mortality Statistics – Underlying cause, sex and age
NOMIS	Provision of unpaid Care
Ofcom	Connected Nations 2019: Wales Report'
Ofcom	Connected Nations Report: update 2=summer 2021
Ofcom	The economic impact of broadband: evidence from OECD countries April 2018
Ofcom	Children and parents: Media use and attitudes report 2019
ONS	Access to gardens and public green space in Great Britain
ONS	Annual Population Survey: workplace employment by Welsh local areas and broad industry
ONS	Children's views on well
ONS	Community Life Survey
ONS	Domestic abuse in England and Wales overview: November 2020
ONS	Earnings and hours worked, place of residence by local authority: ASHE Table 8
ONS	Energy Performance Certificate statistics for new and existing flats ad houses
ONS	Estimated proportion of dwellings with an Energy Performance Certificate by main fuel type or method of heating used in central heating
ONS	Exploring the UK's digital divide.
ONS	House price to workplace
ONS	Living longer: caring in later working life
ONS	Personal and economic well
ONS	Population Projections
ONS	Smoking habits in the UK and its constituent countries
ONS	Domestic abuse in England and Wales
Patient Info	Will having a child affect my career?
Princes Trust and the Learning and Work Institute	Facing the Future: Employment prospects for young people after Coronavirus
Public Health England	Excess weight and COVID-19
Public Health Wales	Adolescents using alcohol
Public Health Wales	Adolescents who smoke

Public Health Wales	Adverse Childhood Experiences and their association with chronic disease and health service use in the Welsh adult population.
Public Health Wales	Alcohol and Drug Misuse Desktop Health Needs Assessment for Hywel Dda University Health Board.
Public Health Wales	Alcohol specific admissions European age-standardised rates, persons, Hywel Dda Local Authorities
Public Health Wales	Decayed, missing or filled teeth
Public Health Wales	How are we doing in Wales?
Public Health Wales	Long COVID (Post COVID-19 Syndrome)
Public Health Wales	Percentage of children, aged 4 to 5 years who are overweight or obese, trends over the previous 6 years in Ceredigion and Wales, Child Measurement Programme for Wales, 2012/13
Public Health Wales	The case for action on obesity in Wales, 2018
Public Health Wales	Voices of Carers during the COVID
Public Health Wales	Wales faces unprecedented triple challenge to health and wellbeing
Public Health Wales & NHS Wales	Vaccine Uptake in Children in Wales COVER Annual Report (2018,2019,2020,2021)
Public Health Wales NHS Trust	Uncharted Territory Review
Public Health Wales Observatory	Adults drinking above guidelines, age-standardised percentage, persons aged 16+
SAGE	Digital by Default' and the 'hard to reach': Exploring solutions to digital exclusion in remote rural areas.
School Health Research Network Student Health and Wellbeing Survey	Various indicators
Science Direct	The impact of COVID-19 on pregnant women's experiences and perceptions of antenatal maternity care, social support, and stress reduction strategies
Social Care Data Wales	Conceptions, births and deaths
Sport Wales	School Sport Survey 2018
Sports Wales	Being Active: The benefits for all
Sport Wales	Welsh sport activity levels during the coronavirus pandemic
State Of Nature	State of Nature Report 2019
Stats Wales	Adult lifestyles by local authority and health board, 2021
Stats Wales	Annual Population Survey – Frequency of speaking Welsh by local authority and year
Stats Wales	Assistance for housing improvement by local authority area, activity and measure
Stats Wales	Children in need by local authority and category of need
Stats Wales	Children looked after at 31 March by local authority and location of placement
Stats Wales	Children looked after at 31 March by local authority, number of placements during year and measure
Stats Wales	Children on child protection register by local authority, category of abuse and age group
Stats Wales	Components of population change, by local authority and component
Stats Wales	Disabled facilities grants by local authority area and type of grant
Stats Wales	Key Stage 4 Interim Measures by FSM, from 2018/19
Stats Wales	Migration between Wales and the rest of the UK by local authority, flow, gender and age
Stats Wales	Migration between Wales and the rest of the UK by local authority, flow and period of change
Stats Wales	Number of children and young people who received counselling in Wales by School year age group, Year and Gender

Stats Wales	Number of pupils in primary, middle and secondary school classes by local authority and year group.
Stats Wales	Percentage change on local bus services in Great Britain country by year
Stats Wales	Percentage of local authority road network in poor condition by road type and year.
Stats Wales	Percentage of people satisfied with local area as a place to live by local authority
Stats Wales	Pupils taught Welsh as a first language in primary, middle and secondary schools in year groups 1
Stats Wales	Recorded fly
Stats Wales	Reports of Special Educational Needs (SEN) by local authority and type of need.
Stats Wales	Schools by local authority, region and Welsh medium type.
Stats Wales	Types of alleged abuse by local authority, measure and age of alleged victim
Stats Wales	Type of Agricultural Land (hectares) by Area, 2021
Stats Wales	Welsh language skills by local authority, gender and detailed age groups, 2011 Census
Stats Wales	Welsh Language skills by LSOA, 2011 Census
Stats Wales	Population projections by local authority and year
Stats Wales	Pupils eligible for free school meals by local authority, region and year
Stats Wales	Number of pupils taking free school meals on census day by local authority, region and year
Stockholm Environment Institute and GHS	Ecological and Carbon Footprints of Wales update to 2011
Sustainability	Older people's preferences for housing and environmental characteristics
Sustrans Cymru	Levelling Up Fund: Prospectus.
The Advisory, Conciliation and Arbitration Service	Over a third of businesses report that employee mental health support has got better since the start of the pandemic
The Times/Sunday Times	Good University Guide
The Trussell Trust	Various statistics
UK Government	An Update on Rural Connectivity: Government Response to the Committee's Seventeenth Report of Session 2017
UK Government	EU Settlement Scheme Statistics'
UK Parliament	Paternity Leave
Victim Support	Figures reveal a stark increase in the number of people seeking support for hate crime.
Wales Biodiversity Partnership	Various online resources
Wales Centre for Public Policy	The education response to Coronavirus: Implications for schools in Wales
Wales Centre for Public Policy	Well-being briefing papers on COVID and Brexit, Cultural Well-being, and Equalities Well-being
Welsh Government	A family guide to talking about screen time
Welsh Government	All Wales Breastfeeding Five Year Action Plan 2019
Welsh Government	All Wales Plan 2021-25: Working Together to Reach Net Zero
Welsh Government	All Wales Community Pathway for Long COVID
Welsh Government	Brexit and our land securing the future of Welsh farming, 2018
	Brexit and our land securing the future of Welsh farming – our response, 2021
Welsh Government	Creating a balance between 'Family Time' and 'Screen Time'
Welsh Government	Electric Vehicle Charging Strategy for Wales, 2020
Welsh Government	Energy Generation in Wales 2018
Welsh Government	Examination results in schools in Wales, 2018/19.

Welsh Government	Flying Start Summary Statistics
Welsh Government	Healthy Weight: Healthy Wales
Welsh Government	Labour Market Statistics for Households
Welsh Government	Local Area Summary Statistics Ceredigion, 2014
Welsh Government	Mobility in Wales: Background report for Llwybr Newydd
Welsh Government	Parenting in Wales: Guidance on engagement and support. 2017.
Welsh Government	Remote working
Welsh Government	Substance Misuse deliver plan 2019 to 2022
Welsh Government	Strategic Equality Plan 2020-24: Equality Aims, Objectives and Actions.
Welsh Government	The Future Generations Report 2020: Chapter 3: A Wales of Cohesive Communities
Welsh Government	Llwybr Newydd: the Wales Transport Strategy 2021
Welsh Government	What factors are linked to people speaking the Welsh language?
Welsh Government	Well-being of Wales: 2021
Welsh Government	Welsh Index of Multiple Deprivation, 2019
Welsh Parliament Equality and Social Justice Committee	Minding the future: The childcare barrier facing working parents 2021
West Wales Care Partnership	Carers statistics
West Wales Care Partnership	Older People statistics
West Wales Care Partnership	West Wales Population Assessment
WIMD (Welsh Index of Multiple Deprivation)	Various statistics used
WWF	UK is keen to be green according to the largest ever analysis of consumers' carbon footprints
Young Minds	Coronavirus Impact on young people with mental health needs.
Youth Justice Board	Proven offences by children

5: Data Gaps

The production of the assessment has highlighted some gaps in our evidence base, both locally and nationally, where we could benefit from further research and data. These are listed in the table below. The Ceredigion Public Services Board will continue to ensure that the assessment is updated, enhanced and data gaps filled, in order to continually improve and share our understanding of well-being in Ceredigion.

Life Stage / Chapter	Theme	Data Gap
Methodology	Impact of COVID-19 pandemic	The impacts of COVID-19 on well-being in Ceredigion are still being identified, and further research and data is needed to help identify the specific impacts and support the PSB identifying opportunities to better support well-being and priorities for improvement.
New Beginnings	Child immunisations	More recent data required regarding percentage of children up to date with immunisations by 4 years of age by MSOA's. Currently, the most recent data is as of 2012.
	Parental leave	Data required on the uptake of shared leave at a national level, and if possible at a local authority level.
Childhood	Adverse Childhood Experiences	More up to date data is required on Adverse Childhood Experiences, and in particular on the numbers and trends in young carers, to ensure that in the future services can be provided that focus on the issues affecting them.
	Time online and well-being outcomes	Little is known on a local level about the impact of children and young people's screen time and use of new technology, particularly in the wake of the COVID-19 pandemic. There are some concerns shared by both authorities and parents, and as this is likely to be a growing concern due to the proliferation of new technologies and social media platforms, research and data is needed to assist the Public Services Board.
Youth	Out and about as part of the community	The proportion of people attending or participating in arts, heritage and culture activities at least 3 times a year is needed by age group to help assess the trends in younger people's involvement in cultural activities.
	Feeling Safe	Whilst the perception of crime tends to be higher than the reality of crime, it's not entirely clear as to why the wider sense of 'feeling safe' emerged so often during the engagement. In order to fully understand this issue further research is needed.
	Starting Work	There is limited data on the average starting salary for graduates in Ceredigion. This is important for the county in understanding the "pull factors" that result in many younger people choosing to leave to pursue opportunities elsewhere in Wales or the UK.
Adulthood	Biodiversity loss and environmental health	Lack of quantifiable data on biodiversity loss or measures on environmental health impacts at a local and national level.
	Health for the future	More data is needed both nationally and locally on to support intersectional analysis.

	Adult Health	Although alcohol consumption is below average, it has been increasing and may have increased further during the COVID-19 pandemic. More up to date data is needed to assess the impact of the pandemic and the longer trends.
	Adult Health	The COVID-19 pandemic is likely to have affected the well-being and mental health of residents in Ceredigion. Updated data is required for Ceredigion to confirm whether this will unfold, as these findings will be critical in planning for the upsurge of psychological distress that has been predicted to hit mental health services.
	Environmental Issues	Up to date data is required on the ecological footprint of the county to truly assess the longer-term impacts.
	In-Work Poverty	We do not know for certain what the longer term impact of COVID-19 will be on in-work poverty in the county. As this is a key local and regional issue, further work is needed to monitor this impact going forward.
Older People	Suitable Accommodation	More robust data is required regarding the funding of care home residents, to help to assess the needs in the future, and in particular the proportion who are self-funded at a local level.

6: Glossary of Terms

Term	Definition
CAVO	The Ceredigion Association of Voluntary Organisations promotes & supports voluntary community action throughout the county of Ceredigion.
Community	A group of people living in the same place or having a particular characteristic in common.
Community Areas	The Community Areas used to assess well-being on a local community basis in the Assessment of Local Well-being were agreed with the Ceredigion Public Services Board in July 2021, and are based on the 9 Middle Layer Super Output Areas in the County.
DFES	Department for Education and Skills.
DPP	Dyfed Powys Police
DWP	Department for Work and Pensions
Free School Meals	Free School Meals are available to children whose family claim certain welfare benefits and financial support.
GCSE	General Certificate of Secondary Education
HDdUHB	Hywel Dda University Health Board
LAC	Looked After Children (LAC) are children who are cared for by the state
LSOA	Lower Layer Super Output Areas (LSOA) are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. LSOAs have an average population of 1500 people or 650 households.
MAWWFire	Mid and West Wales Fire and Rescue Service is responsible for providing public safety information, prevention and protection programmes, and emergency response cover for mid and west Wales.
MSOA	Middle Layer Super Output Areas (MSOA) are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. Middle Layer Super Output Areas. are built from groups of contiguous Lower Layer Super Output Areas. The minimum population is 5000 and the mean is 7200.
NEET	Not in Education, Employment or Training
NLW	The National Library of Wales, situated in Aberystwyth, is the national legal deposit library of Wales.
NRW	Natural Resources Wales (NRW) is the organisation responsible for the work carried out by the three former organisations, the Countryside Council for Wales, Environment Agency Wales and Forestry Commission Wales. It is also responsible for some functions previously undertaken by Welsh Government. NRW's purpose is to pursue sustainable management of natural resources.
One Voice Wales	One Voice Wales is the principal organisation for community and town councils in Wales, providing a strong voice representing the councils' interests and a range of high quality services to support their work.

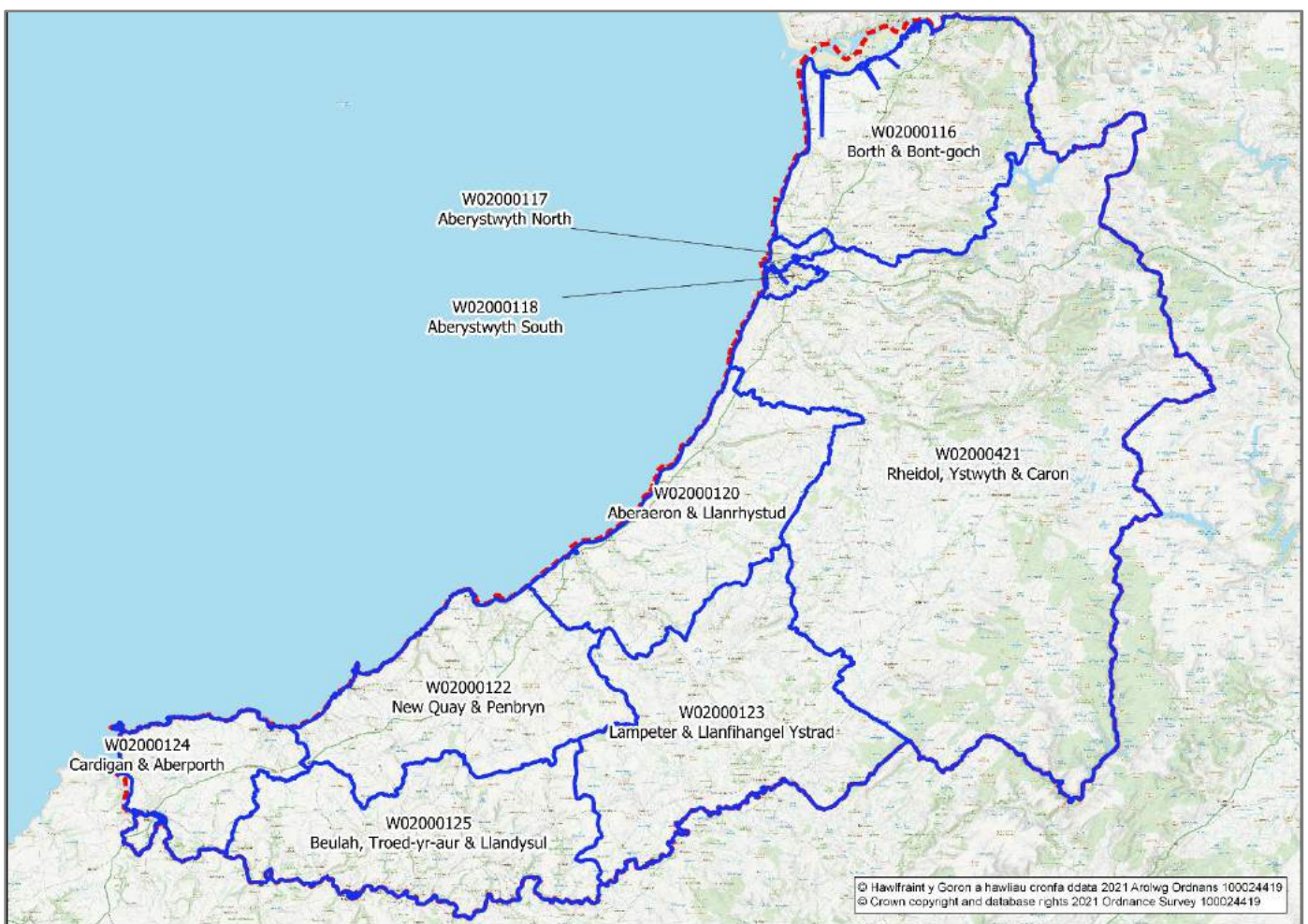
PHW	Public Health Wales (PHW) is the national public health agency in Wales and exists to protect and improve health and wellbeing and reduce health inequalities for people in Wales.
PSB	Public Services Board (PSB) was established by the Well-Being of Future Generations Act Wales 2016 and brings together all public services in the local authority area. The PSB has a collectively responsibility for improving social, economic, environmental and cultural well-being of the area for now and future generations
SHRN	The School Health Research Network (SHRN) is a network of Welsh secondary schools who have joined with researchers and organisations that support young people's health to improve the health and wellbeing of young people by increasing the quality, quantity and relevance of school-based health improvement research in Wales.
SMD	The Social Media Disorder Scale is a short and simple scale to diagnose a disorder in social media use.
Three Horizons Toolkit	The Three Horizons Toolkit is a framework that helps people and groups think and plan for the longer term rather than being so stuck in the immediate situation. It achieves this by keeping a clear vision and taking future trends into account, and this model was used during our engagement events with stakeholders during the summer of 2021.
UNICEF	UNICEF protects the rights of every child in the world.
USOA	Upper Super Output Area's (USOA) are geographical areas with an average population of 32,000 people
WCPP	The Wales Centre for Public Policy works to address key economic and societal challenges through the use of evidence.
Well-being of Future Generations (Wales) Act 2015	The Well-being of Future Generations Act is about improving the social, economic, environmental and cultural well-being of Wales. It requires public bodies think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. The aim is to help create the Ceredigion and Wales that we all want to live in, now and in the future.
WHO	The World Health Organisation (WHO) works side by side with governments and other partners across the world to ensure the highest attainable level of health for all people
WIMD	Wales Index of Multiple Deprivation (WIMD) is the official measure of relative deprivation for small areas in Wales. It is designed to identify those small areas where there are the highest concentrations of several different types of deprivation

7: Community Areas in Ceredigion

The Statutory Guidance ‘Shared Purpose: Shared Future’ requires PSBs to identify geographic Community Areas which comprise of the Board’s entire area for the purpose of producing the Assessment of Local Well-being. In preparation for this Assessment, a number of different options were considered to determine the geography level required to allow for a meaningful analysis at community level. This decision was based on knowledge of Ceredigion’s unique landscape and rich social and cultural history.

Ceredigion’s Public Services Board considered seven different geographies, including Census Output Areas, Local GP Areas and Ceredigion’s Six Town Areas. A detailed report titled “**Identifying Community Areas in Ceredigion**” on the options was considered at the Ceredigion PSB meeting on 12th July 2021, where the nine Middle Super Output Areas (MSOAs) were agreed as the lower level areas that reflect the economic, social and cultural differences across the county, along with providing comparable statistical information to a lower geographical level. The nine Community Areas used throughout this Assessment are shown in the map below.

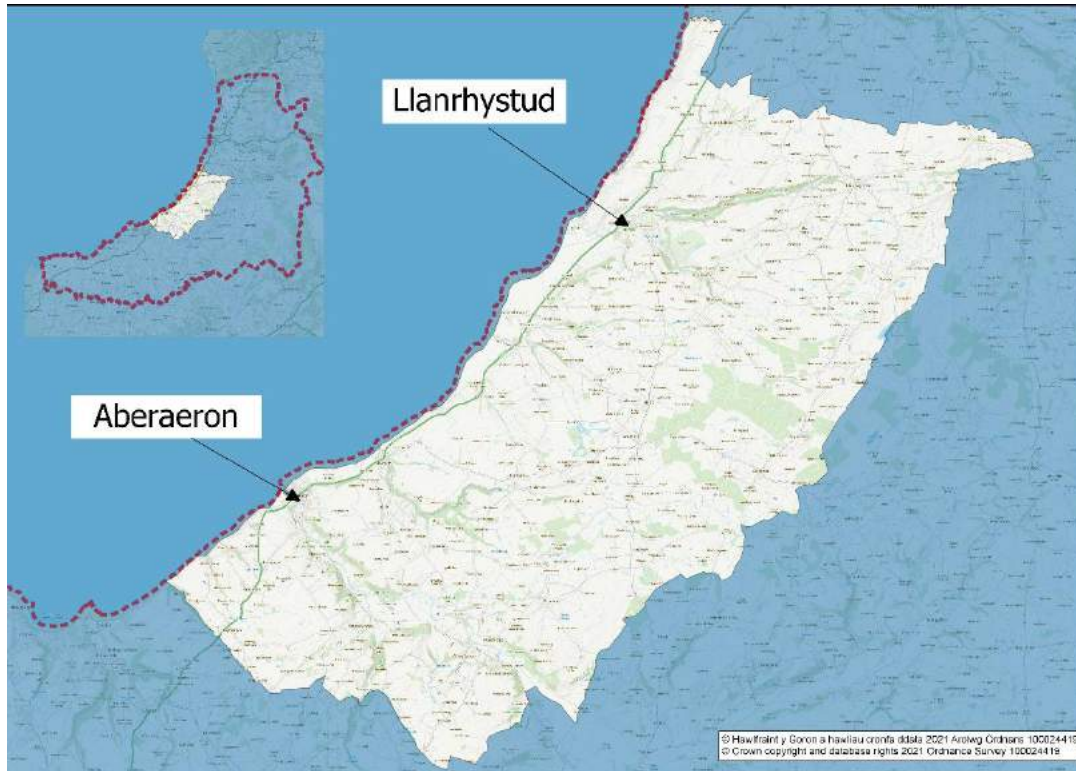
Community Areas of Ceredigion based on the nine Middle layer Super Output Area geography



8: Community Area Profiles

- 8.1 Aberaeron & Llanrhystud
- 8.2 Aberystwyth North
- 8.3 Aberystwyth South
- 8.4 Beulah, Troed-yr-aur & Llandysul
- 8.5 Borth & Bont-goch
- 8.6 Cardigan & Aberporth
- 8.7 Lampeter & Llanfihangel Ystrad
- 8.8 New Quay & Penbryn
- 8.9 Rheidol, Ystwyth & Caron
- 8.10 Ceredigion

Aberaeron & Llanrhystud



! Key Headlines

Highest percentage of Welsh speakers.

55.1%

32.1%

Highest percentage 65+ population.

Second lowest percentage of obese children.

7.4%

39%

Highest percentage of poor quality housing in Ceredigion.

Second highest median household income.

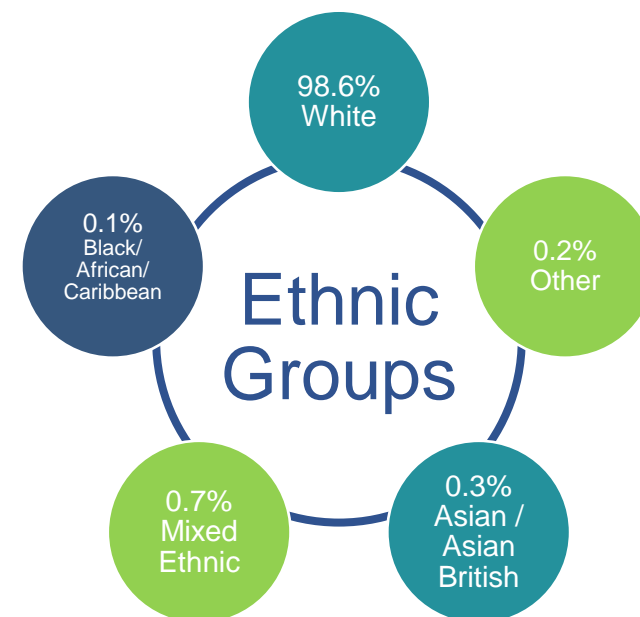
£30,820

The Aberaeron & Llanrhystud area runs along the very western side of Ceredigion and covers around 173.3km². The area includes one main town, Aberaeron, which is a very attractive popular sea side town. Aberaeron retains its Georgian character with brightly painted houses and includes 248 listed buildings, a focal point for the rural communities. The town offers many hospitality and tourism jobs and although much busier during the summer season, Aberaeron is a holiday destination all year round. To the north of Aberaeron lies Aberarth, Llanon and Llanrhystud, all seaside villages, characterised by pebble beaches and rocky, sea eroded platforms. This area forms part of the 60 mile Ceredigion Coast Path, which runs mostly along the top of soft cliffs on the coastal flats. Llanddeiniol and Llangwryfon are to the north of the area and are mostly made up of farm land with a lot of agricultural activities seen around this area. The A487 coast road is a vital road linking the south with the north and travels along the western boarder of the Aberaeron & Llanrhystud area.

Population Characteristics:

	Aberaeron & Llanrhystud		Ceredigion	Wales
Mid-year population 2012	7,317	9.6%	75,932	3,049,971
Mid-year population 2020	7,113	9.7%	72,895	3,169,586
Males	3,523	49.5%	36,262	1,563,524
Females	3,590	50.5%	36,633	1,606,062
Aged 0-15	981	13.8%	10,774	562,730
Aged 16-64	3,846	54.1%	43,453	1,938,266
Aged 65+	2,286	32.1%	18,668	668,590
Speak Welsh	3,941	55.1%	47.3%	19%
No Skills in Welsh	2,518	35.2%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



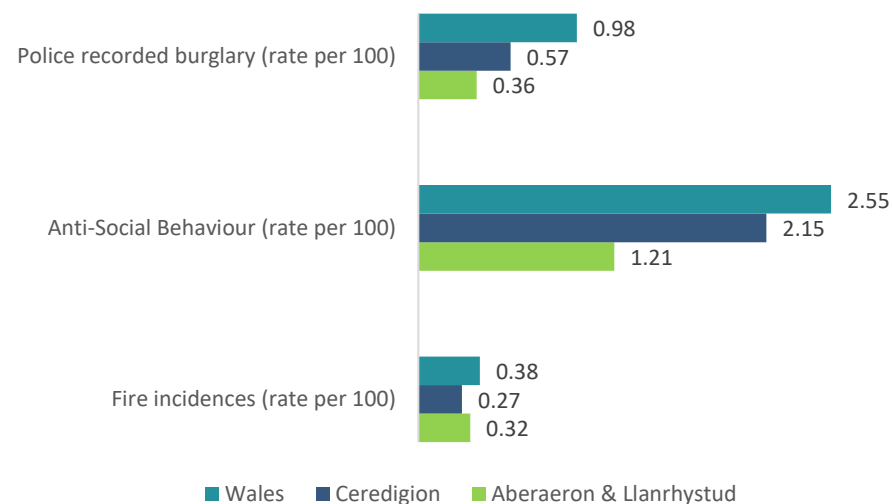
Source: Census 2011

Health:

	Aberaeron & Llanrhystud	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	13.6	12.7	14.3
Limiting long-term illness (rate per 100)	19.9	20.0	22.7
Premature death (rate per 100,000)	315.5	322.4	382.4
GP-recorded mental health condition (rate per 100)	21.6	19.9	23.2
Cancer incidence (per 100,000)	496.3	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	4.3	4.8	5.5
Children aged 4-5 who are obese (%)	7.4	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
78 (minutes)

Average public return travel time to a GP surgery

95 (minutes)



Unavailability of broadband at 30Mb/s
21.4%

Source: WIMD 2019

Physical Environment:

	Aberaeron & Llanrhystud	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	612	914	432
Percentage of addresses with private outdoor space	88%	88%	91%
Households at risk of flooding score	19.1	22.5	-

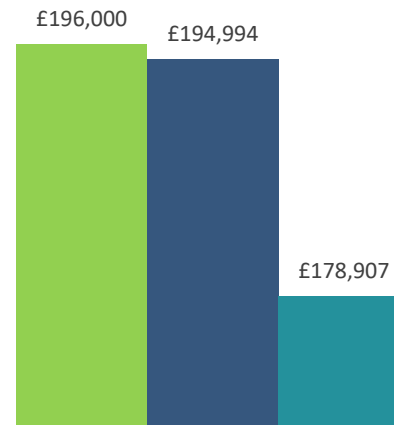
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

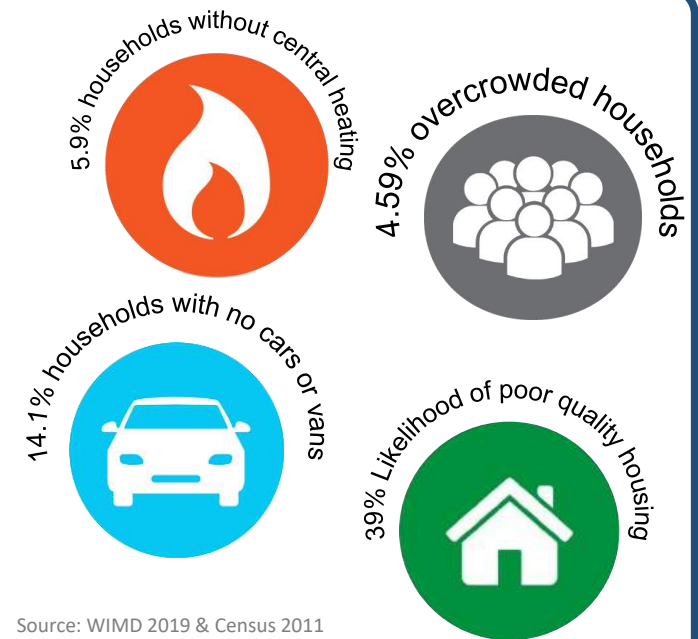
	Aberaeron & Llanrhystud		Ceredigion
	Number	%	
Total households	3,257	-	31,562
All one person households	1,061	32.6%	10,456
All households with dependent children	737	22.6%	7,203
All households aged 65+	934	28.7%	8,261
Average household size (persons)	2.3	-	2.3

Source: Census 2011

Average House Prices:



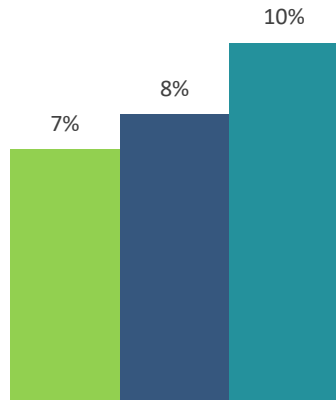
■ Aberaeron & Llanrhystud ■ Ceredigion ■ Wales
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

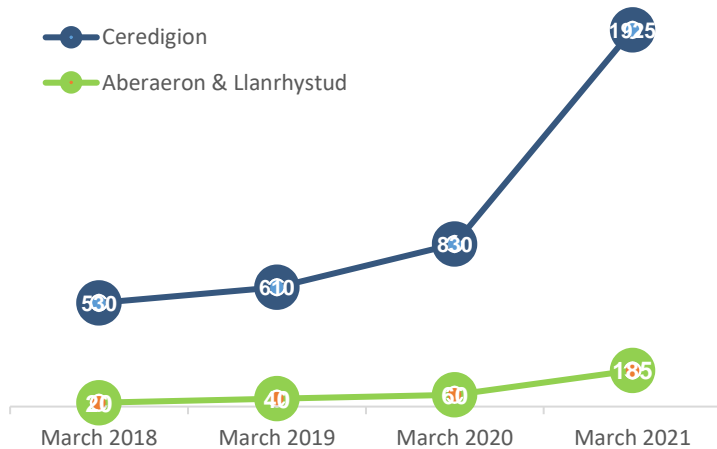
% of working-age people in employment deprivation:



■ Aberaeron & Llanrhystud ■ Ceredigion ■ Wales

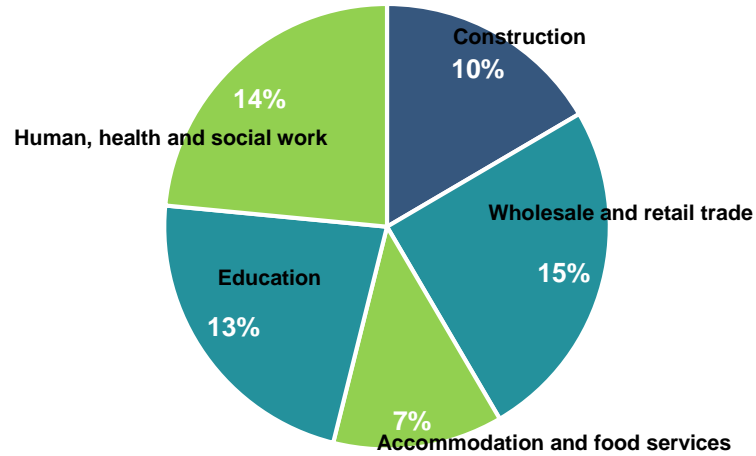
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
14.4%

Key Stage 4 leavers entering Higher Education



33.5%

	Aberaeron & Llanrhystud	Ceredigion	Wales
Economically Active	3,562 66.2%	61.1%	65.8%
Economically Inactive	1,822 33.8%	38.9%	34.2%

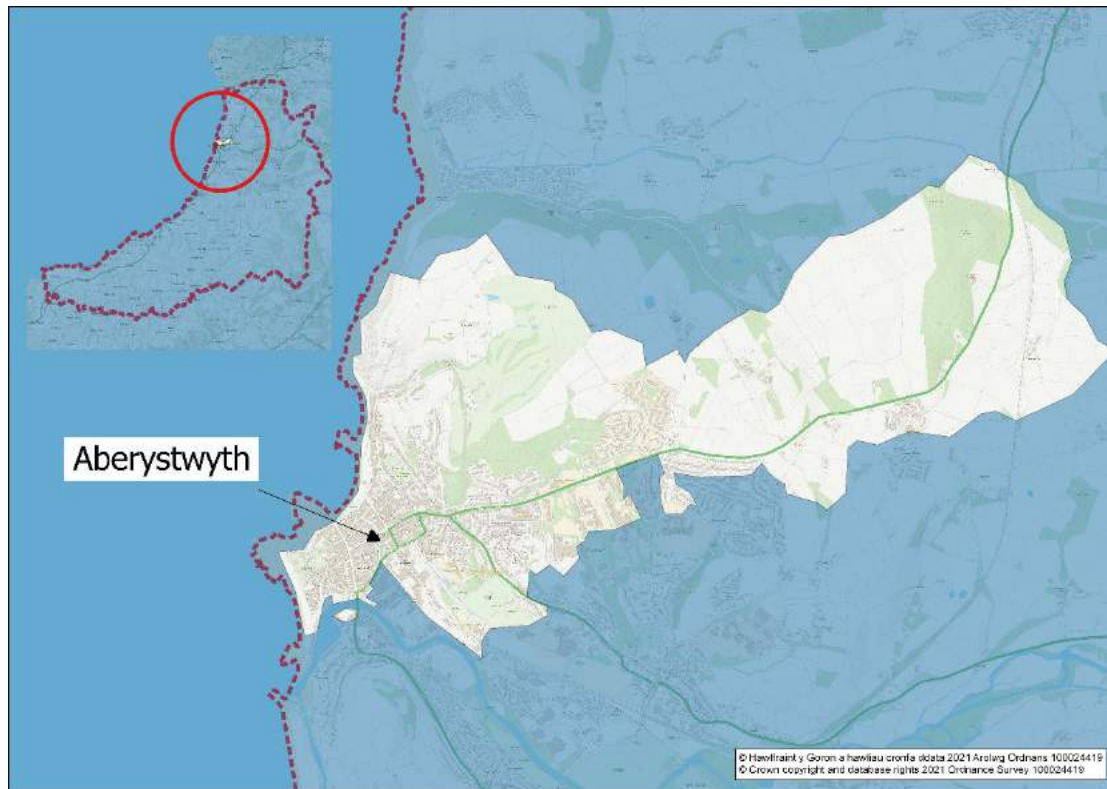
Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021

Aberystwyth North



! Key Headlines

Lowest median income in Ceredigion. **£23,042**

37.8%

Highest percentage of people living in poverty.

Lowest percentage of people in income deprivation. **6%**

9.5%

Lowest percentage of 65+ population.

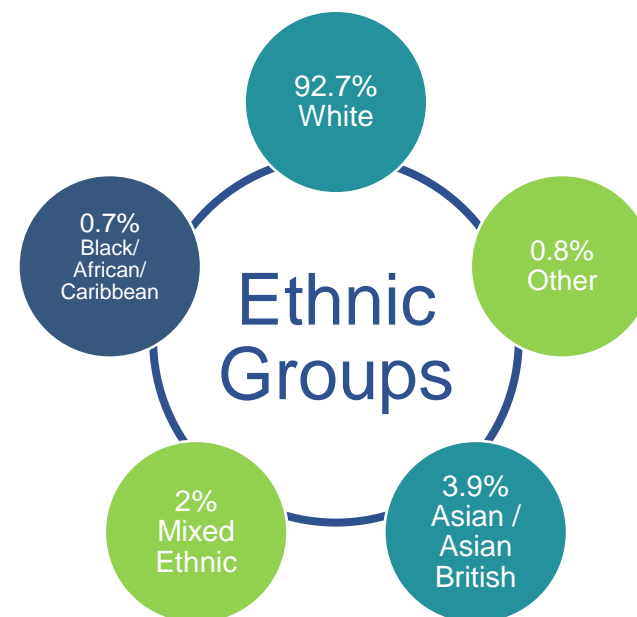
High rates of crime relating to drug offences. **12.7** per 100 population

Aberystwyth North is situated on Ceredigion's north-western coast and covers approximately 5.7km² of the county. Aberystwyth north includes part of the largest town in Ceredigion, Aberystwyth. The area is attractive and has a historic and cultural character of national importance. It serves an extensive rural area but also benefits from an established tourist trade and large student population. This area is home to Aberystwyth North's Beach, Constitution Hill and the Cliff Railway, considerable assets in terms of recreation and tourism. Aberystwyth North is an important administrative educational centre, being home to a number of institutions of local and national importance including Aberystwyth University, the National Library of Wales, Aberystwyth Arts Centre and Bronglais District Hospital. The area also includes a part of the Waunfawr community, which is within the Faenor Ward. Waunfawr is an attractive place to live due to its close proximity to the University, Comprehensive School and local amenities. The community offers a relatively wide range of employment opportunities within the private and public sector, such as, retail, light manufacturing, catering, health trusts and the University.

Population Characteristics:

	Aberystwyth North	Ceredigion	Wales	
Mid-year population 2012	10,351	16.6%	75,932	3,049,971
Mid-year population 2020	9,001	12.3%	72,895	3,169,586
Males	4,819	53.5%	36,262	1,563,524
Females	4,182	46.5%	36,633	1,606,062
Aged 0-15	624	6.9%	10,774	562,730
Aged 16-64	7,520	83.5%	43,453	1,938,266
Aged 65+	857	9.5%	18,668	668,590
Speak Welsh	2,706	27.4%	47.3%	19%
No Skills in Welsh	6,377	64.5%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



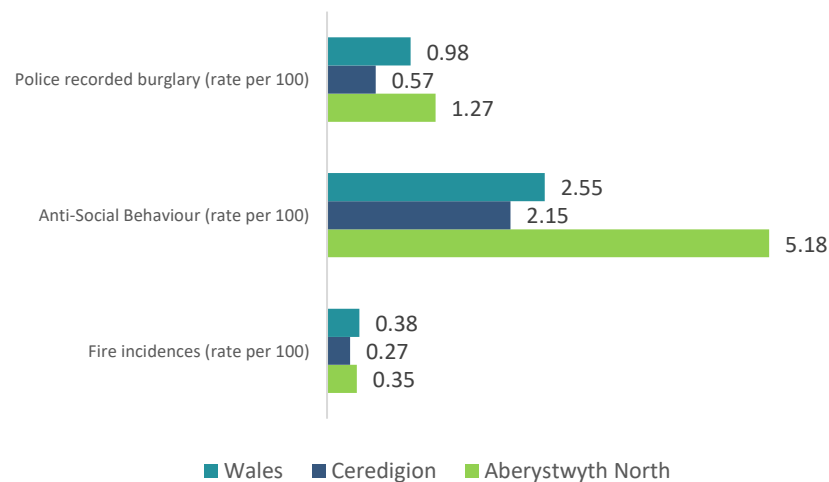
Source: Census 2011

Health:

	Aberystwyth North	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	13.0	12.7	14.3
Limiting long-term illness (rate per 100)	19.2	20.0	22.7
Premature death (rate per 100,000)	371.7	322.4	382.4
GP-recorded mental health condition (rate per 100)	21.4	19.9	23.2
Cancer incidence (per 100,000)	581.7	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	5.5	4.8	5.5
Children aged 4-5 who are obese (%)	7.3	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop

21 (minutes)

Average public return travel time to a GP surgery

23 (minutes)



Unavailability of broadband at 30Mb/s

9.4%

Source: WIMD 2019

Physical Environment:

	Aberystwyth North	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	579	914	432
Percentage of addresses with private outdoor space	78%	88%	91%
Households at risk of flooding score	36.1	22.5	-

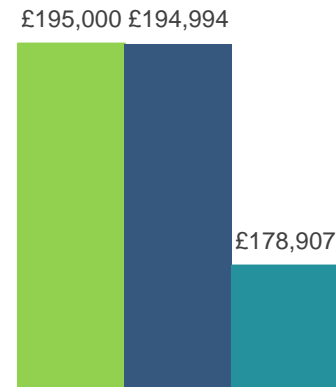
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

	Aberystwyth North		Ceredigion
	Number	%	
Total households	3,321	-	31,562
All one person households	1,378	41.5%	10,456
All households with dependent children	352	10.5%	7,203
All households aged 65+	562	16.9%	8,261
Average household size (persons)	2.3	-	2.3

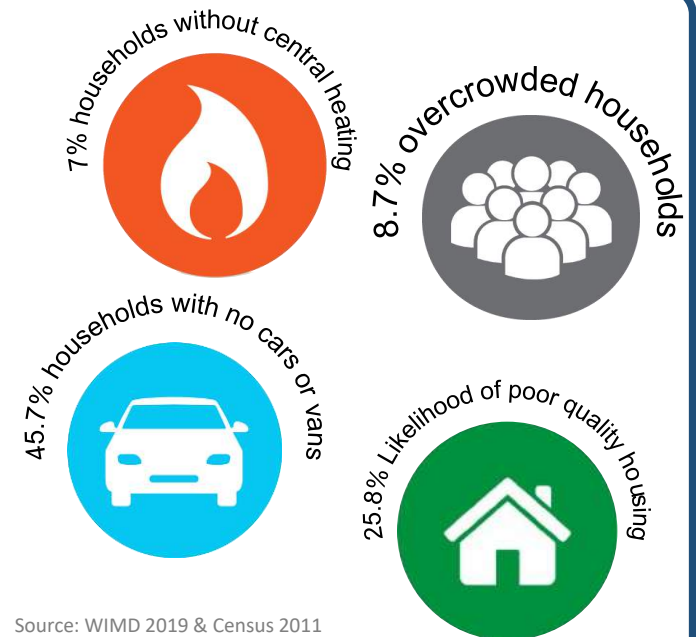
Source: Census 2011

Average House Prices:



■ Aberystwyth North ■ Ceredigion ■ Wales

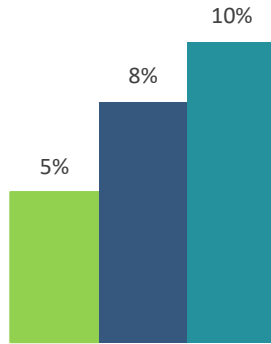
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

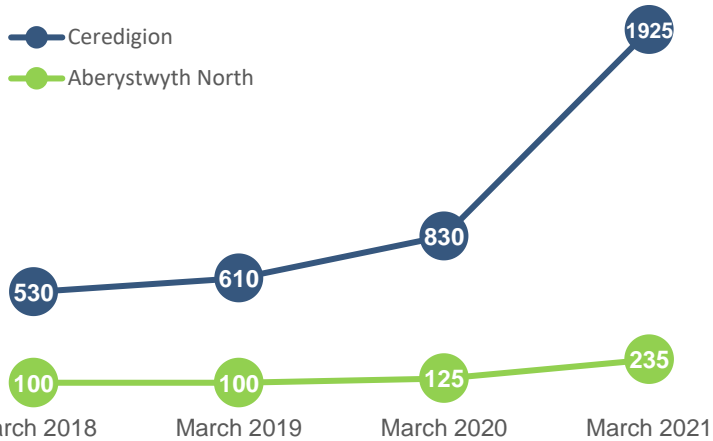
% of working-age people in employment deprivation:



■ Aberystwyth North ■ Ceredigion ■ Wales

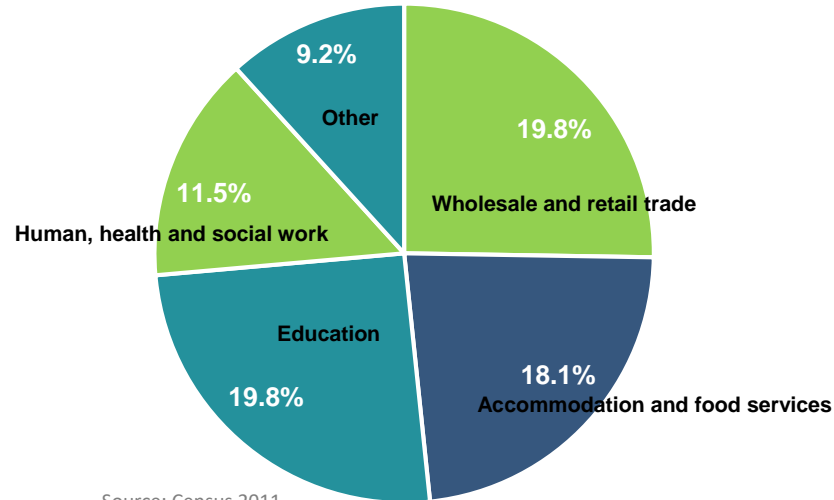
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
7.6%

Key Stage 4 leavers entering Higher Education



37.5%

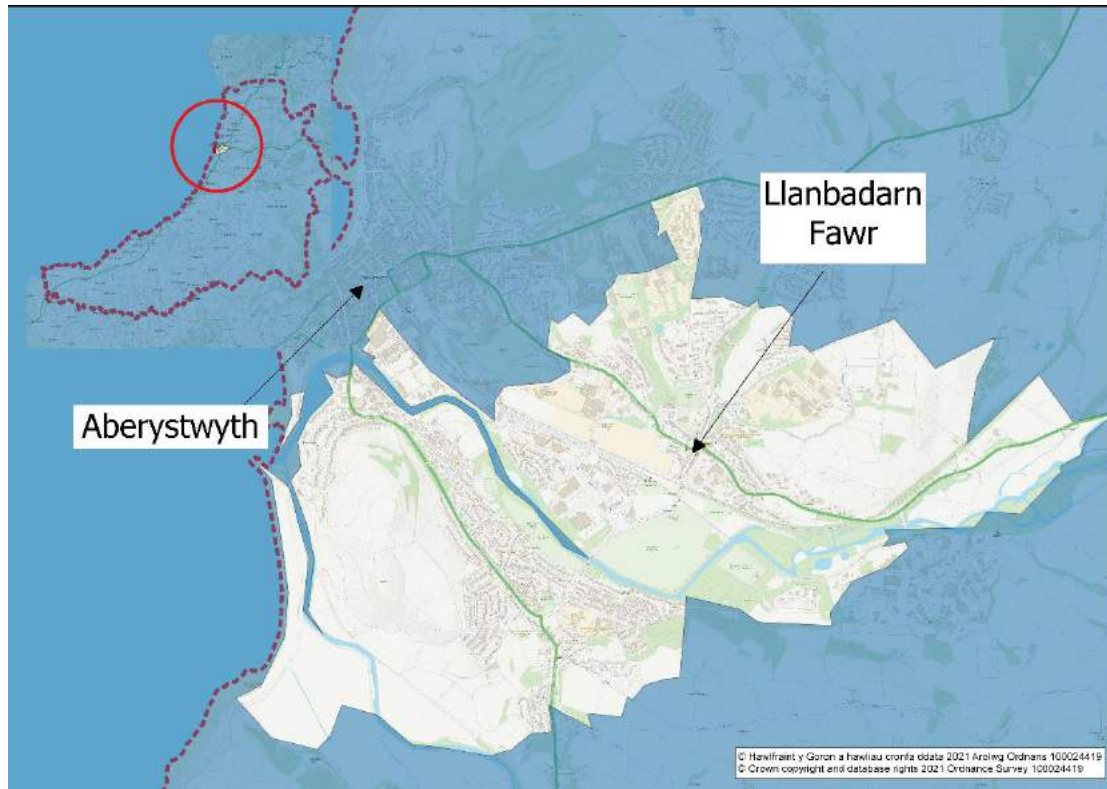
	Aberystwyth North	Ceredigion	Wales
Economically Active	4,068 45.5%	61.1%	65.8%
Economically Inactive	4,878 54.5%	38.9%	34.2%

Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021



! Key Headlines

Highest percentage of live single births less than 2.5kg.

5.9%

3.7%

Lowest percentage of unavailability of broadband at 30Mb/s.

Highest rates of violence against the person offences.

357 offences

23.6 per 100 population

Highest rates of GP-recorded mental health condition.

Lowest average distance to nearest Park, Public Garden or playing field.

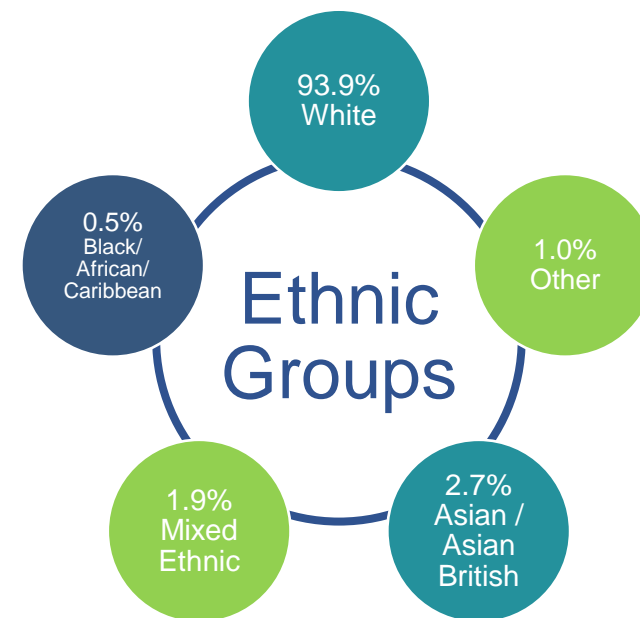
367m

Aberystwyth South is situated on Ceredigion's north-western coast and covers a fairly small area, of the county, around 5.9km². Aberystwyth South includes Penparcau, Llanbadarn Fawr, and a part of the Waunfawr settlement which are all largely built up areas classed as desirable places to live, due to their proximity to the town centre and education opportunities. There is one Welsh medium secondary school in the area and 3 primary schools. Aberystwyth University, Llanbadarn Campus is also situated within Aberystwyth South. Because of this, there are a significant amount of educational jobs in the area. The river Ystwyth reaches the sea at the very south of Aberystwyth South and the river Rheidol flows through the centre of the area, before reaching the sea towards the north. The area is also home to Pen Dinas which is a large hill upon which an extensive Iron Age Celtic hillfort of international significance is situated. The area surrounding and Pen Dinas itself offers many attractive walking opportunities and wildlife habitats, especially along the river, which attracts many to the area.

Population Characteristics:

	Aberystwyth South		Ceredigion		Wales
Mid-year population 2012	7,674	10.1%	75,932		3,049,971
Mid-year population 2020	6,629	9.1%	72,895		3,169,586
Males	3,276	49.4%	36,262		1,563,524
Females	3,353	50.6%	36,633		1,606,062
Aged 0-15	1,157	17.5%	10,774		562,730
Aged 16-64	4,297	64.8%	43,453		1,938,266
Aged 65+	1,175	17.7%	18,668		668,590
Speak Welsh	3,773	50.8%	47.3%		19%
No Skills in Welsh	2,792	37.6%	42.4%		73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



Source: Census 2011

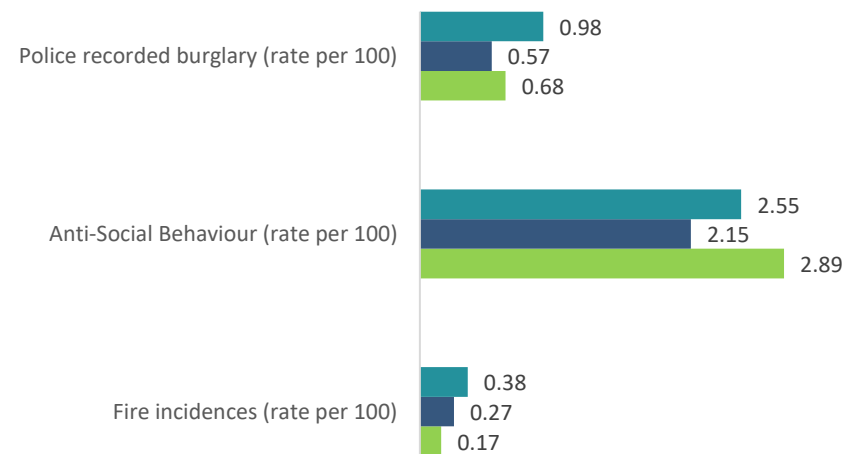
Health:

	Aberystwyth South	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	14.2	12.7	14.3
Limiting long-term illness (rate per 100)	21.6	20.0	22.7
Premature death (rate per 100,000)	366.4	322.4	382.4
GP-recorded mental health condition (rate per 100)	23.6	19.9	23.2
Cancer incidence (per 100,000)	617.8	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	5.9	4.8	5.5
Children aged 4-5 who are obese (%)	12.4	10.5	11.8

Source: WIMD 2019



Community Safety:



Source: WIMD 2019

■ Wales ■ Ceredigion ■ Aberystwyth South

Access to Services:



Average public return travel time to a food shop

24 (minutes)

Average public return travel time to a GP surgery

32 (minutes)



Unavailability of broadband at 30Mb/s

3.7%

Source: WIMD 2019

Physical Environment:

	Aberystwyth South	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	367	914	432
Percentage of addresses with private outdoor space	86%	88%	91%
Households at risk of flooding score	26.6	22.5	-

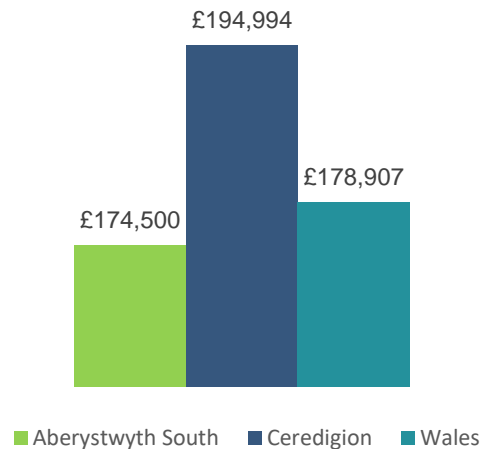
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

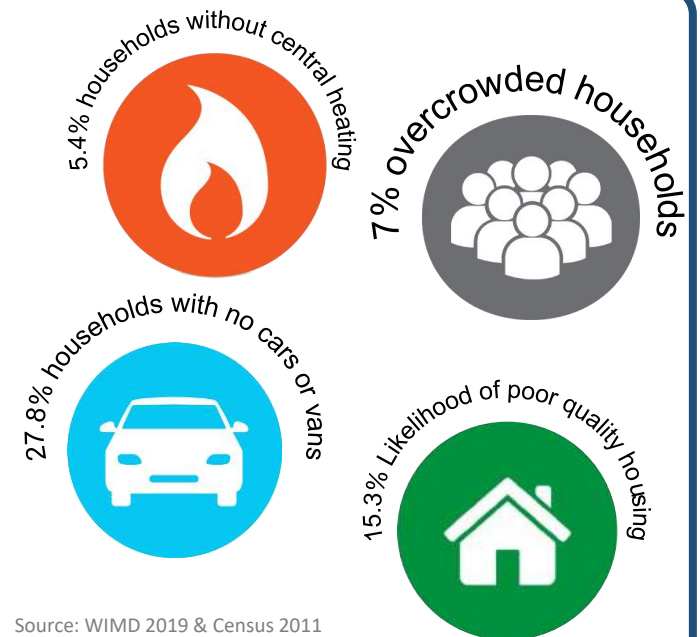
	Aberystwyth South		Ceredigion
	Number	%	
Total households	2,840	-	31,562
All one person households	933	32.9%	10,456
All households with dependent children	742	26.1%	7,203
All households aged 65+	620	21.8%	8,261
Average household size (persons)	2.3	-	2.3

Source: Census 2011

Average House Prices:



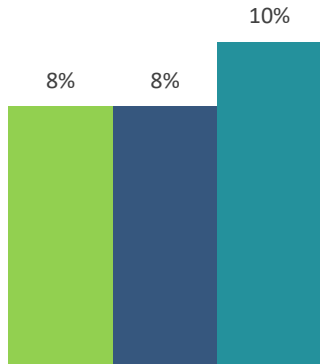
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

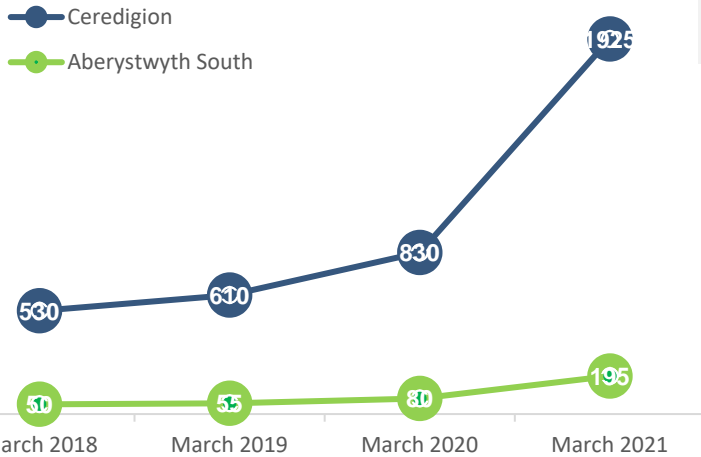
% of working-age people in employment deprivation:



■ Aberystwyth South ■ Ceredigion ■ Wales

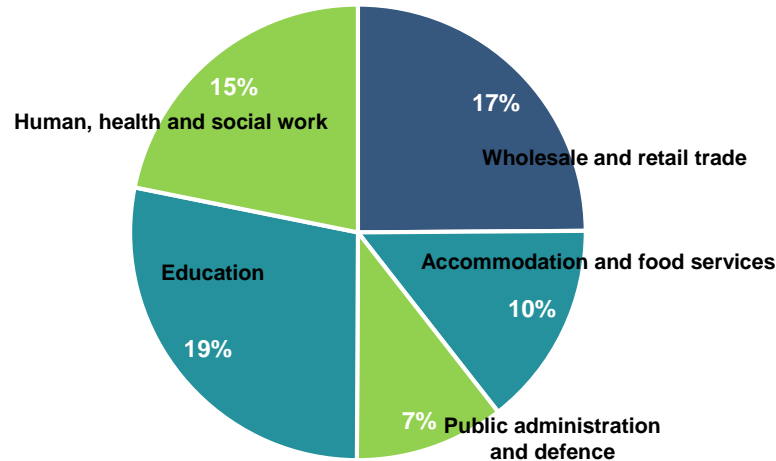
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
16%

Key Stage 4 leavers entering Higher Education

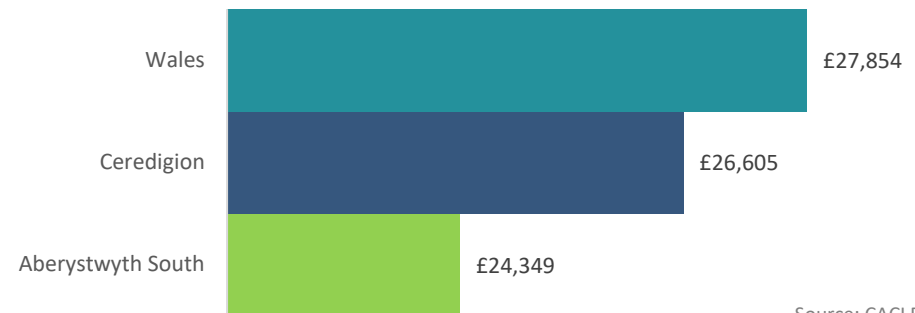
28.4%



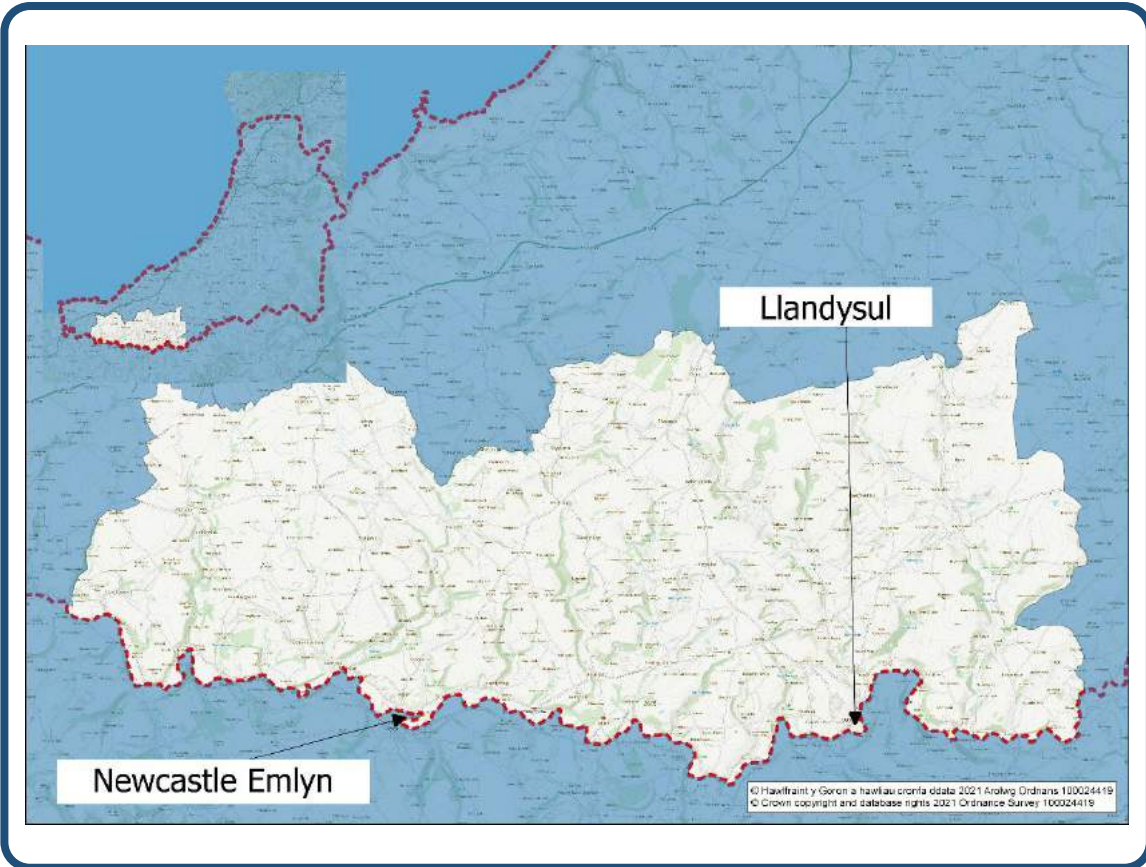
	Aberystwyth South	Ceredigion	Wales
Economically Active	3,522 58.0%	61.1%	65.8%
Economically Inactive	2,552 42.0%	38.9%	34.2%

Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021



! Key Headlines

Highest percentage of people that can speak, read and write Welsh. **45.9%**

140 minutes Average return travel time to sports facility highest in Ceredigion.

Lowest rate of police reported burglary in Ceredigion. **0.26 per 100 population**

13.8% Highest percentage of children aged 4-5 who are obese in Ceredigion.

Highest return travel time to a GP surgery in Ceredigion. **119 minutes**

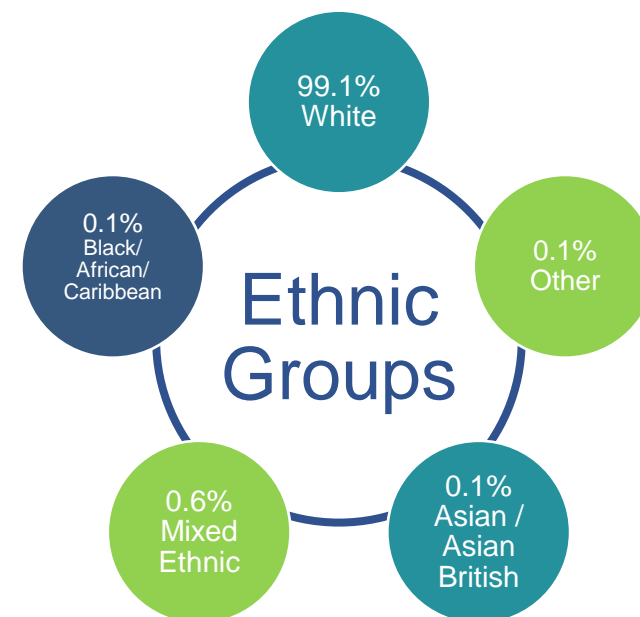
The Beulah, Troed-yr-aur & Llandysul area is home to one of Ceredigion's main towns, Llandysul and also includes part of Newcastle Emlyn. This community area is around 177.7km² and is situated to the south east of the county. The area is a largely rural area with fairly dispersed settlements. Ysgol Bro Teifi is situated within the area which is an 'all age school' educating pupils from ages 3 to 18 years old. The Gomer Press printing and publishing company is situated to the north of Llandysul, and this is the largest publishing house in Wales. A fair amount of its residents are employed in educational industries but human, health and social work along with wholesale and retail industries are the most popular.



Population Characteristics:

	Beulah, Troed-yr-aur & Llandysul		Ceredigion	Wales
Mid-year population 2012	7,380	9.7%	75,932	3,049,971
Mid-year population 2020	7,420	10.1%	72,895	3,169,586
Males	3,628	48.9%	36,262	1,563,524
Females	3,792	51.1%	36,633	1,606,062
Aged 0-15	1,103	14.9%	10,774	562,730
Aged 16-64	3,999	53.9%	43,453	1,938,266
Aged 65+	2,318	31.2%	18,668	668,590
Speak Welsh	3,988	54.6%	47.3%	19%
No Skills in Welsh	2,684	36.8%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



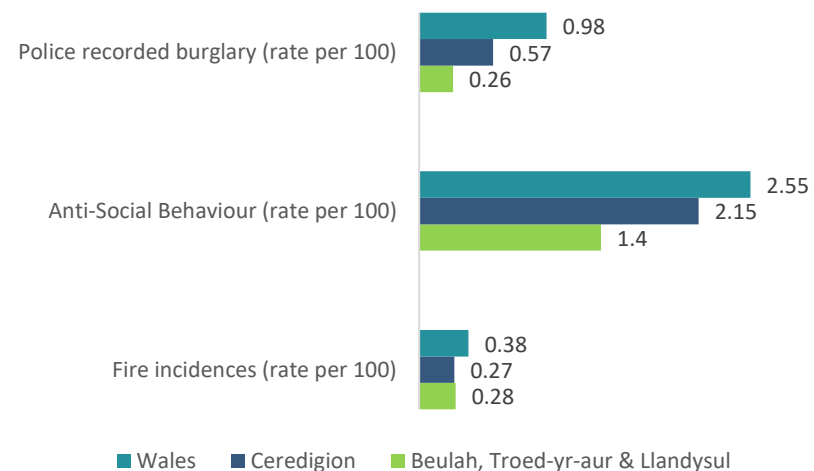
Source: Census 2011

Health:

	Beulah, Troed-yr-aur & Llandysul	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	12.4	12.7	14.3
Limiting long-term illness (rate per 100)	21.2	20.0	22.7
Premature death (rate per 100,000)	300.9	322.4	382.4
GP-recorded mental health condition (rate per 100)	19.9	19.9	23.2
Cancer incidence (per 100,000)	617.1	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	5.2	4.8	5.5
Children aged 4-5 who are obese (%)	13.8	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
98 (minutes)

Average public return travel time to a GP surgery

128 (minutes)



Unavailability of broadband at 30Mb/s
27.0%

Source: WIMD 2019

Physical Environment:

	Beulah, Troed-yr-aur & Llandysul	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	1114	914	432
Percentage of addresses with private outdoor space	91%	88%	91%
Households at risk of flooding score	11.5	22.5	-

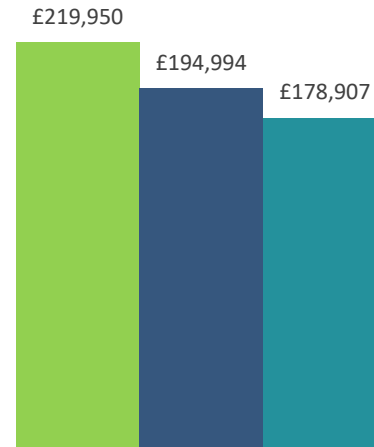
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

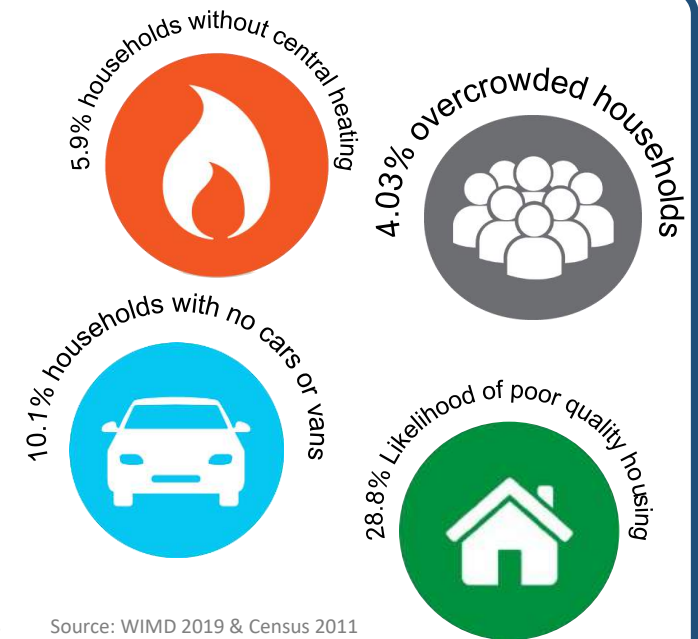
	Beulah, Troed-yr-aur & Llandysul		Ceredigion
	Number	%	
Total households	3,308	-	31,562
All one person households	1,032	31.2%	10,456
All households with dependent children	833	23.4%	7,203
All households aged 65+	916	27.8%	8,261
Average household size (persons)	2.3	-	2.3

Source: Census 2011

Average House Prices:



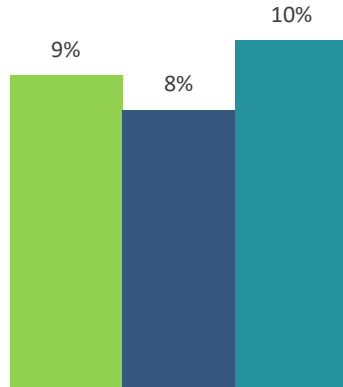
■ Beulah, Troed-yr-aur & Llandysul ■ Ceredigion ■ Wales
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

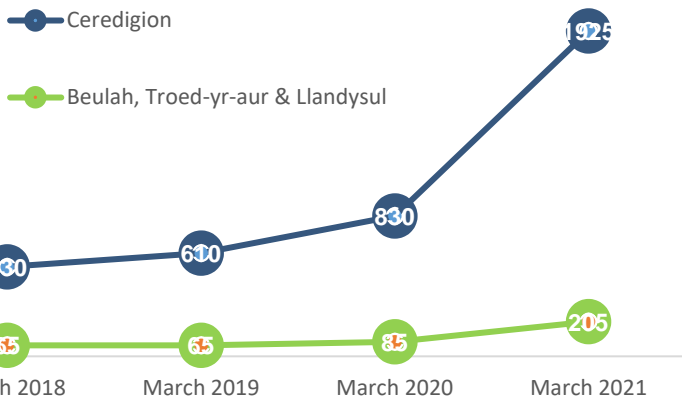
% of working-age people in employment deprivation:



■ Beulah, Troed-yr-aur & Llandysul ■ Ceredigion ■ Wales

Source: WIMD 2019

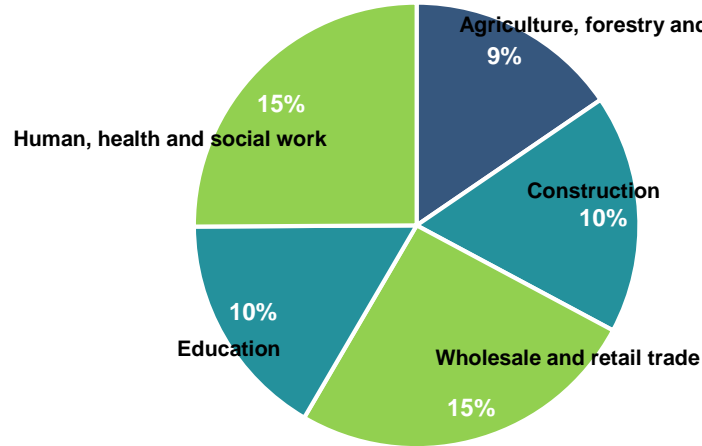
Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:

Source: WIMD 2019



Source: Census 2011.



Adults aged 25-64 with no qualifications
15.6%

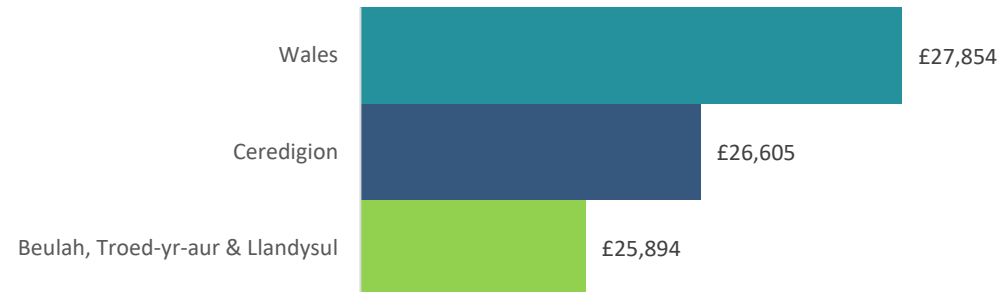
Key Stage 4 leavers entering Higher Education
29.2%



	Beulah, Troed-yr-aur & Llandysul	Ceredigion	Wales
Economically Active	3,460 62.7%	61.1%	65.8%
Economically Inactive	2,056 37.3%	38.9%	34.2%

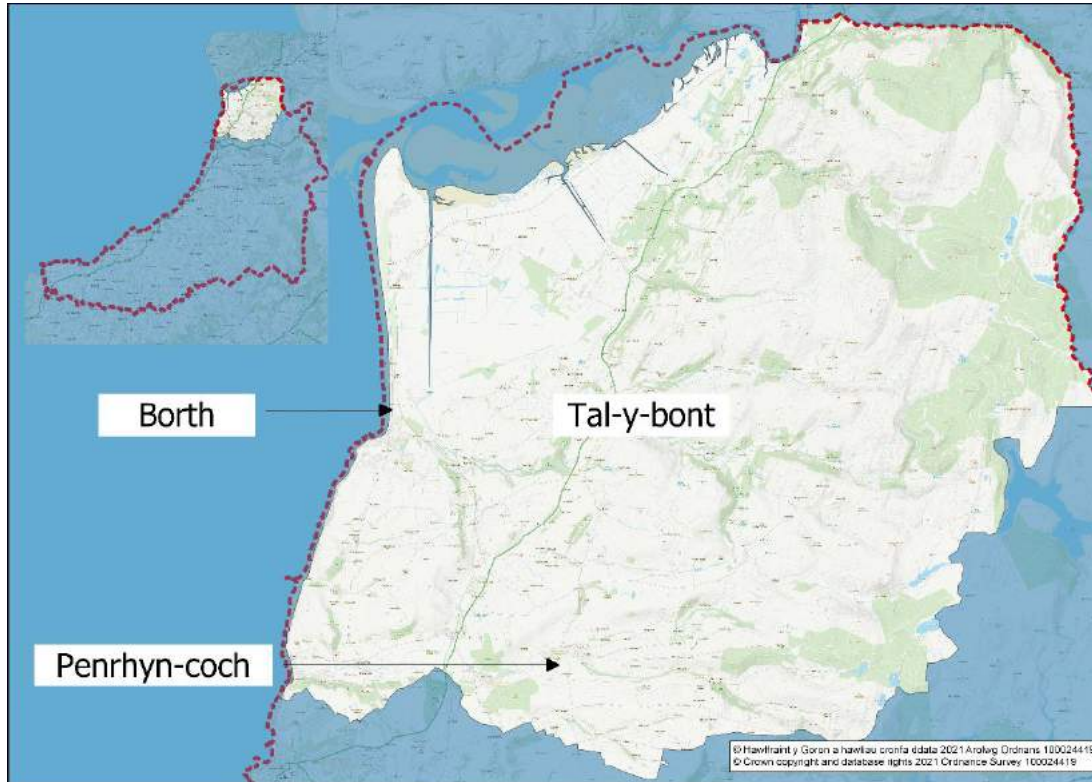
Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021

Borth & Bont-goch



! Key Headlines

Highest median incomes in Ceredigion.

£31,273

25.6%

Lowest percentage of people living in poverty.

Lowest rates of crime relating to drug offences.

1.1 per 100 population

3.1%

Lowest live single births less than 2.5kg.

Highest percentage of households with private outdoor space

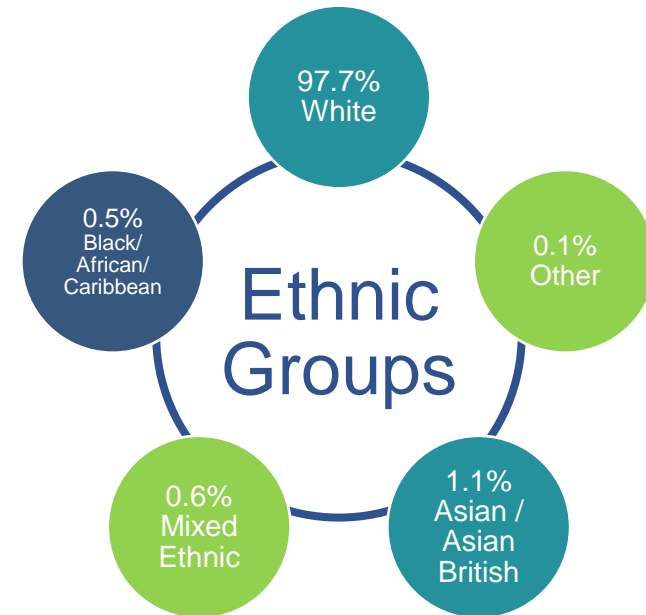
92%

Borth & Bont-goch is one of the largest community areas, covering around 195.5km² at the very north of the county. The area includes the town of Borth, a very popular tourist seaside town, situated to the West of the area. As a consequence, Borth offers many jobs in hospitality and accommodation. The village of Tal-y-bont lies almost centrally in the Borth and Bont-goch area, with neighbouring Bow Street and Llandre to the south and south west. These settlements are all popular living places, with Bow Street now having its own train station, connecting the area to Aberystwyth and the national train line. The east of the Borth and Bont-goch area is largely rural, with houses, mainly farms sparsely dispersed throughout. Many forestries are situated across the area, offering attractive walking spots. Ynyslas, part of the Dyfi National Nature Reserve, is situated at the very top of the Borth and Bont-goch area looks out at Aberdoverly and is home to the largest sand dunes in Ceredigion. The sand dunes are hot spots for a variety of wildlife, which attract visitors. The A487 runs straight through the middle of the area and is a key road, linking the south of the county with the north.

Population Characteristics:

	Borth & Bont-goch	Ceredigion	Wales	
Mid-year population 2012	7,582	10.0%	75,932	3,049,971
Mid-year population 2020	7,466	10.2%	72,895	3,169,586
Males	3,632	48.6%	36,262	1,563,524
Females	3,834	51.4%	36,633	1,606,062
Aged 0-15	1,232	16.5%	10,774	562,730
Aged 16-64	4,345	58.2%	43,453	1,938,266
Aged 65+	1,889	25.3%	18,668	668,590
Speak Welsh	3,773	50.8%	47.3%	19%
No Skills in Welsh	2,792	37.6%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



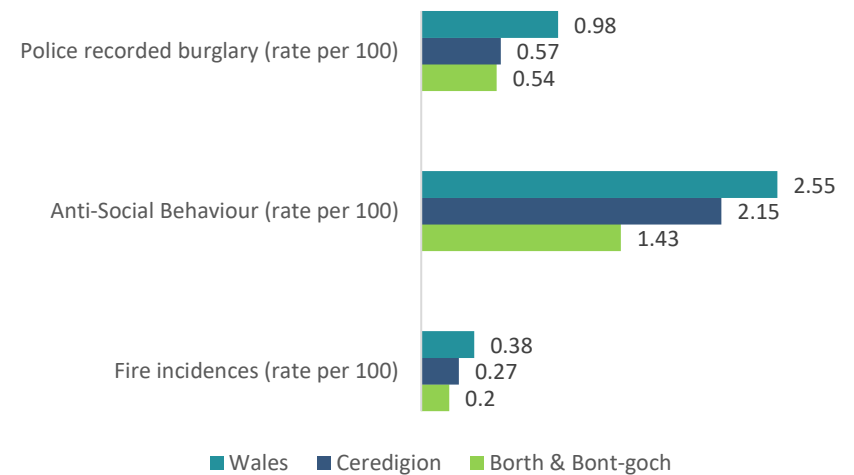
Source: Census 2011

Health:

	Borth & Bont-goch	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	12.9	12.7	14.3
Limiting long-term illness (rate per 100)	18.3	20.0	22.7
Premature death (rate per 100,000)	281.7	322.4	382.4
GP-recorded mental health condition (rate per 100)	20.8	19.9	23.2
Cancer incidence (per 100,000)	504.3	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	3.1	4.8	5.5
Children aged 4-5 who are obese (%)	11.5	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
42 (minutes)

Average public return travel time to a GP surgery

66 (minutes)



Unavailability of broadband at 30Mb/s
13.9%

Source: WIMD 2019

Physical Environment:

	Borth & Bont-goch	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	1571	914	432
Percentage of addresses with private outdoor space	92%	88%	91%
Households at risk of flooding score	25.9	22.5	-

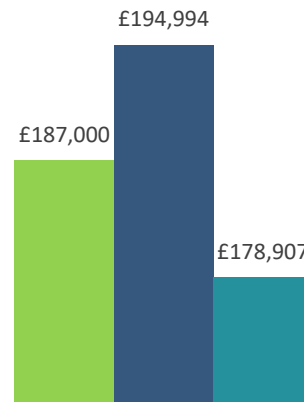
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

	Borth & Bont-goch		Ceredigion
	Number	%	
Total households	3,291	-	31,562
All one person households	1,009	30.7%	10,456
All households with dependent children	908	27.6%	7,203
All households aged 65+	784	23.8%	8,261
Average household size (persons)	2.3	-	2.3

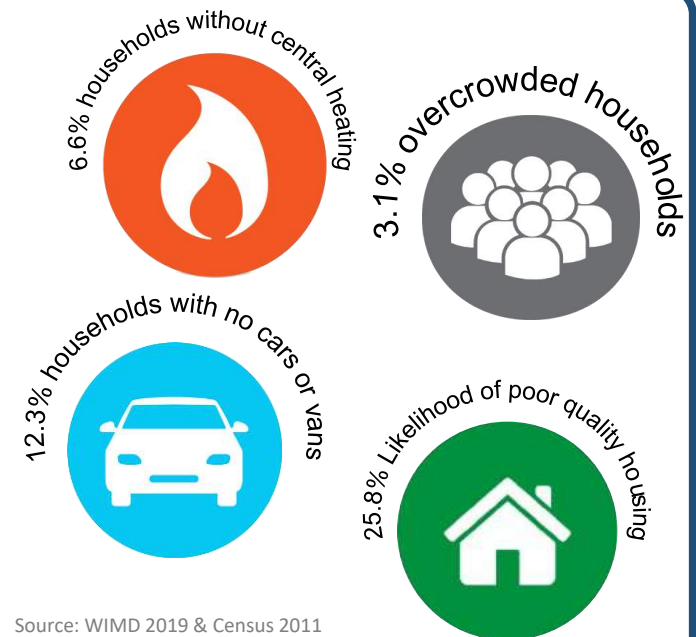
Source: Census 2011

Average House Prices:



■ Borth & Bont-goch ■ Ceredigion ■ Wales

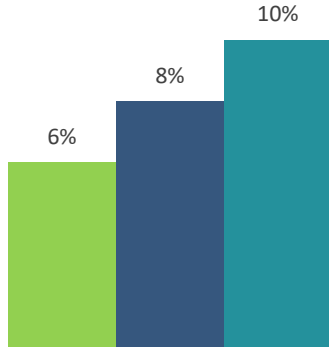
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

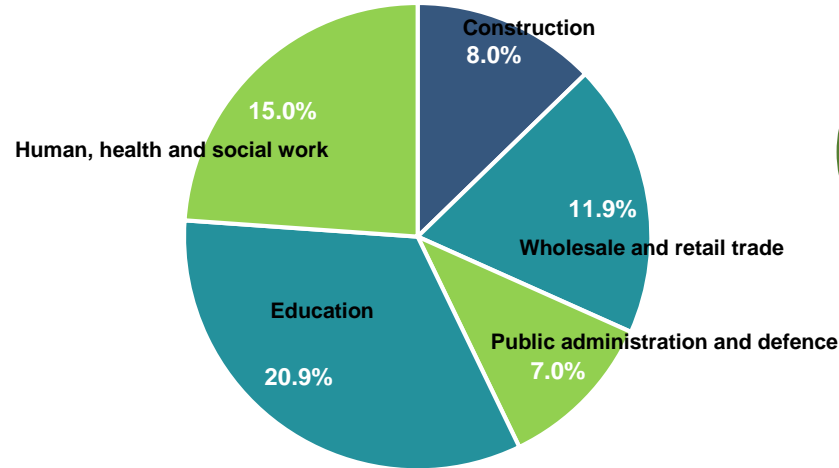
% of working-age people in employment deprivation:



■ Borth & Bont-goch ■ Ceredigion ■ Wales

Source: WIMD 2019

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
9.9%

Key Stage 4 leavers entering Higher Education



33%

Claimant Count:

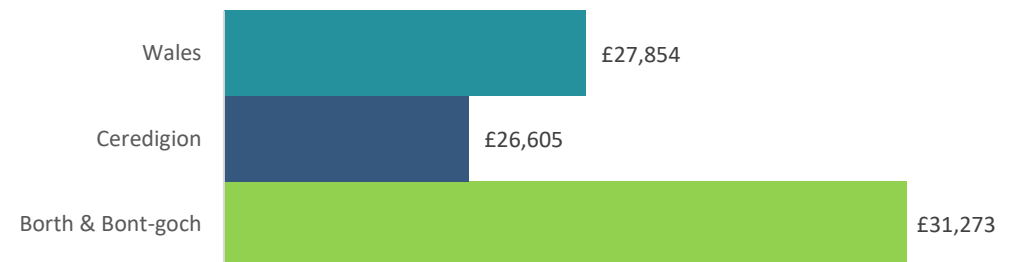


Source: ONS 2021

Source: ONS 2021

	Borth & Bont-goch	Ceredigion	Wales
Economically Active	3,899 69.9%	61.1%	65.8%
Economically Inactive	1,680 30.1%	38.9%	34.2%

Median Household Income:



Source: CACI Paycheck 2021

Cardigan & Aberporth



! Key Headlines

Highest percentage of population in income deprivation.

19%

240

Highest number of lone parent households with dependent children.

Highest rate of people with a limiting long-term illness.

22.8 per 100 population

38%

Highest percentage of one person households.

Lowest percentage of households without central heating.

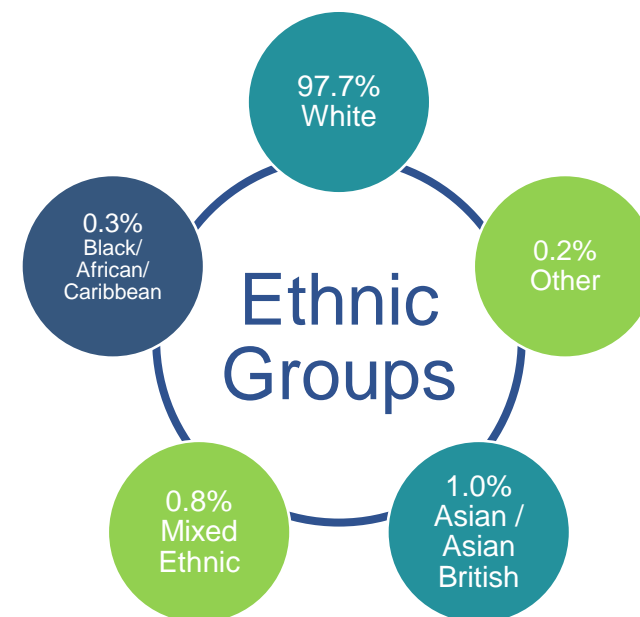
4.3%

The Cardigan and Aberporth area is situated at the very southern tip of Ceredigion and covers around 78.6km². Although the area is one of the smallest community areas in Ceredigion, it includes the second largest town in Ceredigion, Cardigan. It has a range of public and private sector employment opportunities and includes national health and further education institutions. It is well represented in the arts with the Theatre Mwldan and Small Worlds Theatre. Cardigan has a particular tourist appeal due to its built heritage spanning centuries of history and recently restored 12th Century Cardigan Castle. The area includes the Gwbert area, a very attractive area of Cardigan Bay that draws many tourists because of its popular walking spots and spectacular views. Aberporth lies to the north of the area and is another area that attracts many tourists and second home buyers. The western part of the area is largely made up of coastal cliffs and hills, home to many birds and other wildlife. The A487 runs through the area and is key to connecting north and south Wales. The A487 runs through the villages of Penparc and Blaenannerch.

Population Characteristics:

	Cardigan & Aberporth	Ceredigion	Wales	
Mid-year population 2012	8,801	11.6%	75,932	3,049,971
Mid-year population 2020	8,873	12.2%	72,895	3,169,586
Males	4,342	48.9%	36,262	1,563,524
Females	4,531	51.1%	36,633	1,606,062
Aged 0-15	1,422	16.0%	10,774	562,730
Aged 16-64	4,778	53.8%	43,453	1,938,266
Aged 65+	2,673	30.1%	18,668	668,590
Speak Welsh	4,456	52.0%	47.3%	19%
No Skills in Welsh	3,036	35.5%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



Source: Census 2011

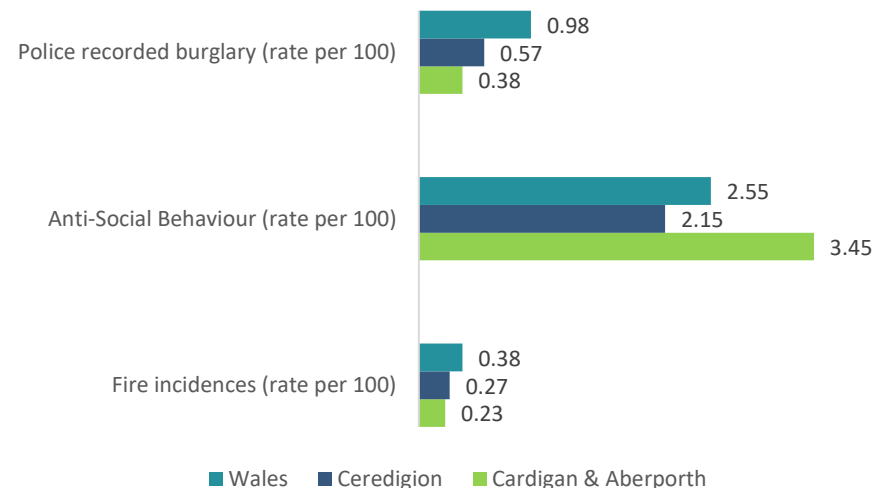
Health:

	Cardigan & Aberporth	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	12.6	12.7	14.3
Limiting long-term illness (rate per 100)	22.8	20.0	22.7
Premature death (rate per 100,000)	397.8	322.4	382.4
GP-recorded mental health condition (rate per 100)	18.4	19.9	23.2
Cancer incidence (per 100,000)	576.8	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	5.3	4.8	5.5
Children aged 4-5 who are obese (%)	11.1	10.5	11.8

Source: WIMD 2019



Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop

41 (minutes)

Average public return travel time to a GP surgery

61 (minutes)



Unavailability of broadband at 30Mb/s

9.5%

Source: WIMD 2019

Physical Environment:

	Cardigan & Aberporth	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	648	914	432
Percentage of addresses with private outdoor space	91%	88%	91%
Households at risk of flooding score	17.1	22.5	-

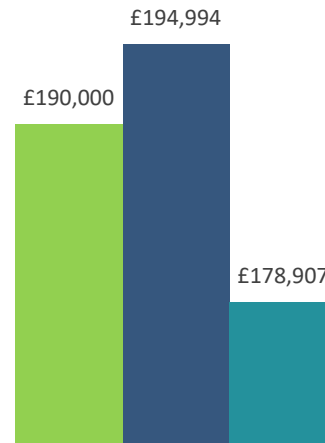
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

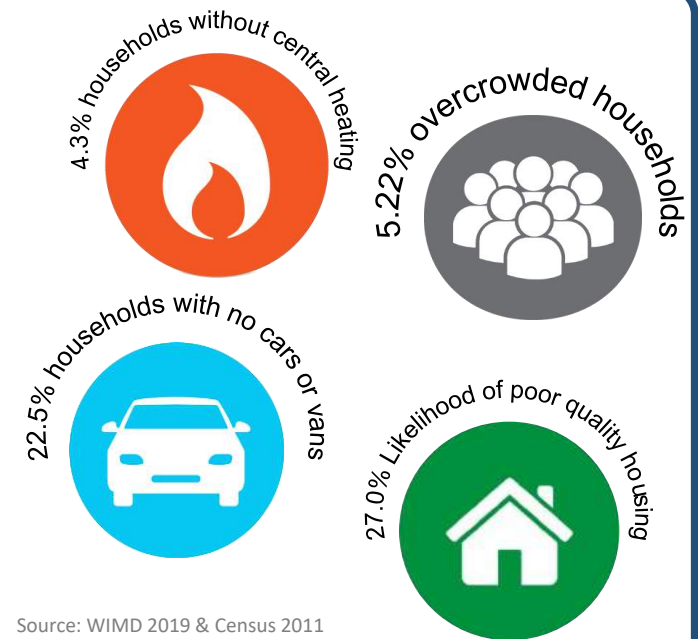
	Cardigan & Aberporth		Ceredigion
	Number	%	
Total households	4,165	-	31,562
All one person households	1,587	38.0%	10,456
All households with dependent children	965	23.2%	7,203
All households aged 65+	1,309	31.4%	8,261
Average household size (persons)	2.3	-	2.3

Source: Census 2011

Average House Prices:



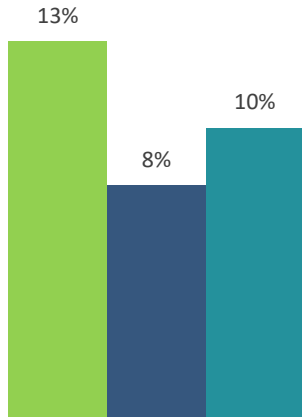
■ Cardigan & Aberporth ■ Ceredigion ■ Wales
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

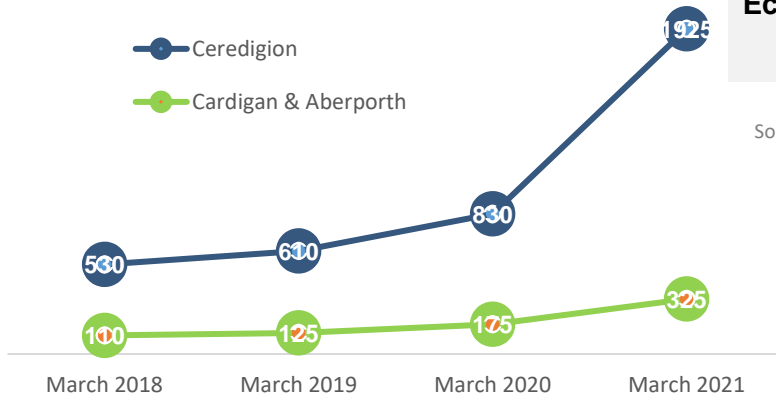
£ Economy & Employment:

% of working-age people in employment deprivation:



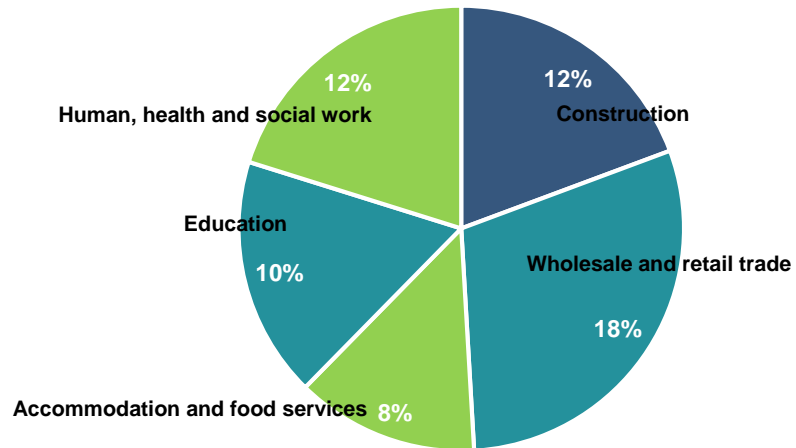
■ Cardigan & Aberporth ■ Ceredigion ■ Wales
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
18.3%

Key Stage 4 leavers entering Higher Education

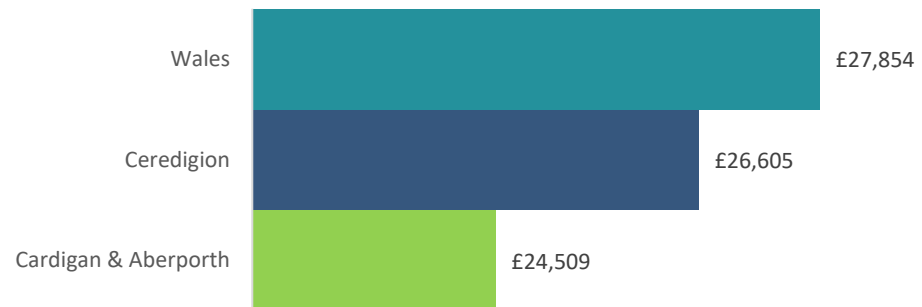
31.0%



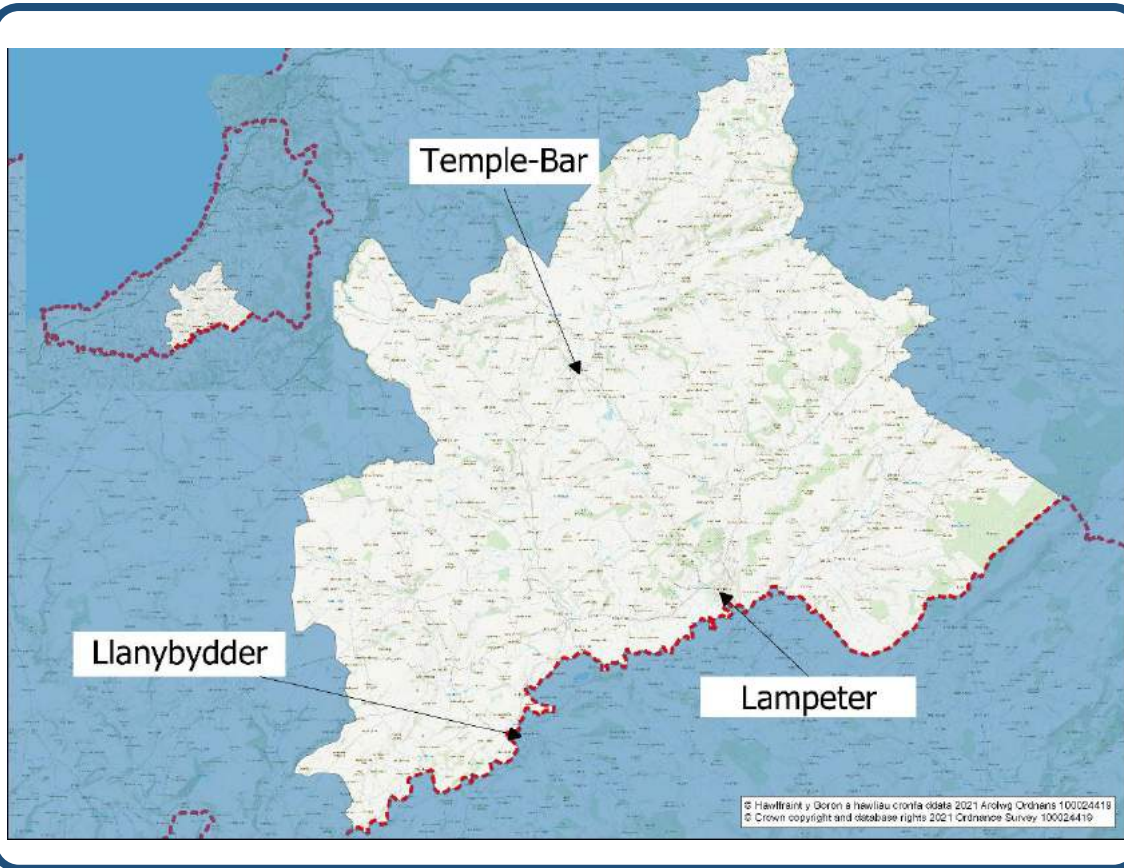
	Cardigan & Aberporth	Ceredigion	Wales
Economically Active	3,813 60.4%	61.1%	65.8%
Economically Inactive	2,495 39.6%	38.9%	34.2%

Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021



! Key Headlines

Lowest Average House prices in Ceredigion.

£165,000

6.8%

Second highest percentage of households without central heating.

Second lowest median household incomes.

£24,328

0.22 per 100 population

One of the lowest rates of fire incidents in Ceredigion.

One of the highest households at risk of flooding score.

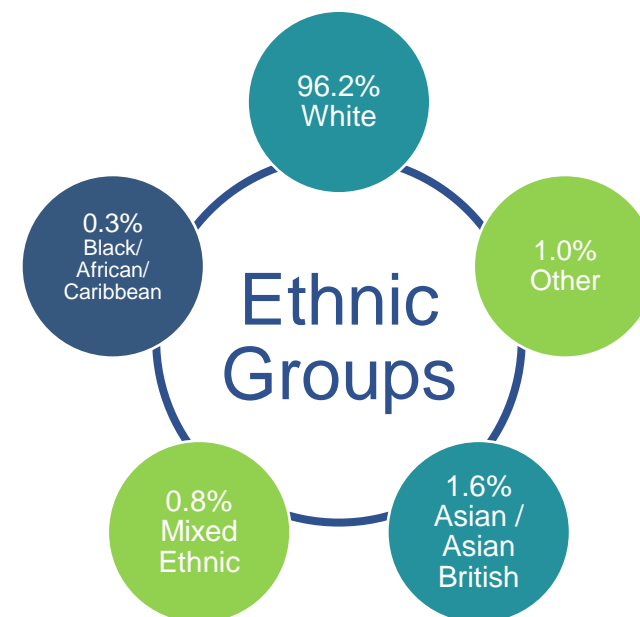
24.4

Lampeter & Llanfihangel Ystrad is situated to the south east of the county, is a fully in-land area and is approximately 226.7km². One of Ceredigion's main towns of Lampeter is situated within the area. The area is well-known for being home to a large number of Polish migrants. There is one 'all age school' in the area, Ysgol Bro Pedr, which educates children from ages 3 to 18 years old. Lampeter University, is the oldest academic institution in Wales, which offers a wide range of humanities courses. One of the most popular industries of employment is therefore education, with wholesale and retail trade also being popular, likely because of the opportunities in Lampeter town. The area stretches across to the West of the county and includes the villages of Ystrad Aeron, Dihewyd, Trefilan, Talsarn and Nantcwnlle. Llanwnnen is to the south of Lampeter town and Llanfair Clydgoau is to the north. The area surrounding Lampeter town is largely very rural and made up of a hilly topography which includes many woodlands.

Population Characteristics:

	Lampeter & Llanfihangel Ystrad	Ceredigion	Wales	
Mid-year population 2012	8,522	11.2%	75,932	3,049,971
Mid-year population 2020	8,191	11.2%	72,895	3,169,586
Males	4,086	49.4%	36,262	1,563,524
Females	4,145	50.6%	36,633	1,606,062
Aged 0-15	1,430	17.5%	10,774	562,730
Aged 16-64	4,626	56.5%	43,453	1,938,266
Aged 65+	2,136	26.1%	18,668	668,590
Speak Welsh	4,240	52.4%	47.3%	19%
No Skills in Welsh	3,168	39.2%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



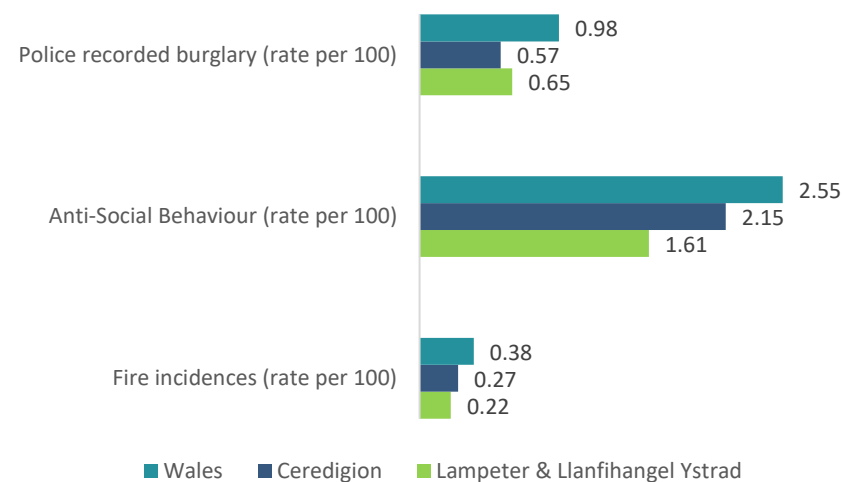
Source: Census 2011

Health:

	Lampeter & Llanfihangel Ystrad	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	12.5	12.7	14.3
Limiting long-term illness (rate per 100)	20.4	20.0	22.7
Premature death (rate per 100,000)	344.0	322.4	382.4
GP-recorded mental health condition (rate per 100)	19.0	19.9	23.2
Cancer incidence (per 100,000)	523.6	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	5.2	4.8	5.5
Children aged 4-5 who are obese (%)	9.2	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
85 (minutes)

Average public return travel time to a GP surgery

96 (minutes)



Unavailability of broadband at 30Mb/s
25.6%

Source: WIMD 2019

Physical Environment:

	Lampeter & Llanfihangel Ystrad	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	660	914	432
Percentage of addresses with private outdoor space	88%	88%	91%
Households at risk of flooding score	24.4	22.5	-

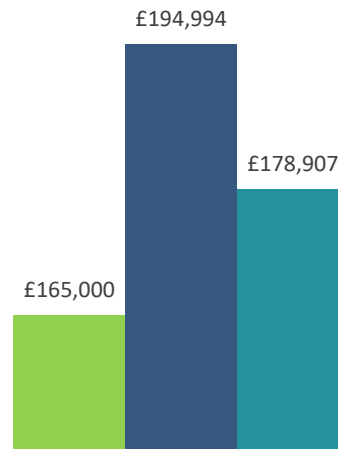
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

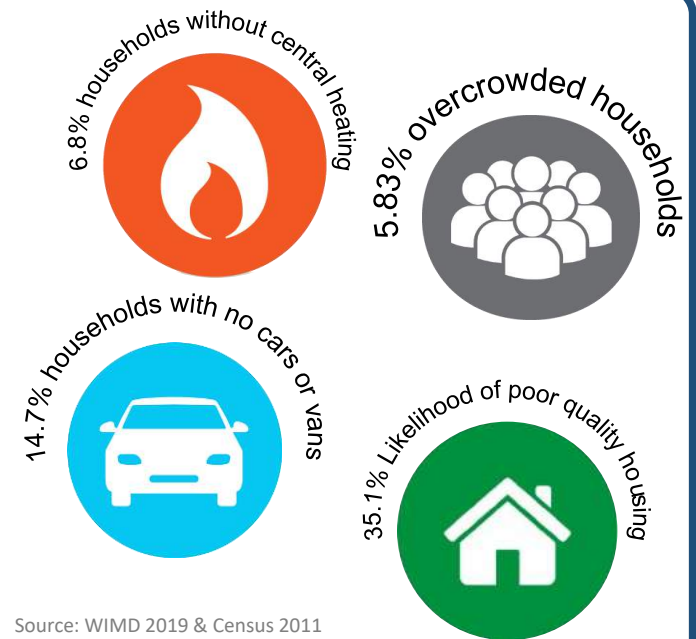
	Lampeter & Llanfihangel Ystrad		Ceredigion
	Number	%	
Total households	3,432	-	31,562
All one person households	1,093	32.0%	10,456
All households with dependent children	833	24.0%	7,203
All households aged 65+	916	26.7%	8,261
Average household size (persons)	2.3	-	2.3

Source: Census 2011

Average House Prices:



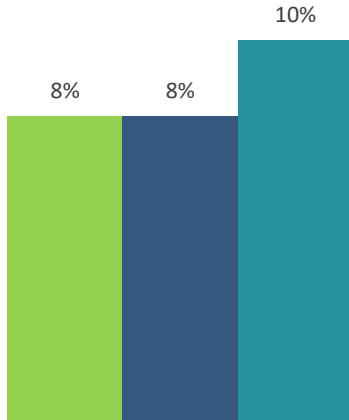
■ Lampeter & Llanfihangel Ystrad ■ Ceredigion ■ Wales
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

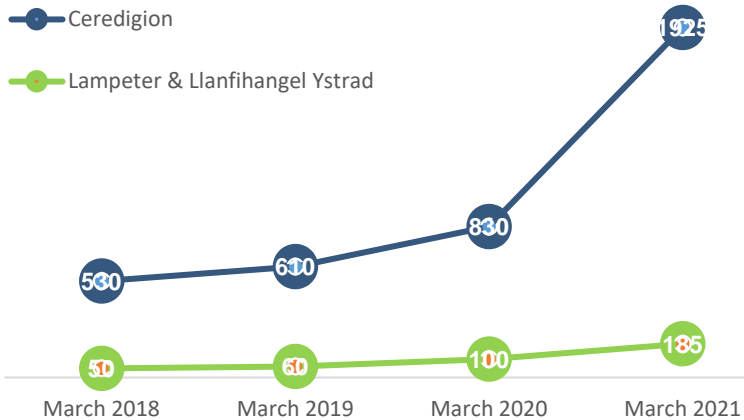
% of working-age people in employment deprivation:



■ Lampeter & Llanfihangel Ystrad ■ Ceredigion ■ Wales

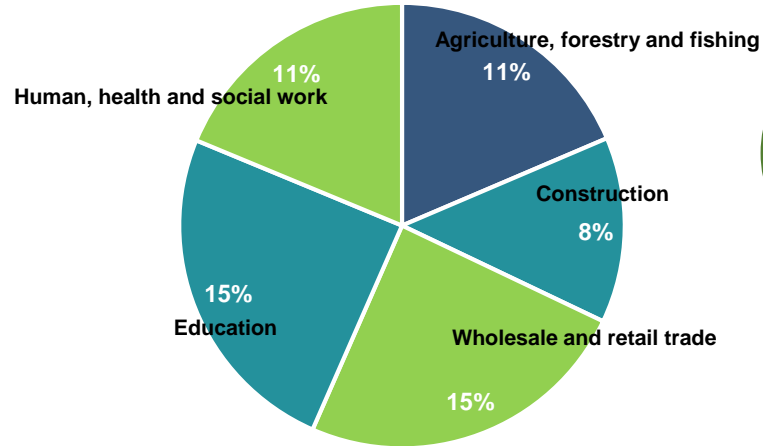
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
16.8%

Key Stage 4 leavers entering Higher Education

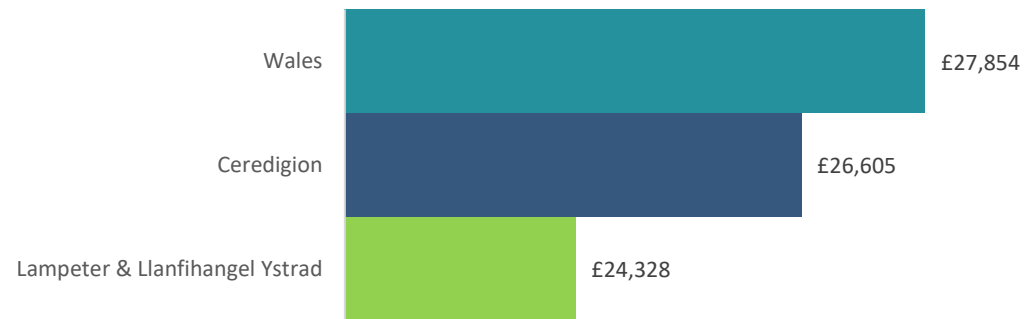
33.6%



	Lampeter & Llanfihangel Ystrad	Ceredigion	Wales
Economically Active	3,868 62.2%	61.1%	65.8%
Economically Inactive	2,348 37.8%	38.9%	34.2%

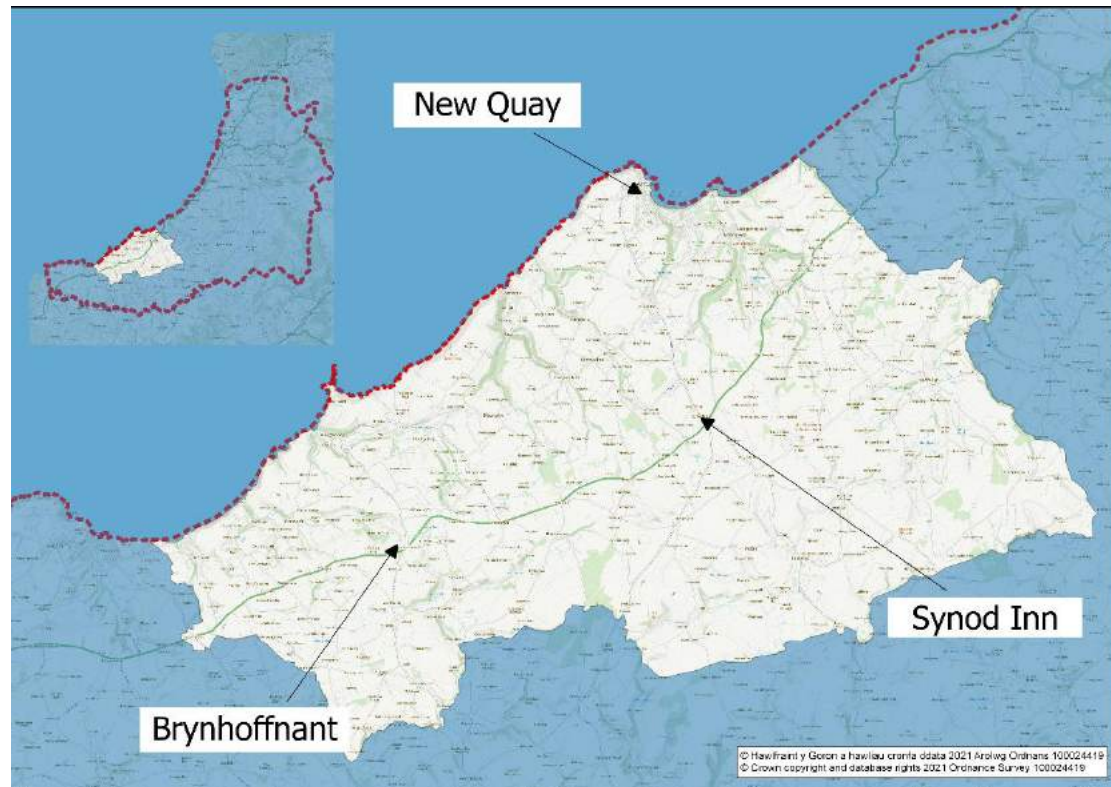
Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021

New Quay & Penbryn



! Key Headlines

One of the lowest number of crime rates for drug offences.

1.2 per 100 population

133

Lowest rates of violence against the person offences.

Lowest rates of GP-recorded chronic condition in Ceredigion.

10.6 per 100 population

£235,000

Highest average house prices in Ceredigion.

Lowest rates of GP-recorded mental health condition.

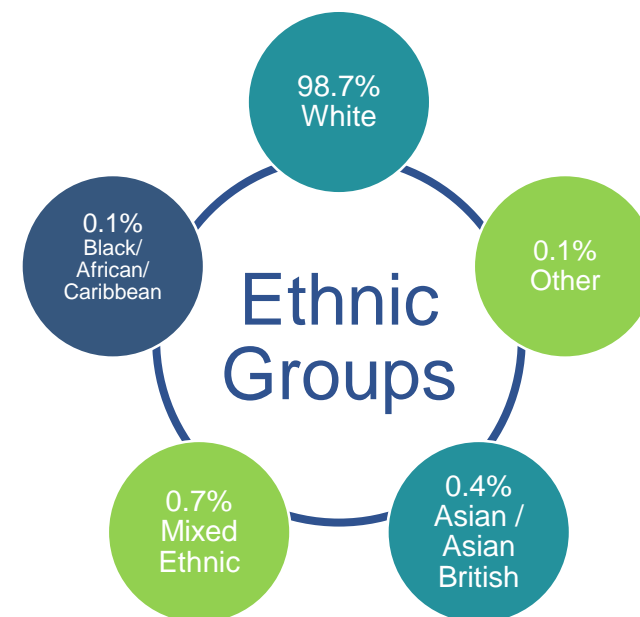
14.5 per 100 population

New Quay & Penbryn is situated along the coast in the south of Ceredigion. New Quay is a small seaside town, which is an extremely popular tourist destination. Quay West Caravan Park is situated just slightly to the north of New Quay and is a very important part of the local economy. It is no surprise that the most popular industries of employment are wholesale and retail trade and accommodation and food services in the New Quay and Penbryn area. Llangrannog is to the south of New Quay and is a popular sea side village which attracts many tourists. Llangrannog is also home to one of the Urdd's camps which offers activity holidays, family holidays, educational courses and children's summer camps. To the East of New Quay are the villages of Plwmp and Synod Inn. The A487, which is a key road linking south and north Wales also runs almost directly through the New Quay and Penbryn area.

Population Characteristics:

	New Quay & Penbryn	Ceredigion	Wales	
Mid-year population 2012	6,696	8.8%	75,932	3,049,971
Mid-year population 2020	6,579	9.0%	72,895	3,169,586
Males	3,310	50.3%	36,262	1,563,524
Females	3,269	49.7%	36,633	1,606,062
Aged 0-15	929	14.1%	10,774	562,730
Aged 16-64	3,609	54.9%	43,453	1,938,266
Aged 65+	2,041	31.0%	18,668	668,590
Speak Welsh	3,168	48.6%	47.3%	19%
No Skills in Welsh	2,683	41.1%	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



Source: Census 2011

Health:

	New Quay & Penbryn	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	10.6	12.7	14.3
Limiting long-term illness (rate per 100)	19.0	20.0	22.7
Premature death (rate per 100,000)	283.2	322.4	382.4
GP-recorded mental health condition (rate per 100)	14.5	19.9	23.2
Cancer incidence (per 100,000)	537.3	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	3.5	4.8	5.5
Children aged 4-5 who are obese (%)	9.5	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
97 (minutes)

Average public return travel time to a GP surgery

104 (minutes)



Unavailability of broadband at 30Mb/s
26.1%

Source: WIMD 2019

Physical Environment:

	New Quay & Penbryn	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	1163	914	432
Percentage of addresses with private outdoor space	88%	88%	91%
Households at risk of flooding score	20.5	22.5	-

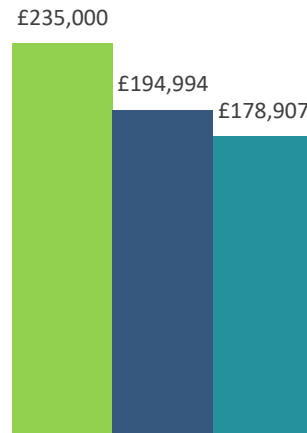
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

	New Quay & Penbryn		Ceredigion
	Number	%	
Total households	2,921	-	31,562
All one person households	854	29.2%	10,456
All households with dependent children	653	22.3%	7,203
All households aged 65+	850	29.0%	8,261
Average household size (persons)	2.3	-	2.3

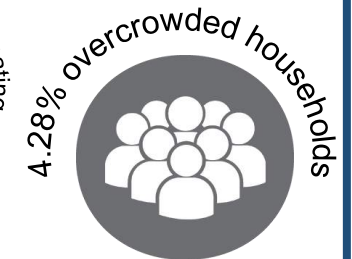
Source: Census 2011

Average House Prices:



■ New Quay & Penbryn ■ Ceredigion ■ Wales

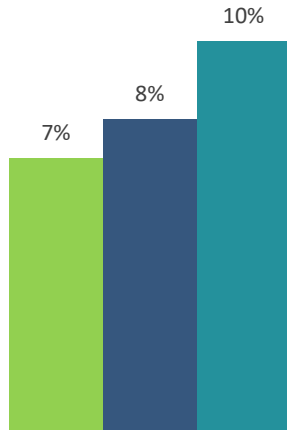
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

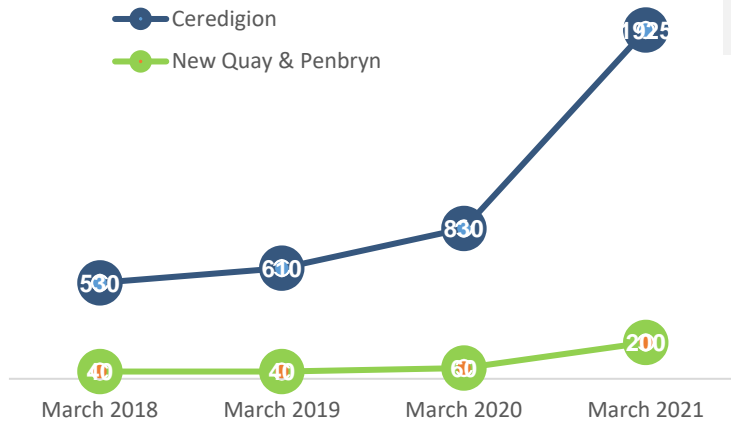
% of working-age people in employment deprivation:



■ New Quay & Penbryn ■ Ceredigion ■ Wales

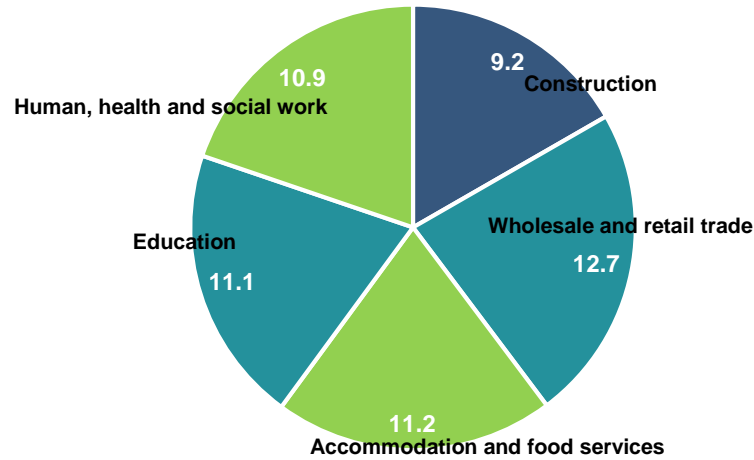
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
16.6%

Key Stage 4 leavers entering Higher Education

30.0%



	New Quay & Penbryn	Ceredigion	Wales
Economically Active	3,134 63.7%	61.1%	65.8%
Economically Inactive	1,786 36.4%	38.9%	34.2%

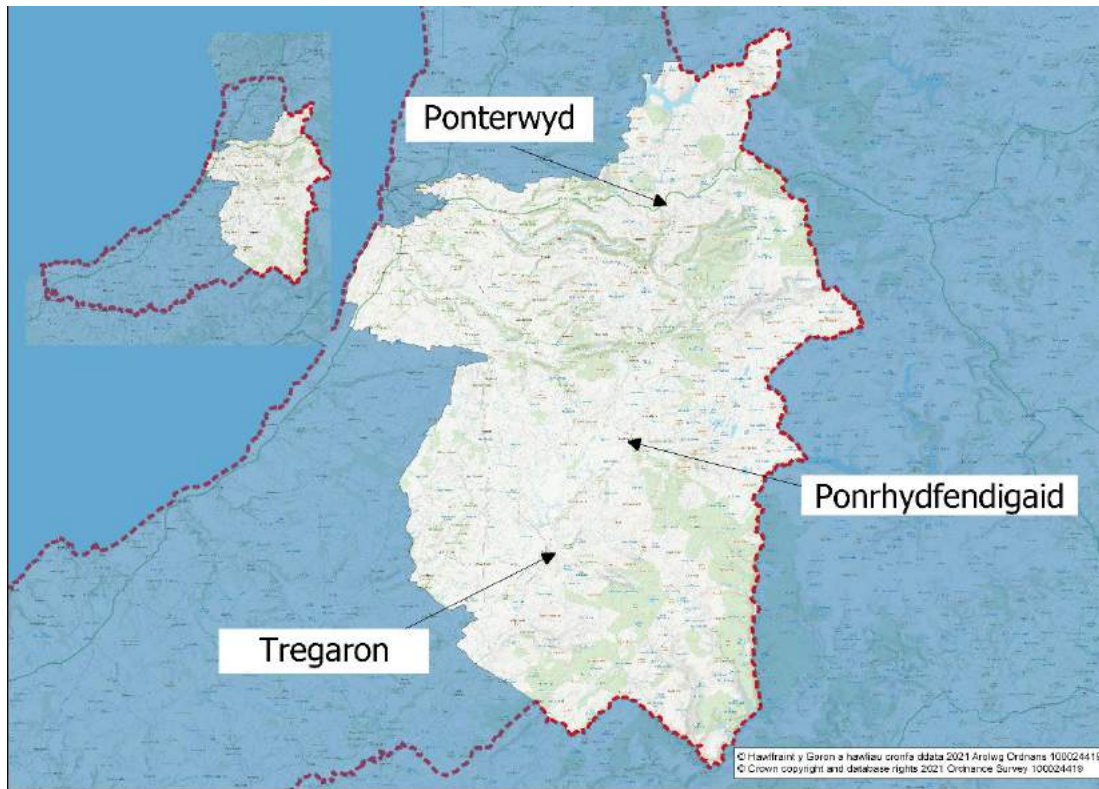
Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021

Rheidol, Ystwyth & Caron



! Key Headlines

Average return travel time to public library highest in Ceredigion.

131 minutes

18.3 per 100 population

Lowest rate of people with limiting long-term illness.

Highest percentage of unavailability of broadband at 30Mb/s in Ceredigion.

31.2%

11.54

Lowest rate of households at risk of flooding.

Lowest rates of anti-social behaviour.

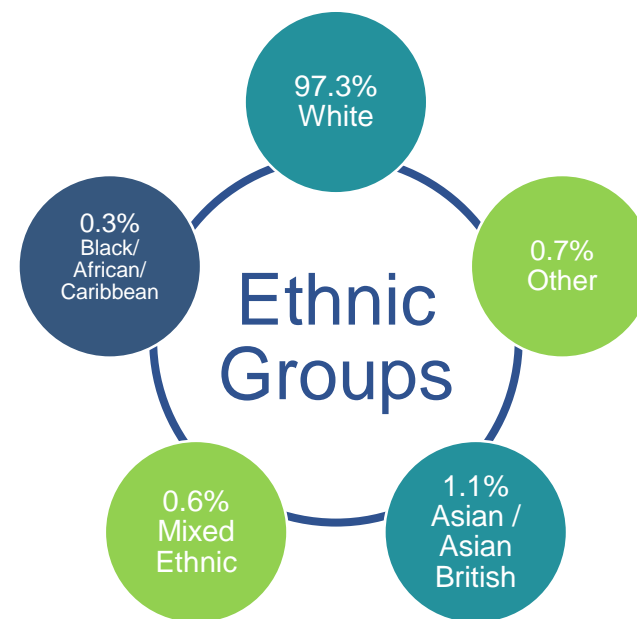
0.98 per 100 population

Rheidol, Ystwyth & Caron is by far the largest community area in Ceredigion, covering approximately 758.2km² of the county and stretching across most of the eastern border. The area is largely rural and includes part of the Cambrian Mountains, a largely unspoiled and rugged landscape, dotted with farms and small rural communities. The smallest town in Ceredigion, Tregaron, is situated in the foothills of the Cambrian Mountains and is the chosen site of the 2022 National Eisteddfod of Wales. The Cors Caron National Nature Reserve is situated to the north of Tregaron, which includes three raised bogs, and is home to a mix of unique habitats and a variety of wildlife. The area includes the agricultural villages of Ponrhydfendigaid and Ponrhydygroes. The north of the area includes a part of the A44 which links Ceredigion with east Wales and the midlands, this road runs through Goginan and Ponterwyd. To the south of Ponterwyd lies Devils Bridge, this village is famous for the Devils Bridge Falls, which is a popular tourist attraction. The west of the area lies along the coast and includes a part of the A487 coastal road which runs through Llanfarian and Rhydyfelin, popular areas on the outskirts of Aberystwyth.

Population Characteristics:

	Rheidol, Ystwyth & Caron	Ceredigion	Wales
Mid-year population 2012	11,609	75,932	3,049,971
Mid-year population 2020	11,623	72,895	3,169,586
Males	5,686	36,262	1,563,524
Females	5,937	36,633	1,606,062
Aged 0-15	1,896	10,774	562,730
Aged 16-64	6,433	43,453	1,938,266
Aged 65+	3,294	18,668	668,590
Speak Welsh	6,213	47.3%	19%
No Skills in Welsh	4,025	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



Source: Census 2011

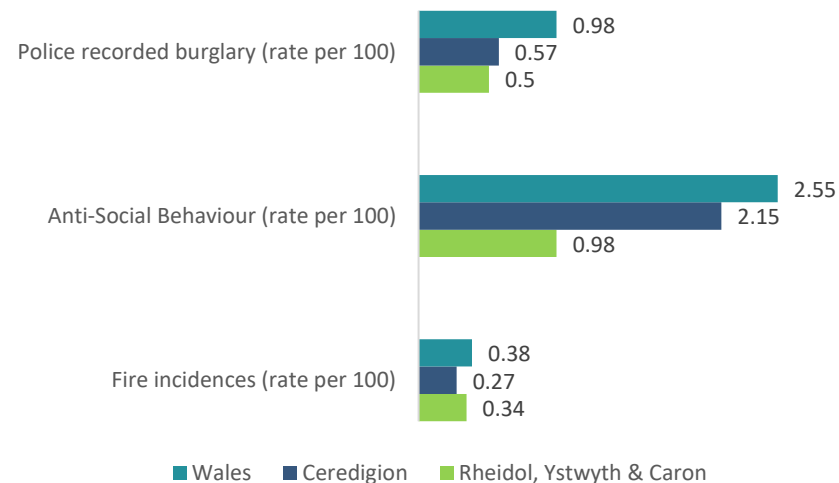
Health:

	Rheidol, Ystwyth & Caron	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	12.8	12.7	14.3
Limiting long-term illness (rate per 100)	18.3	20.0	22.7
Premature death (rate per 100,000)	285.2	322.4	382.4
GP-recorded mental health condition (rate per 100)	19.9	19.9	23.2
Cancer incidence (per 100,000)	505.4	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	4.7	4.8	5.5
Children aged 4-5 who are obese (%)	10.5	10.5	11.8

Source: WIMD 2019



Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
83 (minutes)

Average public return travel time to a GP surgery

103 (minutes)



Unavailability of broadband at 30Mb/s
31.2%

Source: WIMD 2019

Physical Environment:

	Rheidol, Ystwyth & Caron	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	1512	914	432
Percentage of addresses with private outdoor space	90%	88%	91%
Households at risk of flooding score	25.6	22.5	-

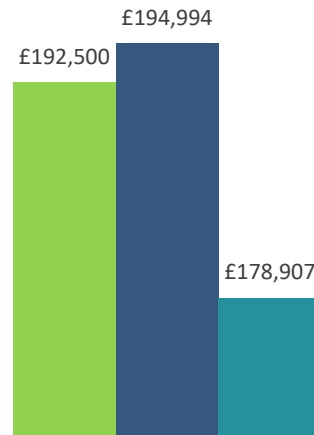
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

	Rheidol, Ystwyth & Caron		Ceredigion
	Number	%	
Total households	5,027	-	31,562
All one person households	1,509	30.0%	10,456
All households with dependent children	1,272	25.3%	7,203
All households aged 65+	1,366	27.2%	8,261
Average household size (persons)	2.3	-	2.3

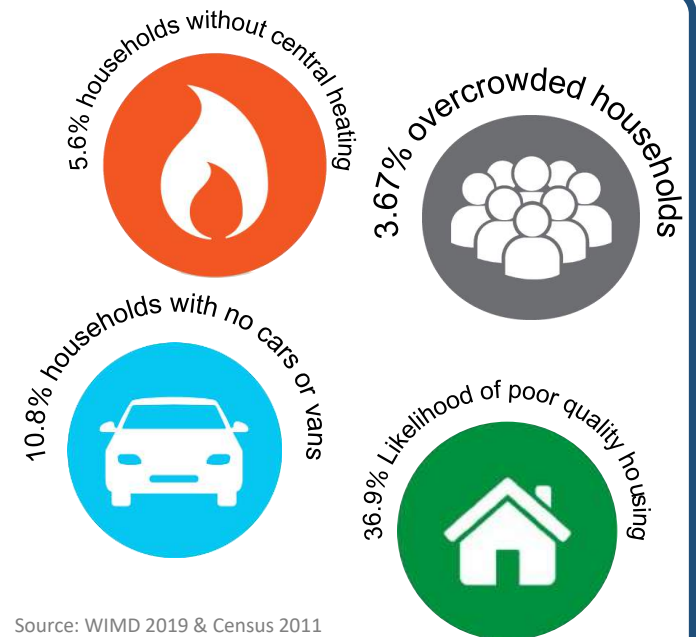
Source: Census 2011

Average House Prices:



■ Rheidol, Ystwyth & Caron ■ Ceredigion ■ Wales

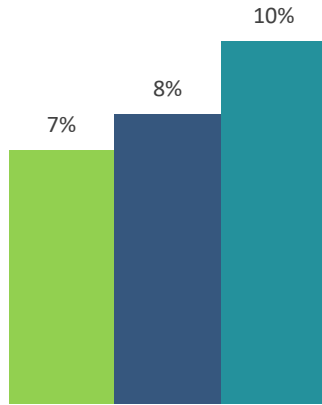
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

£ Economy & Employment:

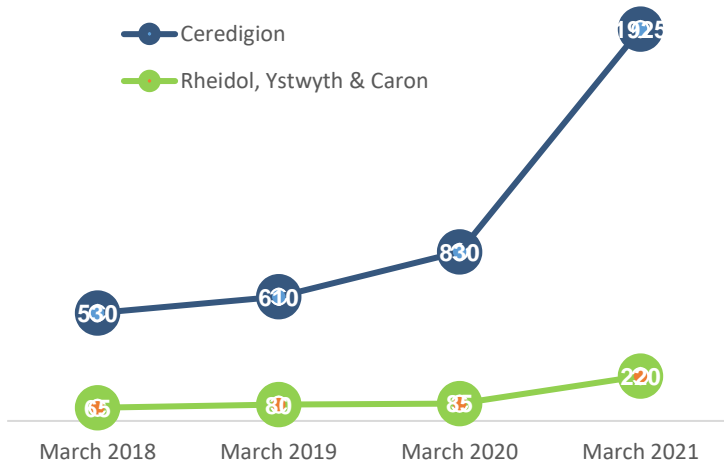
% of working-age people in employment deprivation:



■ Rhiedol, Ystwyth & Caron ■ Ceredigion ■ Wales

Source: WIMD 2019

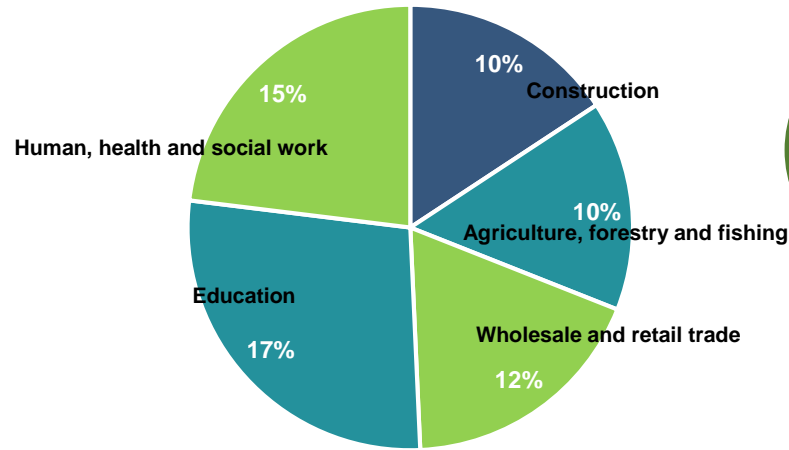
Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:

Source: WIMD 2019



Source: Census 2011.



Adults aged 25-64 with no qualifications
13.2%

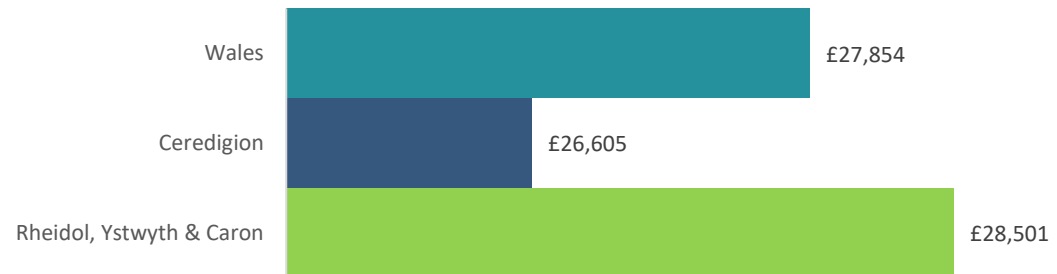
Key Stage 4 leavers entering Higher Education
34.5%



	Rhiedol, Ystwyth & Caron	Ceredigion	Wales
Economically Active	5,738 67.8%	61.1%	65.8%
Economically Inactive	2,724 32.2%	38.9%	34.2%

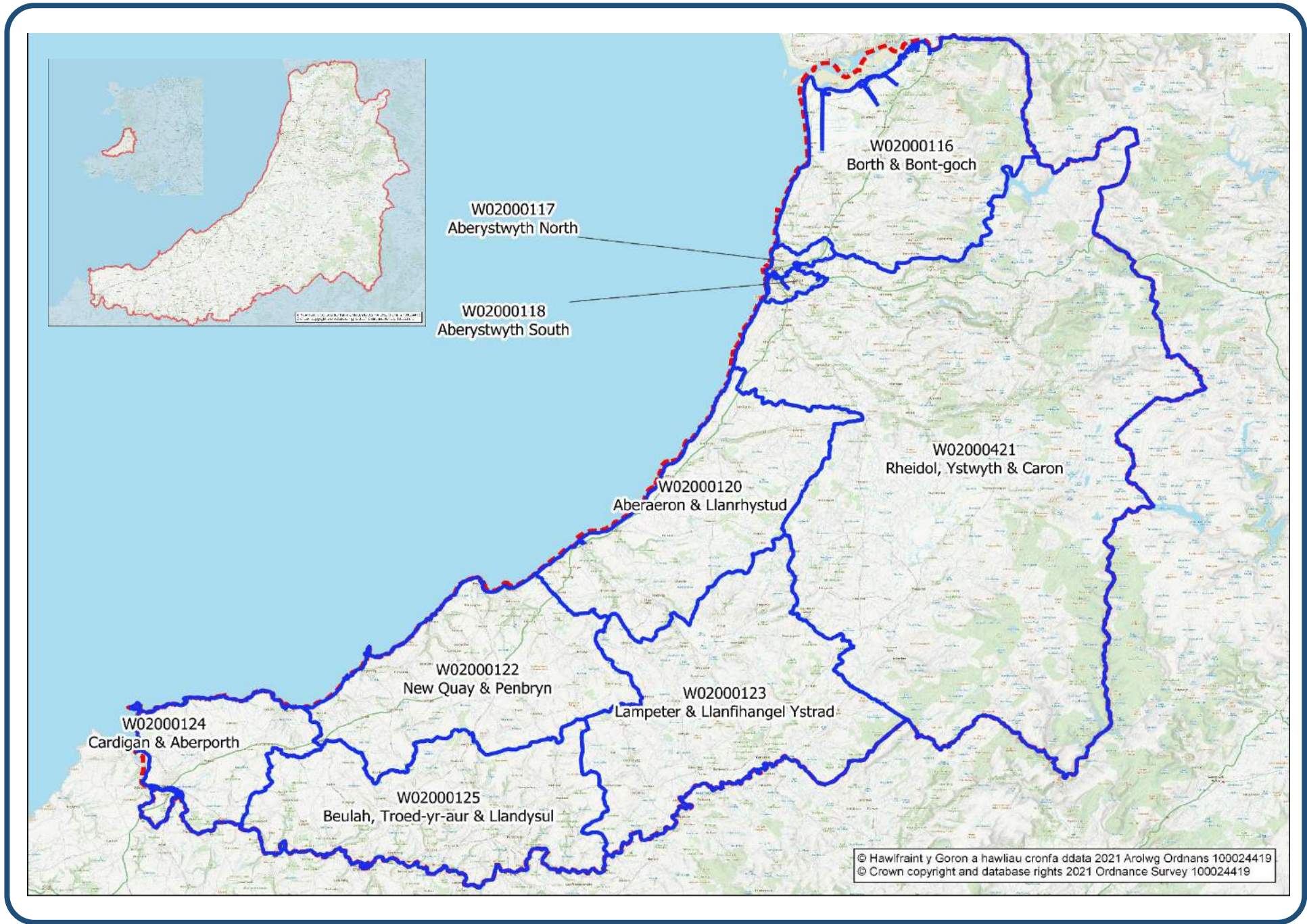
Source: ONS 2021

Median Household Income:



Source: CACI Paycheck 2021

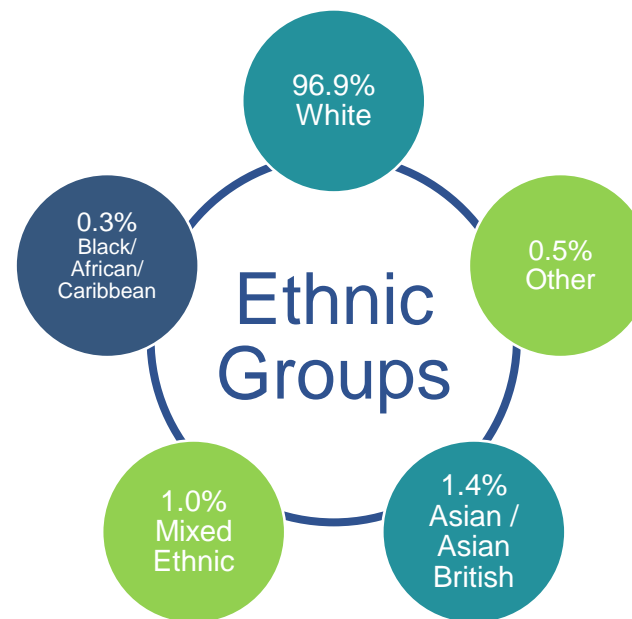
Ceredigion



Population Characteristics:

	Ceredigion		Wales
Mid-year population 2012	75,932	2.5%	3,049,971
Mid-year population 2020	72,895	2.3%	3,169,586
Males	36,262	49.7%	1,563,524
Females	36,633	50.3%	1,606,062
Aged 0-15	10,774	14.8%	562,730
Aged 16-64	43,453	59.6%	1,938,266
Aged 65+	18,668	25.6%	668,590
Speak Welsh	34,964	47.3%	19%
No Skills in Welsh	31,286	42.4%	73.3%

Source: ONS, MYE: 2012 & 2020 & Census 2011



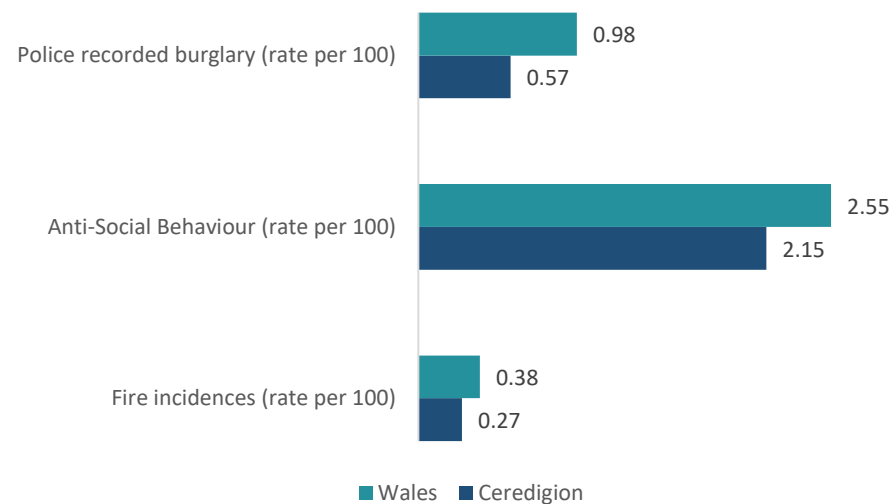
Source: Census 2011

Health:

	Ceredigion	Wales
GP-recorded chronic condition (rate per 100)	12.7	14.3
Limiting long-term illness (rate per 100)	20.0	22.7
Premature death (rate per 100,000)	322.4	382.4
GP-recorded mental health condition (rate per 100)	19.9	23.2
Cancer incidence (per 100,000)	545.5	611.9
Low birth weight (live single births less than 2.5kg) (%)	4.8	5.5
Children aged 4-5 who are obese (%)	10.5	11.8

Source: WIMD 2019

Community Safety:



Source: WIMD 2019

Access to Services:



Average public return travel time to a food shop
64 (minutes)

Average public return travel time to a GP surgery

80 (minutes)



Unavailability of broadband at 30Mb/s
19.3%

Source: WIMD 2019

Physical Environment:

	Ceredigion	Wales
Average distance to nearest Park, Public Garden, or Playing Field (m)	914	432
Percentage of addresses with private outdoor space	88%	91%
Households at risk of flooding score	22.5	-

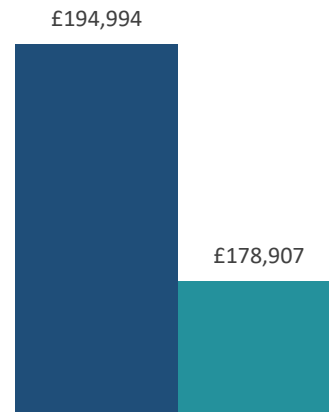
Source: WIMD 2019 & ONS 2021

Housing and living arrangements:

	Ceredigion	
	Number	%
Total households	31,562	-
All one person households	10,456	33.1%
All households with dependent children	7,203	22.8%
All households aged 65+	8,261	26.2%
Average household size (persons)	2.3	-

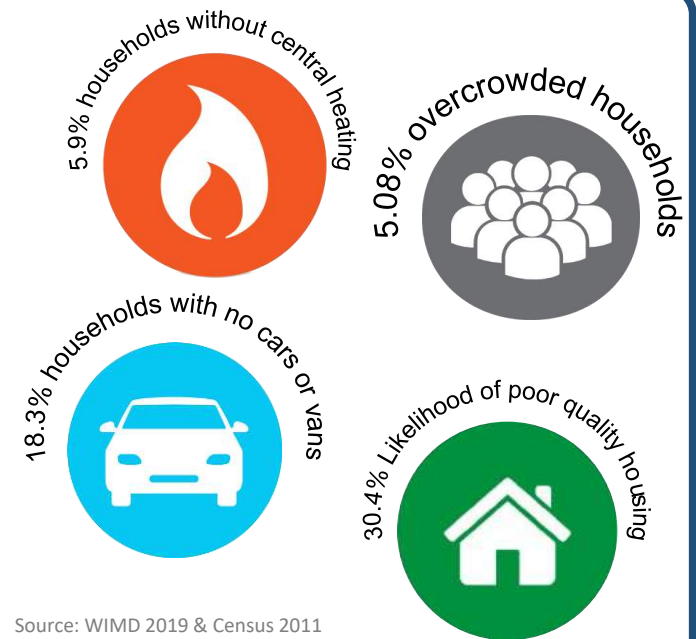
Source: Census 2011

Average House Prices:



■ Ceredigion ■ Wales

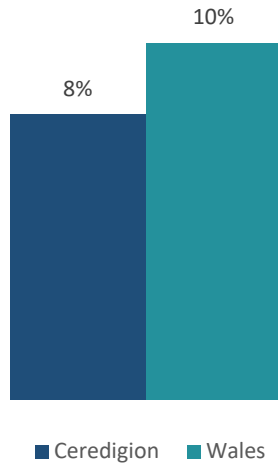
Source: ONS, Median House Prices 2020



Source: WIMD 2019 & Census 2011

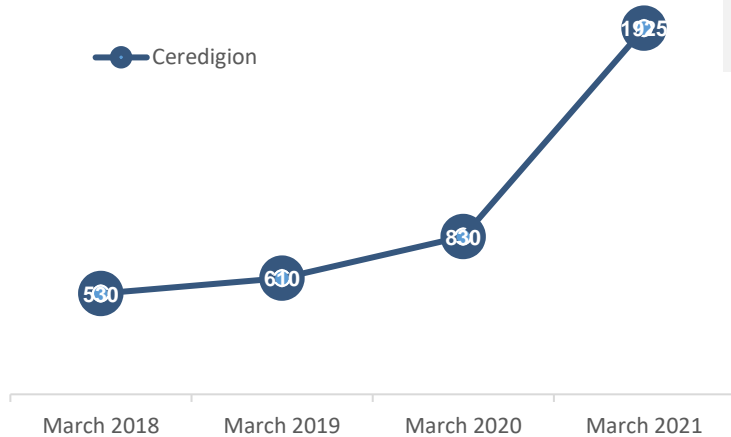
£ Economy & Employment:

% of working-age people in employment deprivation:



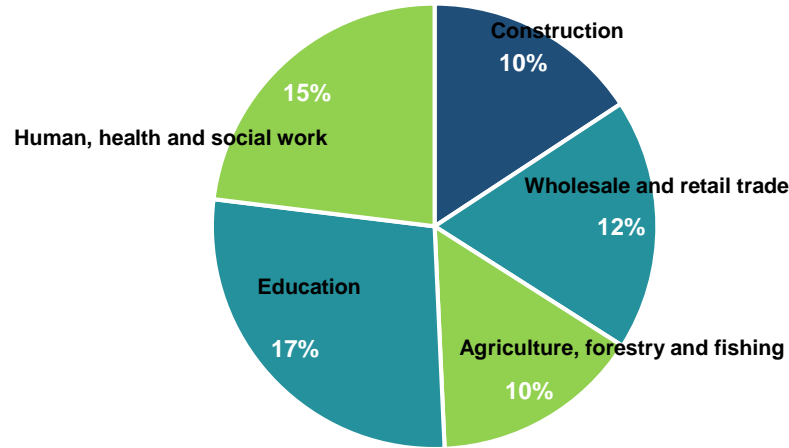
Source: WIMD 2019

Claimant Count:



Source: ONS 2021

Top 5 Industries of Employment:



Source: Census 2011.

Source: WIMD 2019



Adults aged 25-64 with no qualifications
14.4%

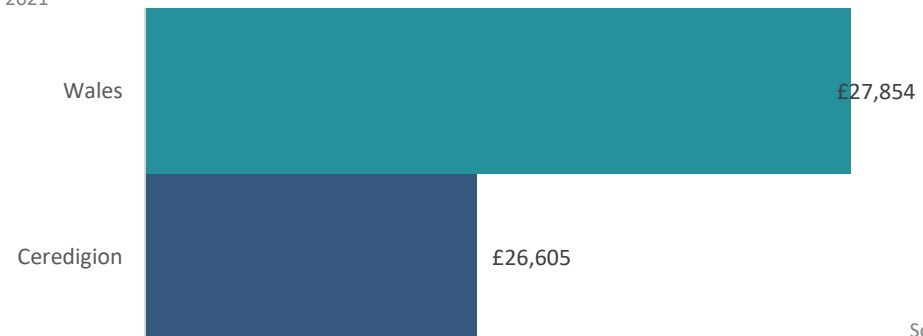
Key Stage 4 leavers entering Higher Education
32.2%



	Ceredigion		Wales
Economically Active	35,064	61.1%	65.8%
Economically Inactive	22,341	38.9%	34.2%

Source: ONS 2021








Median Household Income:





























Source: CACI Paycheck 2021

9: National Well-being Indicators


















The 46 National Indicators measure progress towards delivering the seven National Well-being Goals. Ceredigion's Assessment of Local Well-being has considered the indicators in its production and in particular where they assist our understanding of well-being in the County, and references can be found throughout this document. The following table provides a summary of the latest results for reference and the Well-being Goals that it supports.

	A prosperous Wales		A Wales of cohesive communities
	A resilient Wales		A Wales of vibrant culture and thriving Welsh language
	A healthier Wales		A globally responsible Wales
	A more equal Wales	N/A	Data not available at county level

National Well-being Indicators		Ceredigion	Wales	Date of result	Goals						
					1	2	3	4	5	6	7
1	Percentage of live single births with a birth weight of under 2,500g	5.5%	6.1%	2020	.	.			.	.	.
2	Healthy life expectancy at birth including the gap between the least and most deprived	6.7 Female 9.3 Male	18.2 Female 18.7 Male	2010-14	.	.			.	.	.
3	Percentage of adults who have fewer than two healthy lifestyle behaviours	10.80% (2019/20)	7.41%	Q4 2020/21	.	.					.
4	Levels of nitrogen dioxide (NO2) pollution in the air	4	9	2019				.	.	.	
5	Percentage of children who have fewer than two healthy lifestyle behaviours	N/A	12.31%	2017/18	.	.				.	.
6	Measurement of development of young children	N/A	7 in 10 Pupils at a stage of development consistent with or greater than their age in personal & social development, well-being and cultural diversity	2019		.	.				.
7	Average capped 9 points score of pupils, including the gap between those who are eligible or are not eligible for free school meals	N/A	74.9% (A*-C)	2019/20		.	.		.		.
8	Percentage of adults with qualifications at the different levels of the National Qualifications Framework	86.9% Level 2+ 72.9% Level 3+ 51.6% Level 4+ 4.8% None	80.9% Level 2+ 62.3% Level 3+ 41.4% Level 4+ 7.3% None	2020		.			.	.	.
9	Gross Value Added (GVA) per hour worked (relative to UK average)	70.22	84.10	2019	

National Well-being Indicators		Ceredigion	Wales	Date of result	Goals						
					1	2	3	4	5	6	7
10	Gross Disposable Household Income per head	£16,673	£17,100	2018	■	•	■	■	•	•	•
11	Percentage of businesses which are innovation-active	N/A	34%	2016-18	■	■	•	•	•	•	■
12	Capacity (in MW) of renewable energy equipment installed	266	4,059	2019	■	■	•	•	■	•	■
13	Concentration of carbon and organic matter in soil (gC per Kg)	N/A	107.6	2013-16	■	■	•	•	•	•	■
14	The Ecological Footprint of Wales (Mgha = million global hectares)	N/A	10.05	2011	■	■	•	•	•	•	■
		3.59 (gha/c)	3.28 (gha/c)								
15	Amount of waste generated that is not recycled, per person	226 kg	180 kg	2018/19	■	■	•	•	■	•	■
16	Percentage of people in employment, who are on permanent contracts (or on temporary contracts, and not seeking permanent employment) and who earn more than 2/3 of the UK median wage	N/A	70.7%	2020	■	•	■	■	•	•	■
17	Gender pay difference	-£3.08	£0.59	2020	■	•	•	■	•	•	•
18	Percentage of people living in households in income poverty relative to the UK median: measured for children, working age and those of pension age	32.4% All ages (2020)	30.6% Children	2017-20	■	■	■	■	■	■	■
		32.9% All ages Wales (2020)	22.35% Working age								
			17.86% Pensioners								
19	Percentage of people living in households in material deprivation	11%	13%	2019/20	■	■	■	■	■	■	■
20	Percentage of people moderately or very satisfied with their jobs	N/A	82%	2019/20	■	•	■	■	•	•	•
21	Percentage of people in employment	73.3%	72.2%	31 Mar 2021	■	•	■	■	•	•	•
22	Percentage of people in education, employment or training, measured for different age groups	N/A	88.9% 16-18yrs	2019	■	•	■	■	■	•	•
			84.3% 19-24yrs								
23	Percentage who feel able to influence decisions affecting their local area	18%	19%	2018/19	•	•	•	■	■	•	■
24	Percentage of people satisfied with their ability to get to/ access the facilities and services they need	70%	80%	2018/19	•	•	■	■	■	•	•
25	Percentage of people feeling safe at home, walking in the local area, and when travelling	89%	71%	2018/19	•	•	■	■	■	•	•
26	Percentage of people satisfied with local area as a place to live	94%	85%	2018/19	•	■	■	•	■	■	•

National Well-being Indicators		Ceredigion	Wales	Date of result	Goals							
					1	2	3	4	5	6	7	
27	Percentage of people agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect	58%	52%	2018/19	•	■	■	■	■	■	■	■
28	Percentage of people who volunteer	30%	26%	2019/20	•	•	•	•	■	■	■	■
29	Mean mental well-being score for people	N/A	51	2018/19	•	•	■	■	•	•	•	•
30	Percentage of people who are lonely	N/A	15%	2019/20	•	•	■	■	■	•	•	•
31	Percentage of dwellings which are free from hazards	N/A	82%	2017/18	•	■	■	■	■	•	•	•
32	Number of properties (homes and businesses) at medium or high risk of flooding from rivers and the sea	513 River 557 Tidal	20,518 River 9,792 Tidal	2019	•	■	■	■	■	•	•	•
33	Percentage of dwellings with adequate energy performance	N/A	47%	2017/18	■	■	■	•	•	•	•	■
34	Number of households successfully prevented from becoming homeless per 10,000 households	32	405	2019/20	■	•	■	■	■	•	•	•
35	Percentage of people attending or participating in arts, culture or heritage activities at least three times a year	66%	71%	2019/20	•	•	■	■	■	■	•	•
36	Percentage of people who speak Welsh daily and can speak more than just a few words of Welsh	36%	10%	2019/20	•	•	•	•	■	■	■	■
37	Percentage of people who can speak Welsh	47.3%	19.0%	2011	•	•	•	•	■	■	■	■
38	Percentage of people participating in sporting activities three or more times a week	34%	32%	2019/20	•	■	■	■	■	■	•	•
39	Percentage of museums and archives holding archival/heritage collections meeting UK accreditation standards	N/A	59% Museums 86% Archives	2019	•	•	•	•	•	■	■	■
40	Percentage of designated historic environment assets that are in stable or improved conditions	79% Monuments 76.6% Listed Buildings	59% Monuments 76% Listed Buildings	2020/21	•	■	•	•	•	■	■	■
41	Emissions of greenhouse gases within Wales (MtCO2e)	N/A	77.0	2019	■	■	■	•	•	•	•	■
42	Emissions of greenhouse gases attributed to the consumption of global goods and services in Wales (MtCO2e)	N/A	34	2011	■	■	■	•	•	•	•	■
43	Areas of healthy ecosystems in Wales (ha)	N/A	640,827	2018	■	■	■	•	■	■	■	■

National Well-being Indicators		Ceredigion	Wales	Date of result	Goals						
					1	2	3	4	5	6	7
44	Status of Biological diversity in Wales	Indicator under development					•	•			
45	Percentage of surface water bodies, and groundwater bodies, achieving good or high overall status	N/A	40%	2019	•			•			
46	The social return on investment of Welsh partnerships within Wales and outside of the UK that are working towards the United Nations Sustainable Development Goals	Indicator under development									

10: Regional Framework for Engagement and Consultation

Regional Framework for Engagement and Consultation



Pembrokeshire Public Services Board
Bwrdd Gwasanaethau Cyhoeddus Sir Benfro



Awdur / Author: Carmarthenshire, Ceredigion & Pembrokeshire
Regional Working Group

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Assessment of Local Well-being: Regional Framework for Consultation and Engagement

1. Introduction

The Regional Engagement and Consultation Framework aims to provide a standardised approach to conducting the engagement and consultation activity for the Assessment of Local Wellbeing across the three PSB areas of Carmarthenshire, Ceredigion, and Pembrokeshire. Our 'engagement led' approach to the Assessment ensures the views of our citizens are the main drivers for producing the document and placing them at the heart of the next Well-being Plan. The regional approach to engagement and consultation provides opportunity to gather locally held views and priorities (attitudinal data), contextualise and probe salient quantitative findings and plug any gaps in the analysis.

2. Background

Well-being Assessments and Population Assessments are requirements of the Well-being of Future Generations (Wales) Act 2015, and Social Services and Well-being (Wales) Act 2014, respectively.

Engagement and Consultation is a critical source of information - it provides **qualitative data** which will help us to understand people's lived experiences, attitudes, and stories. Furthermore, this process will help identify gaps in the data and point to those groups that may be 'hidden' in numbers (for example, the homeless community). It will also complement the **quantitative data** gathered, resulting in deeper and more 'nuanced' insights. Fig 1. shows the four stages of producing the Assessments.

Fig 1. The four stages to delivering the Assessments of Local Well-being



A sound Well-being Assessment or Population Assessment is built on data of both varieties (qualitative and quantitative) and the relationship is dynamic – the data might suggest that an issue is a concern but the qualitative data will confirm or deny if it is a concern to citizens, and equally whether people’s perceptions are backed up by the data. An effective combination of these during the data analysis will help establish the Assessments as having a high degree of policy relevance, particularly in the context of driving Well-being Plans.

3. Regional Approach to Engagement and Consultation

Effectively involving people and communities is at the heart of improving well-being. Therefore, engagement and consultation will be the key driver during this round of assessments, and will be conducted in two steps – the initial engagement and then the consultation on the draft Assessment of Local Well-being.

Engagement work with partners, stakeholders and citizens will take place during August-September 2021. Subsequently, an analysis of the findings will be undertaken with the aim of completing the first set of draft Assessments by the autumn of 2021.

Consultation on the draft Assessments will be conducted between November and January 2021, before being revised and published in late March 2022. The Assessment will be the corner-stone in the building of the next Well-being Plans by May 2023. Fig 2 displays the activities and timescales to deliver the engagement and consultation for the Assessments. A more detailed timeline outlining the main deliverables of the Assessments up to the publication date in March 2022, is included at Appendix 1.

Fig 2. Delivering the West Wales Engagement Led Approach



The regional approach to engagement and consultation will enable partners to both take advantage of combining resources at a regional level, but also providing the flexibility to deploy them locally to capture bespoke local data:

Combine resources regionally

- Planning - including agreeing this Regional Framework document, the Joint Methodology and the overall timescales for production.
- Sharing capacity - including the process of recruiting a Regional Well-being Coordinator, liaising with the Local Government Partnership Team on progress and applying for Coproduction Network for Wales' support.
- Delivery of 'set piece' engagement exercises that can be delivered at scale - including the running of PSB Member engagement workshops to capture their views across the three PSB areas, and also designing and running of the regional well-being survey.

Use a common format with own resources and deploy locally

- The identification of pre-existing relevant consultation data.
- Delivery of engagement exercises to a standard format but undertaken on a county basis, for example the stakeholder toolkit for running local stakeholder events.

3.1 Linking the Future Generations and the Social Services and Well-being Acts

The table below demonstrates how the Social Services Well-being (Wales) Act requirements are similar to those of the Well-being of Future Generations Act (Wales) 2015 Act. Where possible, opportunities will be taken to align the engagement and consultation activity to meet the requirements of both legislation. This may be through combining engagement activity, the sharing of expertise or simply through coordinating both so they complement each other.

Table 1: Engagement requirements of the Well-being of Future Generations (Wales) Act 2015 and Social Services and Well-being (Wales) Act 2014

	WFG Act	SSWB Act
Key population groups	Communities in the area; communities of interest in the area; town and community councils Key groups suggested in line with Equality Act (also vulnerable / disadvantaged children, young people and people with care and support needs)	Carers and people with support needs including children & young people; physical disability; learning disability; mental health; older people; victims of domestic abuse
'Well-being' definition	Economic, social, environmental and cultural	Individual (carers and those with support needs)
Scale of assessment	County and community areas	Region (with county dimension)

3.2 Standards

We will adopt the following National Principles and Standards into our engagement work and activities:

- The *National Principles for Public Engagement in Wales* - the Principles were developed by Participation Cymru and have been endorsed by the Welsh Government.
- *Children and Young People's National Participation Standards*
- *Five Principles of Co-production* - co-production is an asset-based approach to public services that enables people providing and people receiving services to share power and responsibility, and to work together in equal, reciprocal and caring relationships.

3.3 Core Engagement Themes

Engagement will focus on the attitudes, feelings and experiences of well-being of different groups across the three PSBs areas, especially in terms of:

- Social well-being
- Economic well-being
- Environmental well-being
- Cultural well-being

Similar to the last round of assessments, we will be adopting the 'life stages model', which allows a unique insight into the differences and similarities in experiences of well-being throughout a person's life. There are five life stages, namely New Beginnings, Childhood, Youth, Working Age Adults and Older Adults, see Fig 3. This approach corresponds to evidence that our personal well-being changes over time and provides the following specific benefits:

- It provides a way of integrating across themes by focusing for example in considering the relationship between deprivation, housing quality and health.
- Using it in the engagement and consultation provides a detailed understanding of well-being for individuals and their public service needs.

Fig 3: The Life Stages Approach Adopted by the three PSBs



3.4 Stakeholder Engagement

Gathering the views of the local community, particularly the harder to reach groups and those with protected characteristics is of vital importance to undertaking the assessments. This time, specific provision also needs to be made in view of the Covid-19 pandemic to ensure the engagement remains inclusive and that those citizens unable to contribute online or remotely, are catered for. As such, a comprehensive stakeholder analysis has been carried out to identify the common set of groups to engage with, including the following:

Core Stakeholder List		
Chambers of Trade	Youth councils / groups	Homelessness Forum/ groups
Town and Community Councils	Student unions	Religious groups
Community enterprise groups	50+ Fora	Covid-19 support groups
Service user and carer groups	Family centres / parents	Hywel Dda Stakeholder List
Trade Unions	Schools / schools councils	Red Cross
Citizens' panels	Sports associations	Landlords Forum
Carers Fora	Governing bodies	Adult community learning organisations
PSB partner organisations	Businesses and tourist venue	Supporting People Forum
Disability / access groups	Armed Forces Veterans Forum	Strategic Housing Partnerships
Dementia actions groups	Foster carer groups	Third Sector Organisations
Tenant associations	Young carers groups	Young Farmers Clubs
Other equality groups	Mental Health groups/ forum	Youth Clubs
Charities helping carers and those with support needs	Flying Start Locality Groups	Carers' Register
After schools clubs	Religious Groups	Community and Sports Groups
Family Centres	Further and Higher Education	GP Surgeries
Housing Associations / RSLs	Community Papers	Parent Teacher Associations
Private Sector Nurseries / Play Schemes	School Governors	WI
Community Safety Partnerships	Gypsy and Traveller Network	Local Action Group
Covid Community Support Groups	Age Cymru	Hywel Dda Stakeholder List

3.5 Recent Relevant Consultation

One of the key sources available to PSBs are recent consultations, a sample list for Ceredigion is shown below:

- Mid and West Wales Regional Strategic Plan (2017-2020)
- Strategic Equality Plan (2020-2024)
- Aberystwyth University Research: The impact of Covid-19
- Building a healthier future after Covid – Hywel Dda
- Economic Impact Update Report
- Boosting Ceredigion's Economy: A Strategy for Action

- Nature re-connecting
- Local Development Plan Consultation
- Public Engagement on Waste
- Welsh Government consultation on the Curriculum for Wales Enabling Pathways guidance
- Physical Activity Strategy Consultation
- Welsh Government Race Equality Action Plan consultation

The gap analysis in the light of recent consultations will vary per county. It is suggested that engagement activity specific to each county will reflect and address this variation.

3.6 Engagement Options

Technique	Description	Considerations	Scale of delivery	Timescales
Regional Wellbeing Survey	<p>Collecting qualitative and quantitative data via a regional survey. Paper and online copies will be available (incl. easy read and plain text). Online submissions to be encouraged, but paper survey available on a request basis.</p> <p>Links to online survey circulated to all stakeholders identified in the Core Stakeholder List.</p> <p>Telephone service will be provided to ensure that everyone has the opportunity to take part whilst we remain in lockdown and with social distancing measures in place. (Ceredigion only)</p>	<ul style="list-style-type: none"> ▪ Cost ▪ Time – each county to coordinate dissemination and input of surveys ▪ Inclusion of demographic Qs to disaggregate / cross-tab results. ▪ Ensure that the paper survey methods are Covid-19 risk assessed and comply with Local Authority guidelines. ▪ Ensure that methods are available to citizens who do not have digital access. ▪ Survey fatigue 	Regional	<ul style="list-style-type: none"> i) Preparatory work (survey design & sampling) July 2021 ii) Delivery (response time, data input & mailout on request) – 26th July to 9th August iv) Aim to run Regional Well-being Survey 10th August to 8th October 2021 <u>9 weeks</u> iii) Analysis – 11th October to 29th October
Stakeholder Events	Inviting key stakeholders to interactive stakeholder events to debate and discuss pertinent issues in groups. Held via video conference. Utilise quick polls and key discussion questions.	<ul style="list-style-type: none"> • Target audience • Attendance • Stakeholder toolkit • Access to those without digital access 	Common approach agreed regionally and delivered local	<ul style="list-style-type: none"> ▪ Lead-in time of 3 weeks (publicity, setting agenda)
Focus Groups	Focus groups from PSB organisations to sense check the draft Assessment of Well-being and gather expert views.	<ul style="list-style-type: none"> • Attendance • Focus Group membership • Capacity of all PSB Member organisations 	Local	<ul style="list-style-type: none"> • Once events listed and format established, reactive approach can be taken.
'Piggy-backing' events & meetings	Join meetings virtually which have already been established.	<ul style="list-style-type: none"> ▪ Identifying suitable events / meetings 	Local	<ul style="list-style-type: none"> • Once events listed and format established, reactive approach can be taken

Engagement HQ	An interactive engagement platform. If in place in time, Engagement HQ offers an attractive online opportunity for people to engage with the Assessment of Well-being. Tools include forums, ideas, places and stories.	<ul style="list-style-type: none"> • Success of trial • Timeliness 	Regional	<ul style="list-style-type: none"> • Dependent on whether the software is available in time and the success of the trial.
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3.7 Clarification on Conducting the Regional Well-being Survey:

The **Regional Engagement Working Group**, comprising of ‘engagement leads’ from PSB organisations across the three areas, will be setup in May/June 2021 and run workshops to record partners views on how the engagement and consultation should be conducted for this round of assessments, along with views on the themes that should be included.

The **Regional Survey Group**, consisting of the engagement leads for the local authorities and any PSB members interested in being involved in the detail of survey design, will meet during July 2021 to consider the feedback from PSB Members and develop the Regional Well-being Survey and stakeholder engagement activities. The survey itself will be hosted by Carmarthenshire County Council but analysed by individual PSBs. The structure of the West Wales PSB groups is contained in Appendix 2 for reference.

Individual partners will manage the dissemination and data input of **paper/physical returns** for their area/organisation. (Physical returns include the easy-read and plain text versions of the survey).

Successful engagement and consultation relies on **effective communication**. Although the content will be developed centrally, individual partners will maximise the opportunities to publicise the regional survey and stakeholder events through existing local channels. Mechanisms include free council papers, websites, social media and any others used by individual organisations.

3.8 Regional and Local Approach

At the local (county) level, Councils will take the lead on running the Regional Well-being Survey but will fully engage with all PSB partners. The three Authorities will share best practice and ideas through the Regional Survey Group in relation to the proposed approach, in the interests of learning and improved practice. The distinction between those activities delivered regionally and locally is shown overleaf:

Agreed regionally, delivered regionally:

- Agree to undertake standard Regional Well-being Survey (authorities to determine the methods of dissemination)

Agreed regionally, delivered locally (per PSB area):

- Map and engage existing meetings and events ('piggybacking') – delivered according to common format (with scope for county variation)
- Stakeholder event – deliver according to common format (with scope for county variation)

Agreed locally, delivered locally:

- Undertake gap analysis of existing recent consultation to help determine issues of county-specific engagement and consultation interest
- Develop list of local stakeholders
- Implement communications plan for engagement and consultation opportunities

4. Action Plan

The Action Plan to deliver **the Regional Well-being Survey** and the **Stakeholder Engagement Events** is outlined below.

What	How	When (completion)	Who	Comment
Overall approach to the engagement and consultation for the Assessment of Local Well-being	Agreed through each of the PSBs	February 2021	All	Agreement to will in partnership with regional colleagues which will enable the sharing of resources, capacity and expertise across the three counties.
Identify engagement leads from PSB member organisations	Leads identified through organisational contacts	1- 21 May 2021	All	To establish the appropriate contacts to be involved in the Regional Engagement Working Group
Regional Engagement Working Group Meetings	Workshops held with all PSB Members' engagement leads	28 May 2021 & 11 June 2021	All	To seek views on the overall approach to engagement this time and the themes that should be included in the survey
Regional Survey Group	Workshops held with LA engagement leads and PSB member engagement leads who wish to be involved in survey design	8 July 2021 & 9 July 2021	All	Smaller working group tasked with designing and delivering the Regional Well-being Survey based on the feedback from PSB Members to include – survey design, agreement of themes, agreement of questions and timescales.
Agree common format for stakeholder engagement sessions	Workshops held with LA engagement leads and PSB member engagement leads who wish to be involved in stakeholder event design	8 July 2021 & 9 July 2021	All	To be agreed at the Regional Survey Group to include agreement of common format, arrangements for recording information from engagement sessions and agree arrangements for collating engagement reports.
Build the Regional Well-being Survey	Using SNAP surveys and hosted by Carmarthenshire County Council	July 2021	All	Translating the agreed survey from the Regional Survey Group into SNAP ready for 'go live'.
Run Regional Well-being Survey	Live SNAP survey available online and physical formats and advertised locally	10 th August to 8 th October 2021	All	The SNAP survey goes live online and paper copies (easy read, plain text) are available if required, and the survey is advertised locally.

What	How	When (completion)	Who	Comment
Deliver engagement sessions to identified stakeholder meetings	Using the agreed common format for stakeholder events	August to September 2021	All	Events are held across the three PSB areas alongside the Regional Well-being Survey, and are delivered either by PSB Member organisations.
Deadline for all stakeholder engagement feedback reports	Engagement reports to be fed back to the engagement lead in each LA	15 October 2021	All	The feedback reports in the common format are collated ready for analysis by each LA.
Formal consultation on Wellbeing Assessment report	Document on partner websites Publicity – press releases and social media	November to January inclusive	All	This will be coordinated locally by each LA but aim is to consult at the same time.

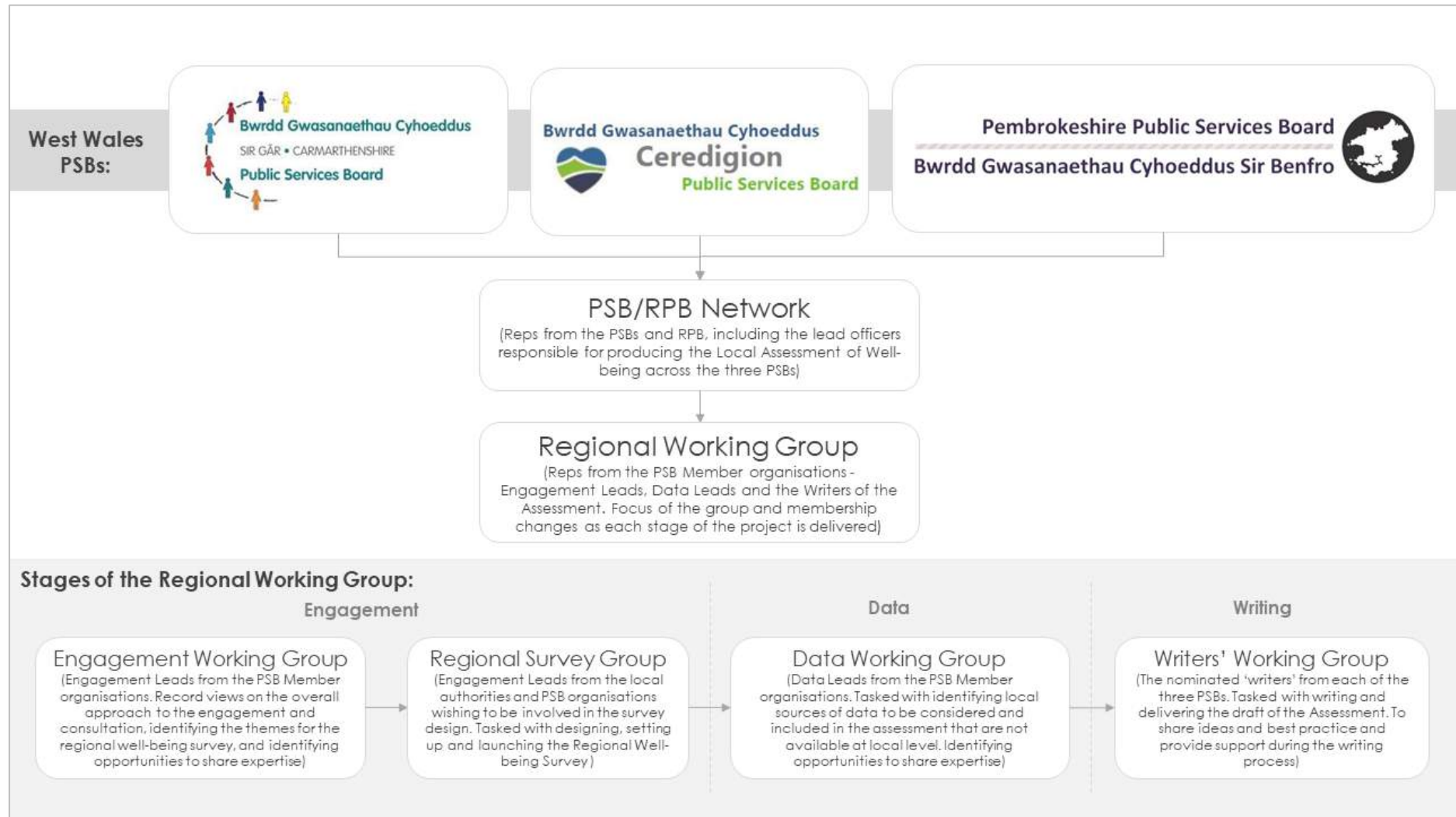
Appendix 1 - Timeline

Timeline

LOCAL ASSESSMENT OF WELL-BEING



Appendix 2 – West Wales PSB Group Structure



11: Regional Well-being Survey Engagement Feedback Report



Ceredigion Public Services Board Well-being Survey

Engagement Feedback Report

November 2021



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Background

Between 10th August and 8th October 2021, the Ceredigion Public Services Board (PSB) engaged with residents on well-being in the county to complete the Assessment of Local Well-being. The survey was conducted on a regional basis, along with Carmarthenshire and Pembrokeshire, and the questions were standardised to allow for identification of wider regional issues affecting West Wales.

Response Rate

There were a total of **405** responses to the survey, **39** in Welsh, **366** in English. There were also **741** written comments and suggestions made, and although it's not possible to include them all verbatim in this report, it does provide a selection to demonstrate the differing viewpoints.

Methodology

Due to the ongoing COVID-19 health pandemic, the survey was made available online and advertised through PSB partners networks and social media. Paper copies were also available, along with an easy read version, and respondents could also provide their responses via the telephone on request. A stakeholder list was created to ensure all partners and local groups were informed of the survey.

The PSB will use the feedback of residents, businesses and other groups to help inform the Assessment of Local Well-being and subsequently the five year Well-being Plan.

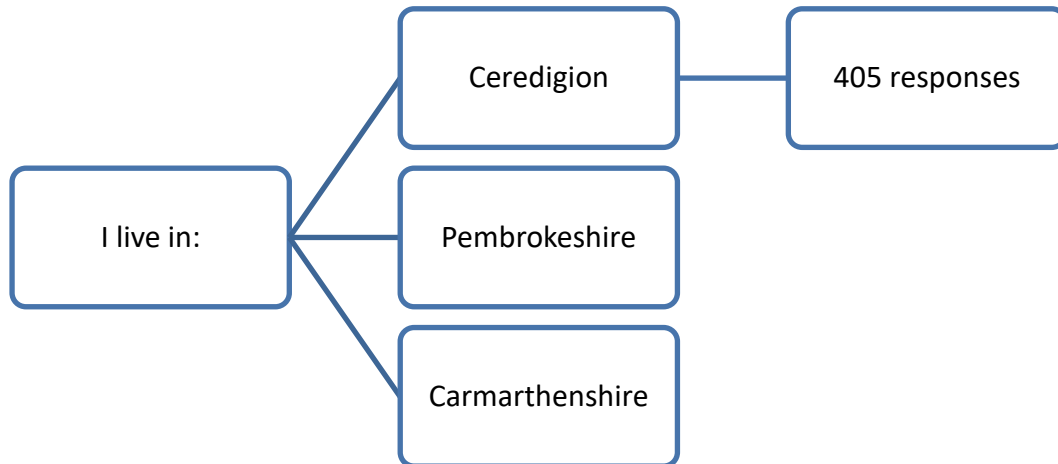
It is important to note that the Well-being Survey was only one part of the engagement activity designed to support the Assessment of Local Well-being. In addition, there were also a number of workshops held with various groups across the county, and hosted by PSB partners. The aim of these were to delve into more detail the issues affecting well-being in the county and to their groups. The structure of these sessions used the Three Horizons approach to futures thinking where the first question discussed where we are here and now, the second discussed the transitional period between where we are now and where we want to get to, and the final question discussed where we want to get to, i.e. the Ceredigion we want to create in the future. Further details of the approach taken to the engagement can be found in the Regional Methodology and the Engagement Toolkit.

The paragraphs that follow provide a summary of the findings.

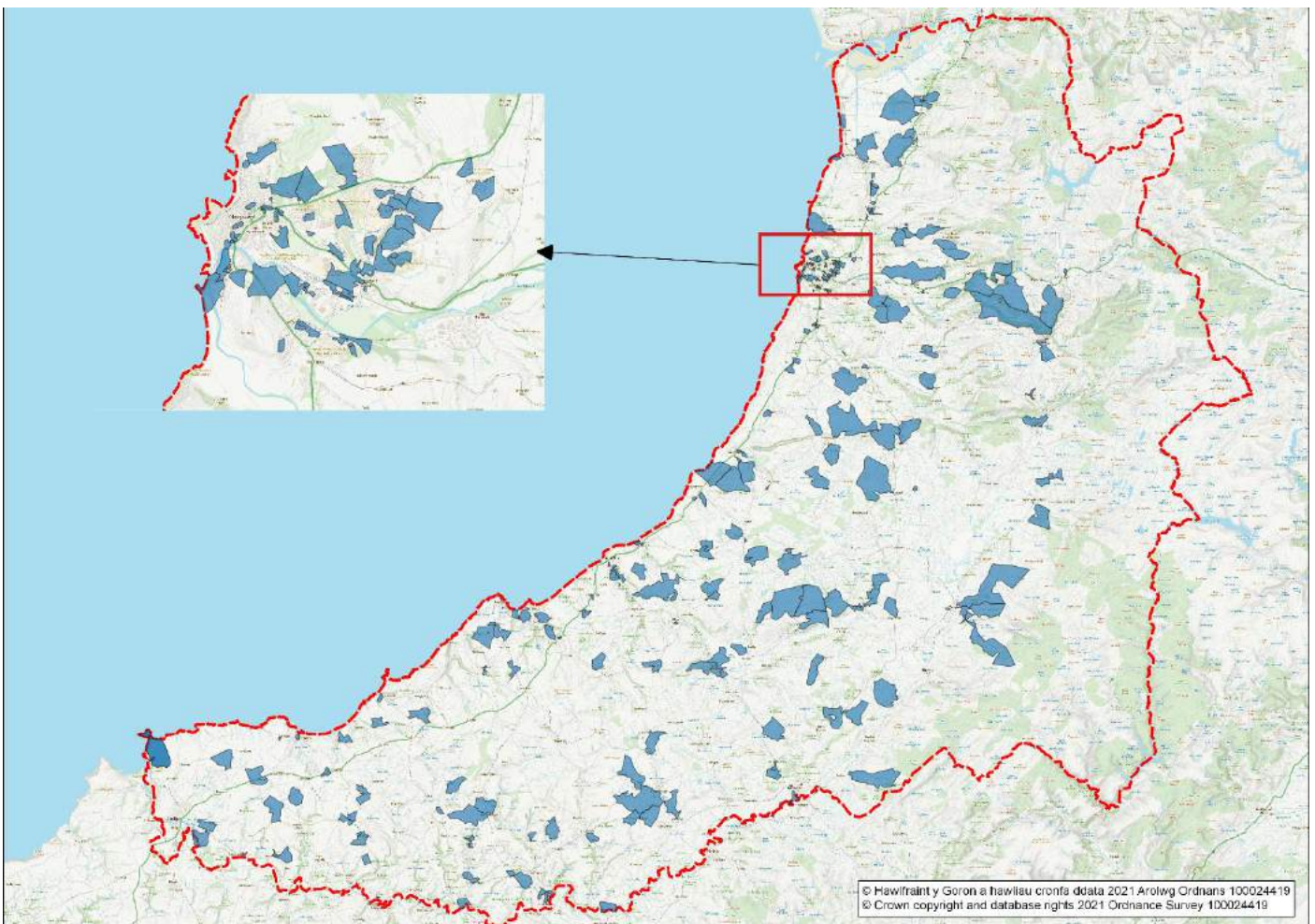


Q1. I live in Ceredigion

The first question respondents were asked on our Well-being Survey, was which county they lived, to differentiate data between the regions. Out of 1,333 responses, 405 (30%) said that they lived in Ceredigion.

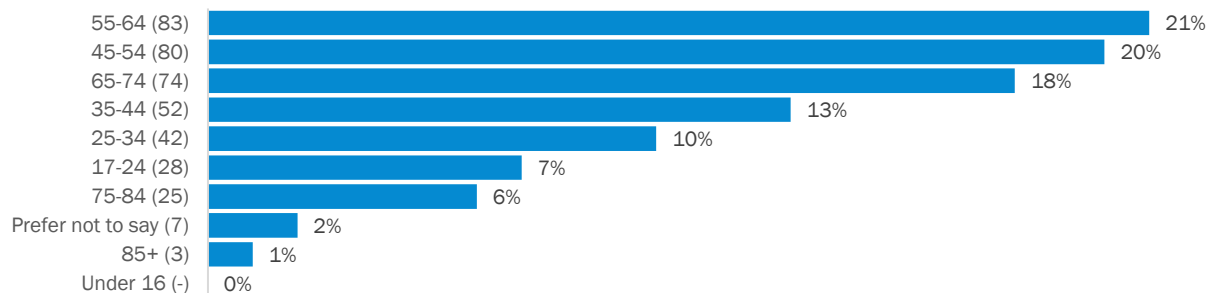


Q2. Please specify your home postcode without using any spaces (e.g. SA154EA)



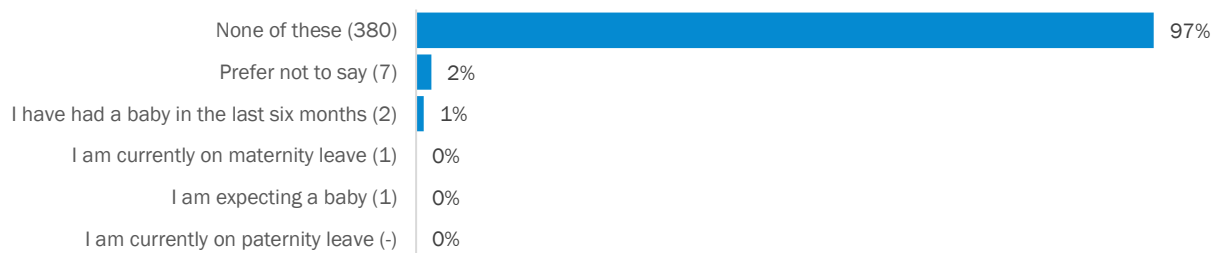
The map above demonstrates where responses have come from in Ceredigion. The second question of the Survey asked respondents to note down their full postcode. A total of approximately 225 different postcodes were noted down for this question. Even though there were 405 responses in total, we must take into account that some people may live in the same postcode area. It is clear from looking at the map above that responses have come from all areas across Ceredigion.

Q3. What is your age group?



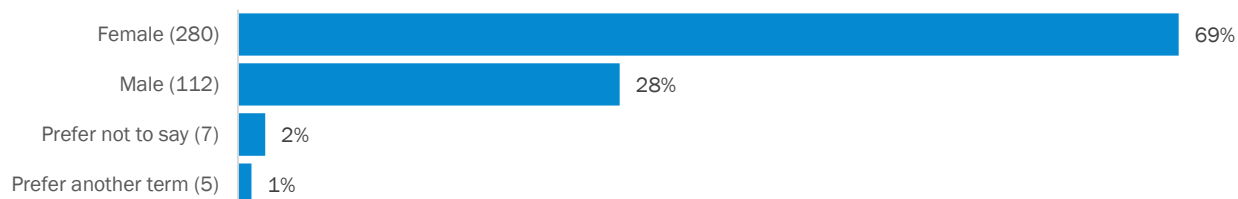
The majority of respondents to our Well-being Survey were aged between 55 and 64 years of age (21%). Very close behind this was the 45 to 54 age group (20%). 18% of responses were from those aged 65 to 74 and 13% from those aged 35 to 44. Just 1% of responses were from those aged 85+. 2% of respondents preferred not to say what their age group was. There were no responses from under 16 year olds, although there were other surveys that were more suitable for this age group.

Q4. Pregnancy and maternity/paternity: Please indicate if any of the following apply to you?



Most of the respondents to the survey (97%) were not pregnant, hadn't had a baby in the last six months and weren't on maternity or paternity leave. 2% of respondents preferred not to say and 1% of respondents had a baby in the last six months.

Q5. Sex: How would you describe yourself:



Please specify 'prefer another term'

- Genderfluid
- Genderfluid
- Nonbinary
- Gender Fluid (they/Them)
- Genderfluid

The majority of respondents to our Well-being Survey described themselves as female (69%) with 28% describing themselves as male. 2% of respondents preferred not to say how they'd described themselves and 1% preferred another term. The majority of those who preferred another term noted 'Genderfluid' as the term they preferred.

Q6. Disability: Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least another 12 months?



20% of our respondents said that their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least another 12 months.

76% said that their day-to-day activities were not limited because of health problem or disability which has lasted, or is expected to last, at least another 12 months.

16 respondents (4%) preferred not to disclose this information.

Q7. Gender reassignment: Is your present gender the same as the one assigned to you at birth?



Almost 90% of respondents (89%) to our well-being survey said that their gender was the same as the one assigned at birth.

8% answered no to this question, meaning that their gender was not the same as the one assigned at birth and 3% preferred not to say.

Q8. Caring Responsibilities: Do you provide regular, unpaid, substantial care for a relative, friend or neighbour who is unable to manage at home without help because of sickness, age or disability?



80 of our respondents (20%) said that they had caring responsibilities and provided regular, unpaid, substantial care for a relative, friend or neighbour who is unable to manage at home without help because of sickness, age or disability.

Almost 80% of respondents (77%) noted that they did not have caring responsibilities and 3% preferred not to disclose this information.

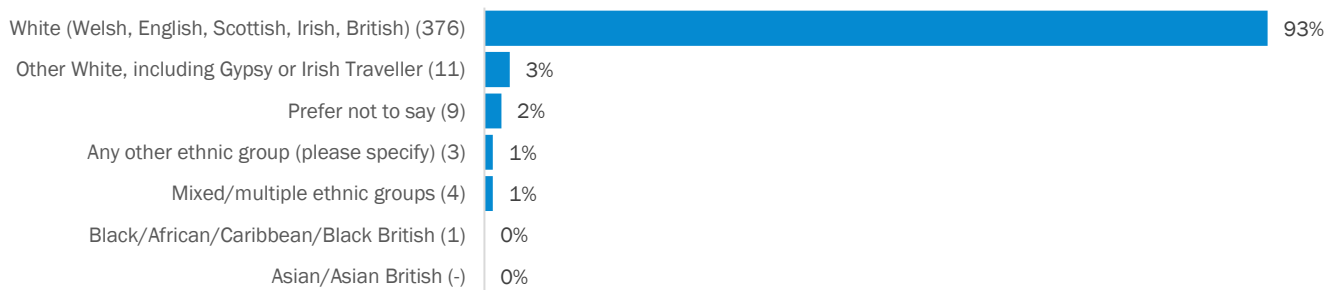
Q9. Sexual Orientation: What is your sexual orientation?



Most respondents to our Well-being Survey noted that they were heterosexual/straight (82%). 7% preferred not to say.

5% of respondents said they were bisexual, 2% said they were a gay woman/lesbian or other and just 5 respondents (1%) said they were a gay man.

Q10. Ethnic Group: What is your ethnic group?



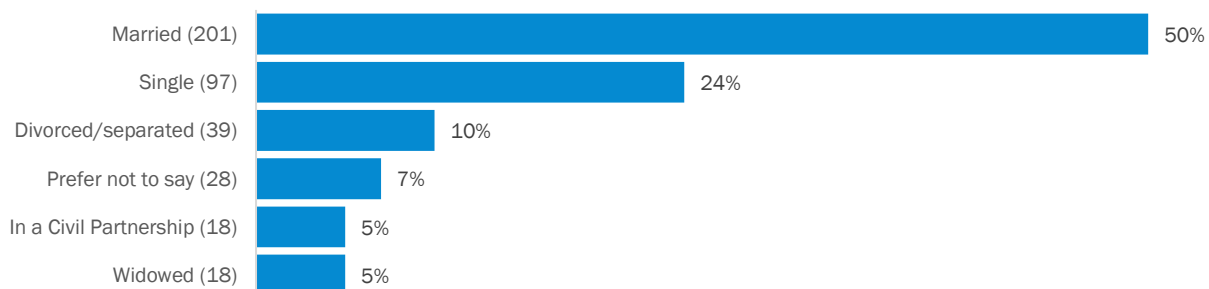
Please specify 'any other ethnic group'

- Northern Irish
- Greek, Jewish welsh
- Welsh Canadian with history of British ethnic family (Scottish, Irish, English and Welsh) only

Over 90% of respondents noted that they identified as being 'White (Welsh, English, Scottish, Irish, British)' (93%). 3% noted that they identified as 'Other white, including Gypsy or Irish Traveller) and 2% preferred not to say. Just 4 respondents or 1% said that they identified as mixed/multiple ethnic groups.

3 respondents or 1% identified as another ethnic group and noted how they identified which can be seen in the list above.

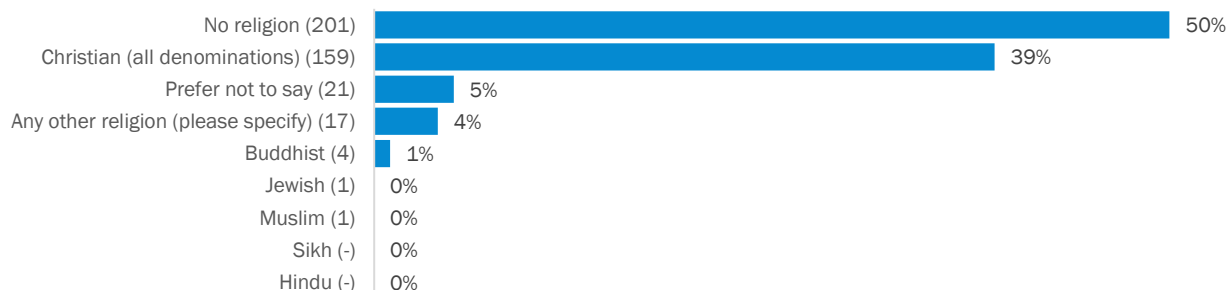
Q11. Marriage and civil partnership: Are you?



Exactly half of the respondents to our Well-being Survey said that they were married (50%). Second to this was 'single' with 97 respondents noting this (24%). 10% of respondents noted that they were divorced or separated and 7% preferred not to say.

Equally 10% of respondents were either in a civil partnership (5%) or widowed (5%).

Q12. Religion: What is your religion?

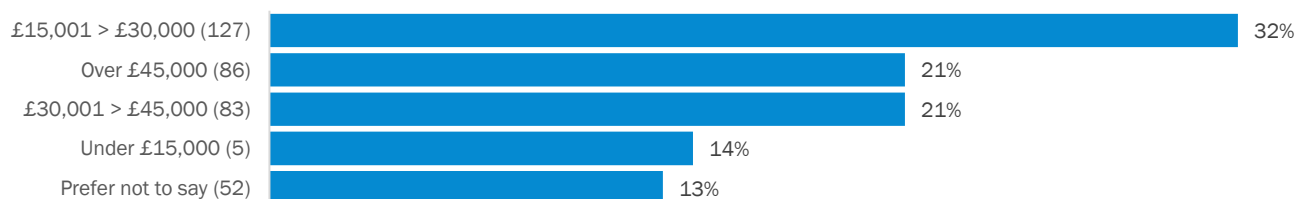


Please specify any other religion:

- Pagan
- Spiritualist
- Pagan
- Pagan
- Pagan
- Quaker
- Pagan
- Roman Catholic
- Panentheist
- Pagan
- Pagan
- Pagan
- Tolkienism
- Spiritual
- Pagan
- letsism
- Spiritualism

Half of our respondents noted that they had no religion (50%) and 39% said they were Christian (all denominations). 5% respondents preferred not to say and 4% noted another religion, which the responses for can be seen in the list above. 4 respondents (1%) said they were Buddhist.

Q13. Household Income: Approximately how much income comes into your household each year?



Most of our respondents noted their household income as between approximately £15,001 and £30,000 (32%). Second to this was household income of over £45,000 (21%) and £30,001 to £45,000 (21%). 14% of respondents not their households income as being under £15,000 and 13% of respondents preferred not to disclose this information.

Q14. Welsh Language: Can you understand, speak or write Welsh?



Over half of our respondents said that they could understand spoken Welsh (54%). Able to speak Welsh and able to read Welsh both received 44% of votes, whilst 38% said they could write Welsh. 37% of respondents chose 'none of the above' meaning that they cannot understand, speak, read or write in the Welsh language.

Q15. What is your main language?



English was the main language of the most of the respondents to our Well-being Survey (81%). Welsh was the main language for 17% of respondents and 2% listed another language, which can be seen in the list below.

Please specify your other 'main language':

- German
- English but Learning Welsh slowly
- German
- German
- Prefer not to say
- Polish
- Russian
- Main language English. Basic Welsh

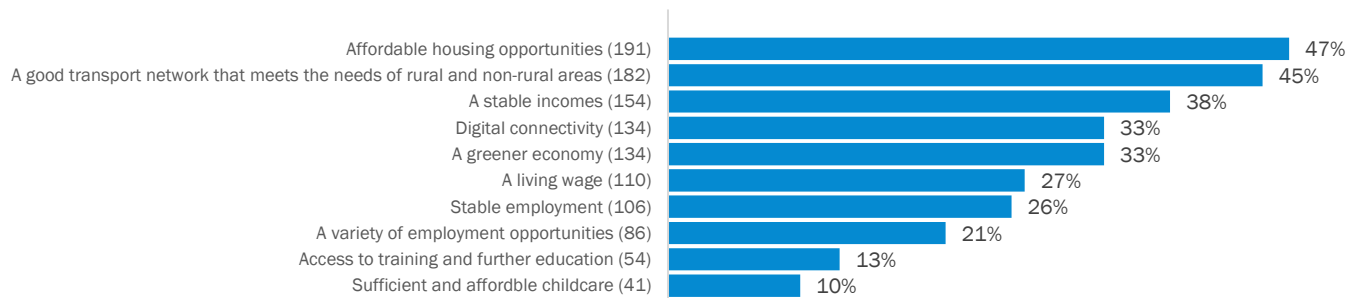
Q16. Do you volunteer?



The majority of our respondents noted that they do not volunteer (66%). With this said 34% said they do volunteer.



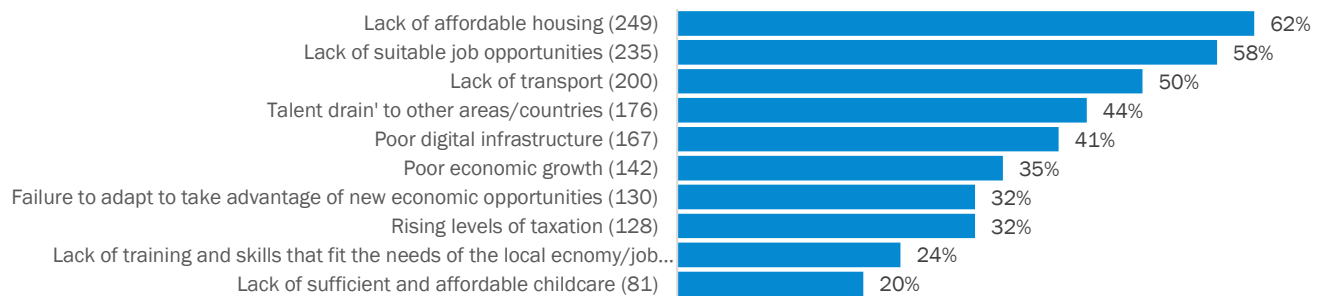
Q18. Which three things do you value most in a prosperous community?



The top three answers respondents chose when asked which three things they valued most in a prosperous community were affordable housing opportunities (47%), shortly followed by a good transport network that meets the needs of the rural and non-rural areas (45%) and a stable income (38%).

The least common answer to this question was sufficient and affordable childcare (10%). We know that childcare prices are on the rise. The majority of our responses to this survey have come from people over the age of 45, and they are less likely to need sufficient and affordable childcare.

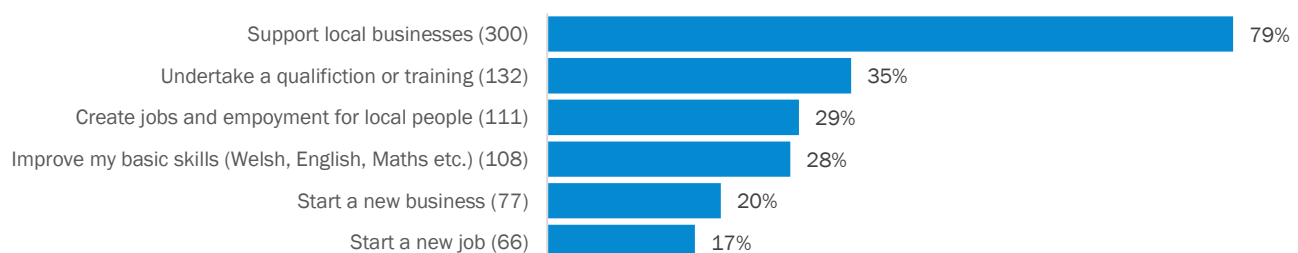
Q19. Looking ahead, what concerns you the most about prosperity in the county?



Thinking about the future, lack of affordable housing (62%) was the thing that concerned respondents the most about prosperity in the county, with lack of suitable job opportunities coming second (58%). These responses relate to our findings in the Assessment itself, house prices have been rising and the cost of living has also been increasing. There needs to be more affordable houses in Ceredigion but also job opportunities that correlate with high house prices and high costs of living.

According to our survey the thing that least concerned our respondents about future prosperity was lack of sufficient and affordable childcare, but this was still chosen by 20% of respondents. Again, the age demographics of respondents will have had an effect on this topic.

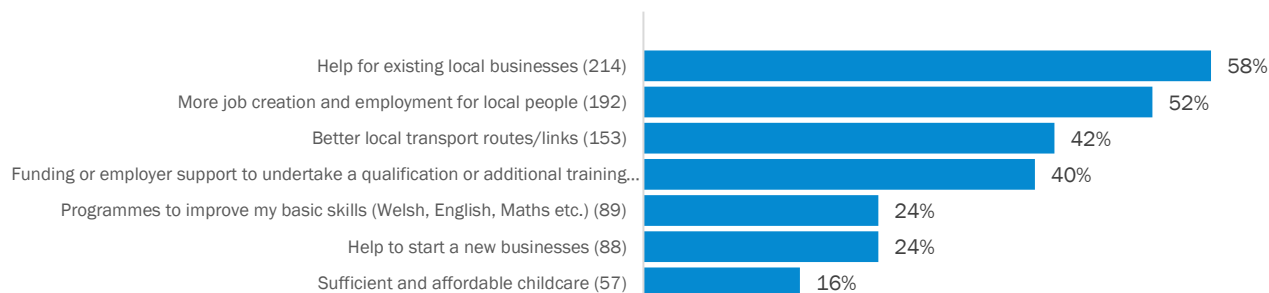
Q20. What would you consider doing to improve your own or your community's economic circumstances?



When asked what would you consider doing to improve their own or communities economic circumstances, by far the most popular answer was support local businesses (79%). This is a recurring theme seen throughout the Well-being Survey. We know that Ceredigion has many opportunities to buy and sell all kinds of produce locally and respondents want to do more of this.

Quite far behind this, the second most popular answer was undertake a qualification or training (35%).

Q21. What support would need to be in place to do these things?



Coinciding with the above responses, it is no surprise that when asked about what support would need to be in order, help for existing local businesses came out on top (58%). Secondly, was more job creation and employment for local people (52%). Again, quite surprisingly, sufficient and affordable childcare was the least popular response (16%), but this could be due to the demographics of respondents and because we've seen an increase in those being able to work flexibly.

Q22. Any other comments

There were 51 written comments provided by respondents for this section of the survey, 13% of total respondents. No clear trends came from these responses as a lot of different topics were mentioned.

One thing that was mentioned possibly slightly more often than anything else was digital connectivity. We know that around 12% of households in Ceredigion do not have access to the internet. Additionally, we know that there are many not-spots in Ceredigion that have difficulty receiving a reliable phone and internet connection.

Another topic mentioned was more opportunities to access further training and education. Ceredigion has an ageing population, we know that the older generations often find worth and a sense of purpose if they complete courses or training to improve their skills.

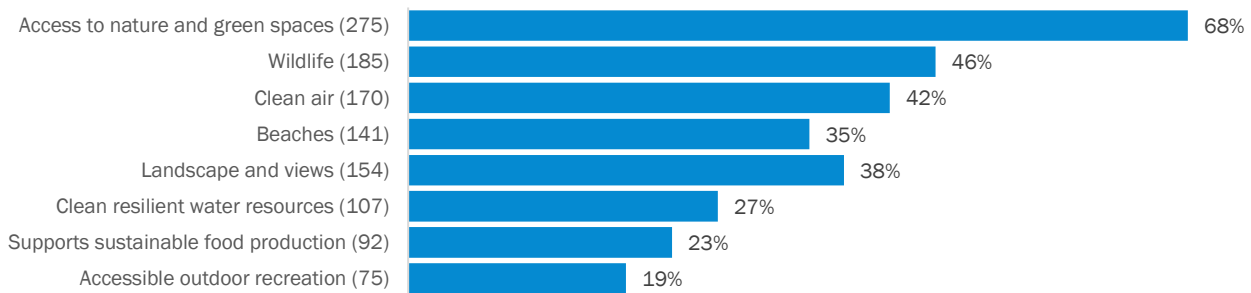
Supporting local businesses also comes out in these written responses with a participant noting that we cannot continue as we are and must make changes so that people can support businesses locally.

Below are a sample of comments taken from the 51 written responses provided for this section of the survey.

Sample comments	
"A prosperous Ceredigion relies heavily on good digital connectivity. Why are some rural parts of the county still without any digital connections at all."	"Better digital connectivity – I'd either be working remotely out of county (job level and opportunities) or starting a business reliant in better connectivity and public transport links."
"Flexible opportunities to access learning outside of working hours."	"Opportunities for varied and interesting education both academic and practical."
"More investment is needed in local businesses start up, as well as the arts, to help improve social mobility."	"We must think about new ideas on how to support local businesses instead of continuing to do the same thing."
"Raise living wages or force landlords to charge rent that is affordable."	"Decent healthcare, public transport, bring back the markets."

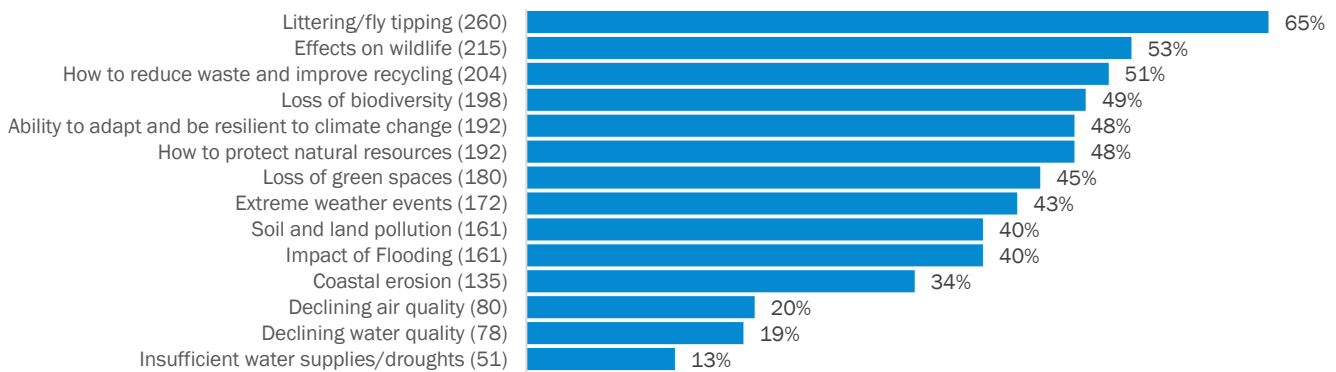


Q23. Which three things do you value the most about your local environment??



Respondents to our Well-being Survey noted that access to nature and green spaces was by far one of the three things they valued most about their local environment (68%). In second and third position were wildlife (46%) and clean air (42%).

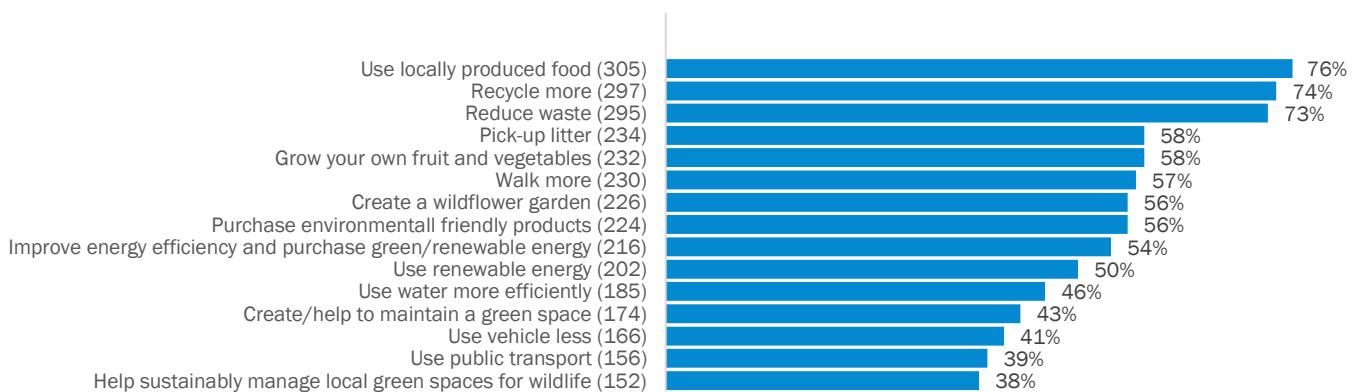
Q24. Looking ahead, what concerns you the most about your local environment?



Quite surprisingly the thing that concerned our respondents the most about their local environment in future was littering/fly tipping (65%), we are now far more aware of the effects littering/fly tipping can have on our environment and wildlife. This also coincides with the fact that the second most selected answer was effects on wildlife (53%). Our awareness around how things that we as humans can affect our wildlife and the future of habitats.

The least popular answer was concerns around insufficient water supplies/droughts (14%).

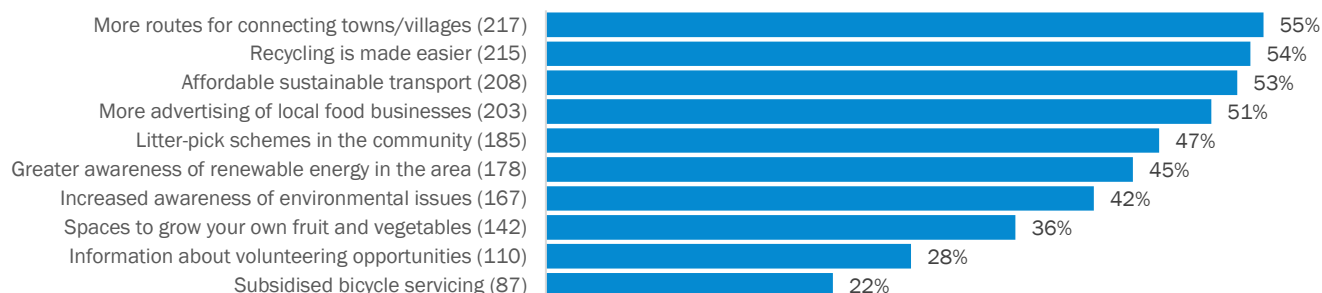
Q25. What would you consider doing to improve your local environment?



When asking what our respondents would consider doing to improve their local environment, there were three clear stand out top answers. Use locally produced food (76%), recycle more (74%) and reduce waste (73%) were the top

answers. Respondents were given the option to choose all options that applied from the list, as seen above and it is clear that many respondents chose multiple options as the lowest chosen answer which was help sustainably manage local green spaces for wildlife still received 38% of votes.

Q26. What support would need to be in place to do these things?



Respondents believed that the support that would need to be in place to enable them to do the above things were to have more routes for connecting towns/villages (55%), for recycling to be made easier (54%) and affordable sustainable transport (53%). Ceredigion has an excellent track record for recycling but respondents believe that there are things that could be done to make the process easier. We know that transport to and from the most rural areas of Ceredigion are quite poor, therefore it is no surprise that the majority of respondents want more routes to connect areas and affordable sustainable transport.

Q27. Any other comments

A total of 65 respondents provided a written comment for this section of the Well-being Survey, 16% of total respondents. The topic mentioned most was how transport links could be improved in Ceredigion. As previously mentioned transport links between rural areas is known to be fairly poor and increasing the amount of public transport available would make things much easier for some.

Not only this, many comments relate to improving roads in and out of the county. Ceredigion’s roads are mostly B and C roads with only one dual carriageway in the County. Respondents believe that things would be safer and easier if roads were improved.

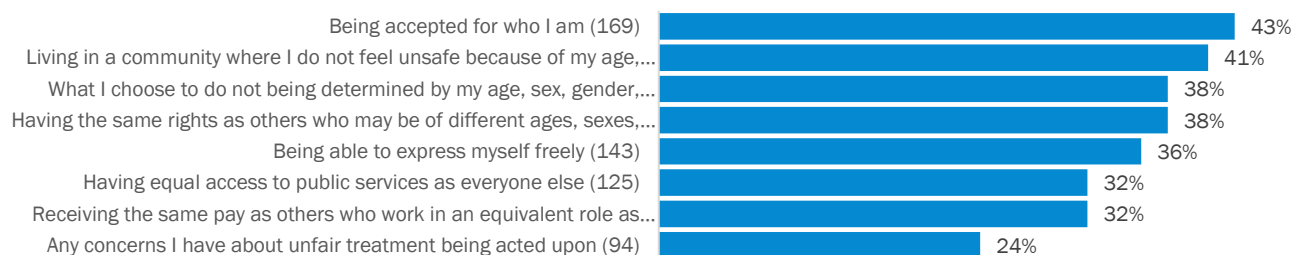
Additionally, maintaining and improving cycle paths and cycle routes away from vehicle traffic would mean that people are more likely to choose greener transport.

The samples below have been taken from the 65 written comments provided by respondents in this section of the Well-being Survey.

Sample comments	
“I already do most of these things – lack of public transport is my biggest issue as I cannot manage without my car currently although I would use a bus if there was a bus.”	“There is no public transport available apart from Bwcabus, although very valuable, is not a regular bus service.”
“Maintain the cycle paths which nobody does.”	“Existing cycle routes are not maintained. Separate cycle paths away from traffic.”
“Better roads out of the County.”	“Maintenance of existing rights of ways, i.e. Bridleway and footpaths. Many are overgrown, inaccessible / difficult to use. This is due to ground conditions (boggy/overgrown/difficult to open gates).”
“I already do most of these things – lack of public transport is my biggest issue as I cannot manage without my car currently although I would use a bus if there was a bus.”	“There is no public transport available apart from Bwcabus, although very valuable, is not a regular bus service.”

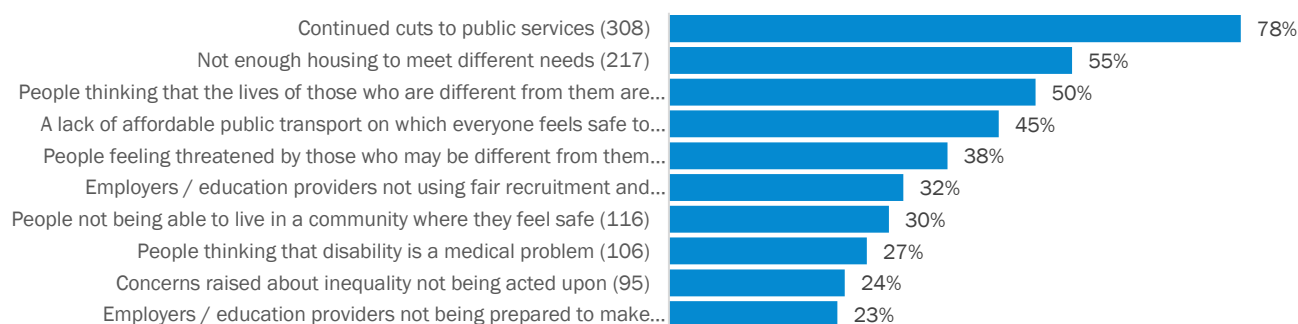


Q28. Which three things do you value the most about living in a society which strives to be equal for all?



Our Well-being Survey asked which three things our respondents valued the most about living in a society which strives to be equal for all. The top three answers were, being accepted for who I am (43%) and living in a community where I do not feel unsafe because of my age, sex, gender, race, background, belief or disability / non disability (41%). It should be noted that, as seen in the graph above all responses to this question were fairly evenly distributed.

Q29. Looking ahead, what concerns you the most about your community becoming fairer for everyone?



By far the thing that concerned our respondents the most about their community becoming fairer for everyone in future was the continued cuts to public services (78%). Public services are something that everyone uses, it is a clear concern to our respondents that there could be cuts to public services, which may affect how easily we can access these services in future.

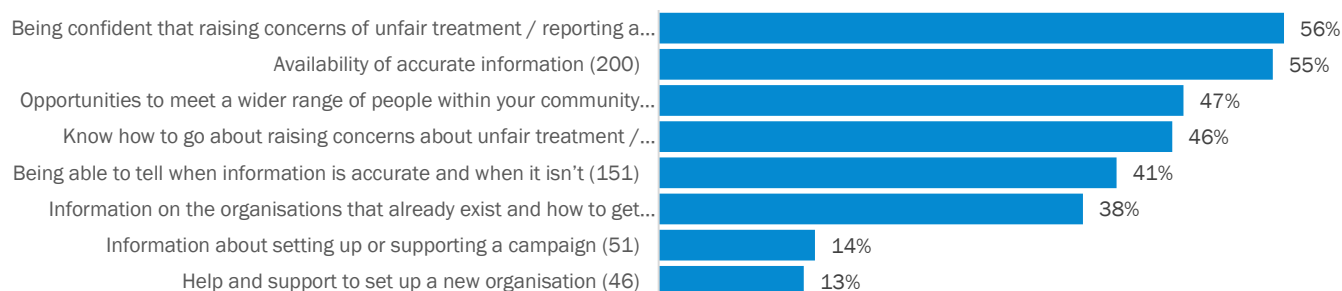
Two other concerns were not enough housing to meet different needs (55%) and people thinking that the lives of those who are different from them are less valuable than their own (50%). Housing to meet different needs is a theme seen often throughout the responses to our Well-being Survey. As we have an ageing population and the number of people aged 65+ will increase in future we may see an increased need for housing that meets the needs of older people.

Q30. What would you consider doing to help make things fairer for everyone in your community?



The responses to the question what would you consider doing to help make things fairer for everyone in your community were all fairly evenly selected. For example, the least selected option for this question was campaign for equality, diversity and inclusion (39%) and the most selected options were raise a concern about unfair treatment (63%) and report a hate crime (63%).

Q31. What support would need to be in place to do these things?



Respondents noted that being confident that raising concerns of unfair treatment / reporting a hate crime would not have negative consequences for me or my family (56%) was the most popular thing that needed to be in place to enable them to do the above. This could mean that respondents need to be made aware of the opportunities on how to report a hate crime or unfair treatment and to be ensured that there would be no negative consequences from this.

Q32. Any other comments

There were just 27 written responses to this section of the Well-being Survey, relating to an Equal Ceredigion, just 7% of all respondents.

There were no clear themes that could be identified from these written comments. Although, a few comments did relate to how people feel that they are not treated equally as a non-Welsh speaker. Recurring themes such as suitable housing and affordable housing were also mentioned in the written comments.

Unfortunately some of our written comments from our respondents do also note that they have been subject to hate crimes, abuse and bullying. But, on the other hand there are comments which note that they live in a friendly, accepting community. It is clear that there are some disparities between communities.

Below are a sample of comments taken from the 27 written responses from this section of the Well-being Survey.

Sample comments	
"I am concerned that as a non-Welsh speaker the LA is prejudiced against my needs."	"There is a constant 'Anti-English' sentiment underlying much of the politics and some policies in place in West Wales."
"Access to housing that meets the need of my mental health condition."	"I am disabled and have been victimised and bullied all my life and living here has not changed anything. I cannot go shopping without some form of intimidation, health appointments are the same."
"I live in an inclusive village that welcomes and supports all well."	"In my job I often feel discriminated against for being English."
"Very nasty people live in this village and I have suffered criminal damage and abusive behaviour."	"If we really want to build a fairer society we need to ensure that there are house available for all."



Q33. Which three things do you value the most in relation to your physical health and/or mental well-being?



The three things that our respondents valued the most in relation to their physical health and/or mental well-being were feeling healthy and happy (41%), being able to do the things I want to do to keep me active and happy (31%) and having access to health and care services when I need them as close as possible to home or available through technology (28%).

Q34. Thinking ahead over the next ten years, what concerns you the most about being able to stay physically and/or mentally well?



When thinking ahead over the next ten years, not having access to healthcare or other support that I need, as close to home as possible or available through technology was the thing that concerned our respondents the most (56%). This is no surprise when we consider that Ceredigion is a very rural county, for example average travel times to a GP surgery are very high. As well as this, we know that Ceredigion's 65+ population is going to continue increasing, as we get older we are more likely to have some sort of health issue, this could put increasing pressures on our healthcare services, making it difficult to access.

Secondly our respondents were concerned about not being able to spend time outdoor or in nature and green spaces, in future (52%). This could be due to worries over climate change and/or developments reducing the amount of outdoor, green spaces available or because of worries around getting older and not being able to get out as much.

Q35. Looking ahead, what could you do to improve your own physical and/or mental wellbeing?

211 (52%) respondents answered the open-ended question which asked what they could do to improve their own physical and/or mental well-being, with a written response.

“Exercise more” or similar comment on taking exercise, staying active or keeping fit was mentioned by 37% of respondents.

17% commented on staying connected or socialising with friends, family or community groups, with comments including “getting to know more people locally...” and “...meet with friends”.

The next most prevalent theme was looking after own wellbeing with 9% commenting on this, including “self-care”, self-motivation or personal time management and text answers including “help myself more...” and “make time for myself...”.

This was followed by improved work/life balance (7%), accessing green space or spending time outdoors (6%) and improving or maintaining a healthy diet (6%).

Below are some sample comments taken from these open-ended responses.

Sample comments	
“Exercise even more in social settings”.	“Stay connected”.
“Exercise more”.	“Better work life balance, increased self-care – exercise and managing weight”.
“Join more exercise classes”.	“Walk in green spaces more”.
“Socialise with people”.	“Better balance of work and relaxation”.

Q36. What, if anything, would need to be in place for you to do these things?

189 (47%) gave a text answer for the question what, if anything would need to be in place to enable them to do the above.

13% of these respondents commented a greater availability of or access to leisure and exercise classes that are appropriate, affordable or free. Comments included “better access to gyms in the more rural areas...”, “more exercise classes...” and “access to facilities at a reasonable cost”.

13% commented on better or improved access to healthcare services (including primary care, secondary care, mental health services and dental services) such as “...a better health service...”, “regular free health and dentistry checks” and “better access to GP...”.

A comment relating to support – being listened to and supported, improved social care support, or support from employers, was given by 8% of those giving a text answer to this question.

Better personal time management, self-motivation or willpower (comments related to the individual or ‘self’) was mentioned by 7%.

5% of those in Ceredigion who gave a text answer to this question mentioned local community groups, activities or courses. 5% commented on money, including more money, security of income and higher wages or pension.

Below are some sample comments taken from the written responses given to this question.

Sample comments	
"Facilities to remain open and well-maintained."	"Better access to GP. More opportunities to discuss ways to improve my health with health professionals, and have regular health checks."
"More classes locally available so I can join in, get fit and meet people."	"Care and support when it's needed."
"Access to low cost gym and health facilities."	"A close community of support."
"Better provision of services."	"Self-motivation."

Q37. Any other comments

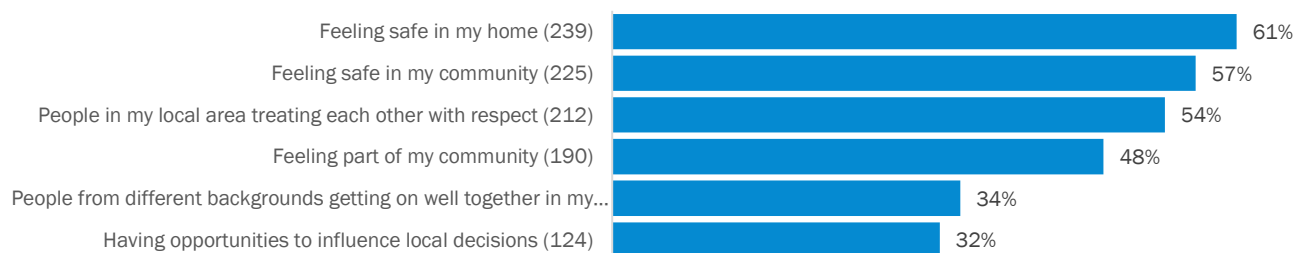
When asked for any other comments, this was less commonly answered than the previous two questions with 59 (15%) text responses. It was felt that the answers to this question were predominantly a reiteration of previous points, very specific/ personal or very broad/ unrelated to the topic of health and well-being. Therefore, there were no clear themes and no further analysis was performed on the answers to this question.

Below are a sample of comments taken from the written responses to this section of the Well-being Survey.

Sample comments	
"Get the leisure centres and swimming pools open again."	"The health service needs to be better funded."
"Sport and exercise facilities and opportunities are greatly lacking."	"Have more green spaces in housing developments."
"Importance of green spaces to exercise and promote good mental health."	"I need to improve my diet and learn how to budget better."

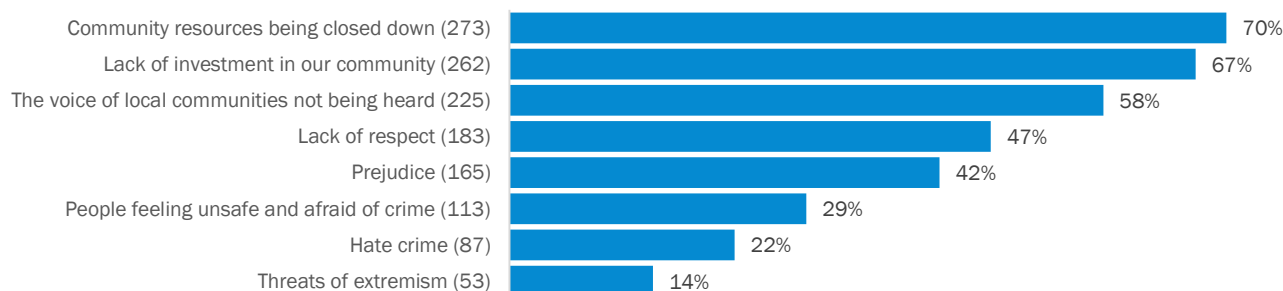


Q38. Which three things do you value the most in relation to the community that you live in?



When asked which three things they valued the most in relation to the community that they lived in, the majority of respondents said feeling safe in their home (61%). A close second to this was feeling safe in their community (57%). The third most popular answer was people in their local area treating each other with respect (54%).

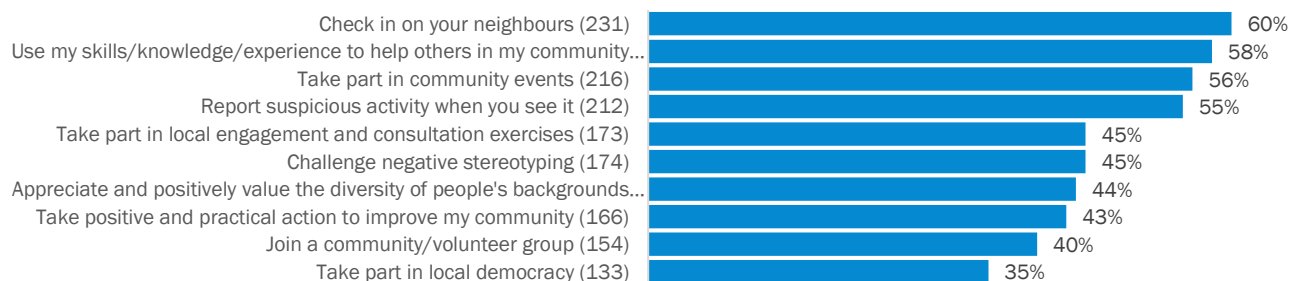
Q39. Looking ahead, what concerns you the most about community cohesion?



Community resources being closed down (70%) was the thing that concerned our respondents the most about community cohesion. Lack of investment in our community was the second most common thing that concerned our respondents (67%). The COVID-19 pandemic has had major effects on community resources and funding for such things, and the pandemic is likely to continue having an effect on these things in the future. Our respondents think that investing in our communities and ensuring that resources are not closed down are most important.

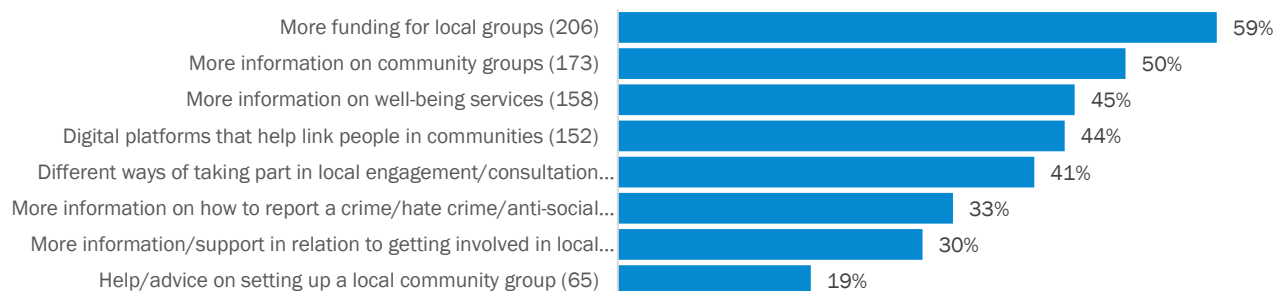
At the other end of the scale threats of extremism was the thing that concerned respondents the least (14%).

Q40. What would you consider doing to help achieve good community cohesion in your neighbourhood?



Respondents are most likely to check on their neighbours (60%), use their skills/knowledge/experience to help others in their community (58%) and take part in community event (56%) in order to help achieve good community cohesion in their neighbourhood. Ceredigion is known to having fairly good community cohesion and known for having high percentages of people feeling safe in their communities and feeling like people in their communities get on well. This is reflected in these responses.

Q41. What support would need to be in place to do these things?



In order for respondents to be able to do the things noted in the question above, more funding for local groups (59%) and more information on community groups (50%) were noted most. Local and community groups are one way that we can ensure cohesive communities in Ceredigion where people are coming together to discuss matters and resolve where possible.

Help/advice on setting up a local community group was the least common answer (19%).

Q22. Any other comments

26 (6%) respondents supplied this section of the Well-being Survey with a written comment. Again, there was a variety of topics discussed in the open-ended comments and no clear front runner.

A fair few of the written comments for this section note that the respondents are already doing the things noted in the previous questions. This said, respondents are calling for more opportunities locally to be made available to them, so they can do more. One comment mentions that there is no community hall in their village, a space like this could be essential to ensure that the area has good community cohesion, where people can discuss matters.

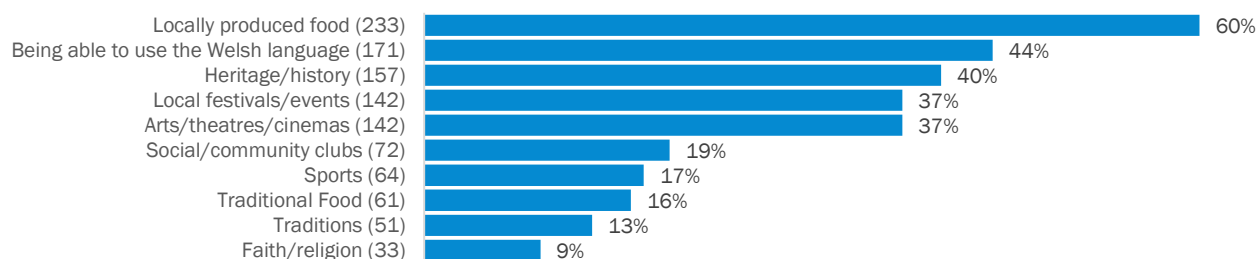
Additionally, time is something that people struggle with, with a few comments noting that if they have a full-time job and children it can be difficult to do more things in our communities to be cohesive.

Sample comments

"Again, I do a lot of these things already."	"Somewhere for our community to get together. There is no community hall in the village."
"I already do a lot for my local community."	"More time – full-time job (where I support others), family duties and supporting member of my family by caring means that I don't have much time to volunteer."
"I do all the above already as does my family."	"More time – as a parent who works full time it's difficult to make time for anything else. There is a huge resource in recently retired people that we could call upon to help with community resilience."
"There are things I used to do but I can't now. I contributed when I could."	"I already run community groups I can't do more!"

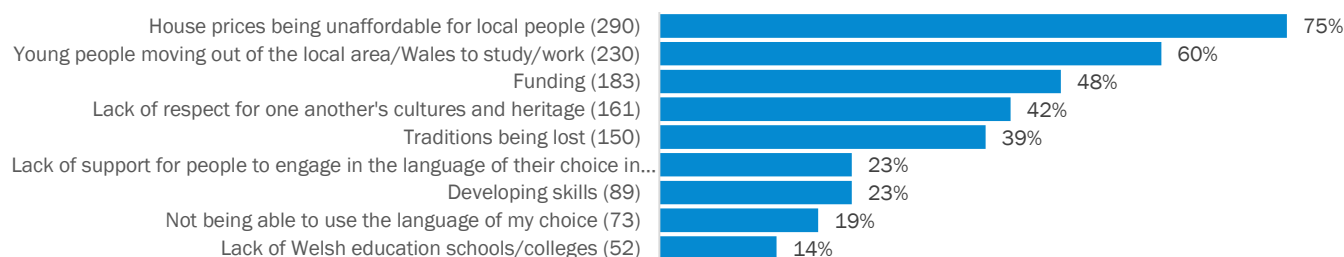


Q43. Which three things do you value the most in relation to your County's vibrant community and thriving Welsh language?



When asked which three things our respondents value the most in relation to the County's vibrant community and thriving Welsh language, the top three answers were as followed. Locally produced food (60%), being able to use the Welsh language (44%) and heritage/history (40%). Faith/religion was the least selected answer (9%).

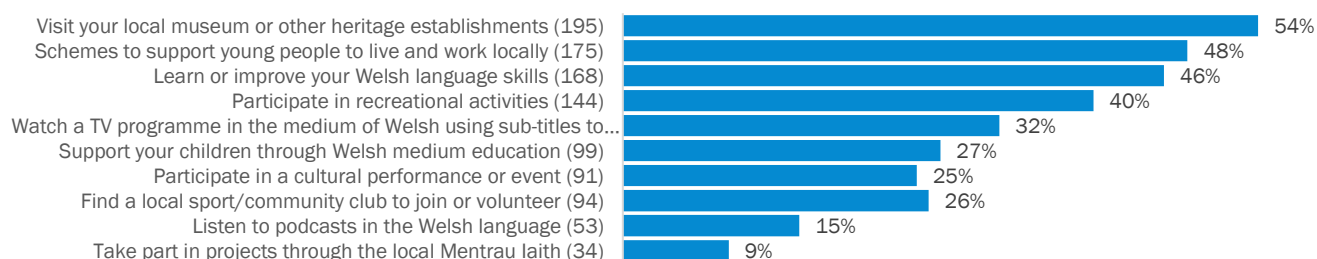
Q44. Looking ahead, what concerns you the most about your County's vibrant community and thriving Welsh language?



By far the thing that most concerned our respondents about the County's vibrant community and thriving Welsh language in future was house prices being unaffordable for local people (75%). Coming second was young people moving out of the local area/Wales to study/work (60%). This does not come as a surprise as Ceredigion has seen a sharp increase in house prices, we know that if people cannot afford to buy a house here, they are very likely to move elsewhere.

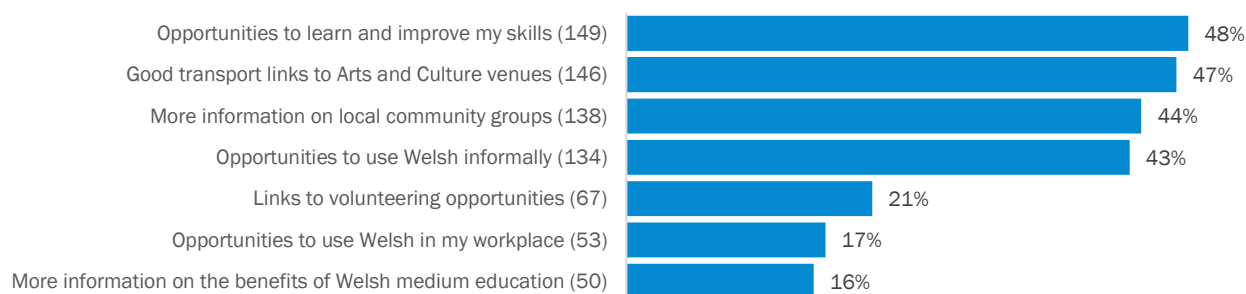
The thing that concerned respondents the least was lack of Welsh education schools/colleges (14%). Ceredigion's education system is one of its major assets, a majority of Ceredigion's schools are Welsh medium or bilingual and therefore it isn't out of the ordinary for respondents being less concerned about this.

Q45. What would you consider doing to help achieve a vibrant community with a thriving Welsh language?



In order to help achieve a vibrant community with a thriving Welsh language, our respondents are most likely to visit their local museum or other heritage establishments (54%), closely followed by schemes to support young people to live and work locally (48%). Again, this relates to the concerns around local people moving elsewhere because of unaffordable house prices. Respondents were least likely to take part in projects through the local Mentrau Iaith (9%).

Q46. What support would need to be in place to do these things?



According to our respondents, the support needed to enable us to do the above would be opportunities to learn and improve skills (48%) and good transport links to Arts and Culture venues (47%). In Ceredigion, there has been a decrease in the number of people participating in arts, culture or heritage activities at least three times a year, providing good transport links to such events could alleviate this. Additionally, more information on local community groups (44%) and opportunities to use Welsh informally (43%) were also ranked highly as things that would need to be in place to do the above.

Q47. Any other comments

When asked for any other comments, there were 56 written responses in total. 14% of all respondents to this survey have provided a written comment for this section. These written comments mentioned a variety of topics. This said, a majority of comments (around 23%) related to issues with the non-Welsh speaking community. It is clear that some of our respondents do not feel welcomed in their community because they are either non-Welsh speakers or Welsh learners. Some respondents also feel that there is too much emphasis on the Welsh language and that English should be valued just as much.

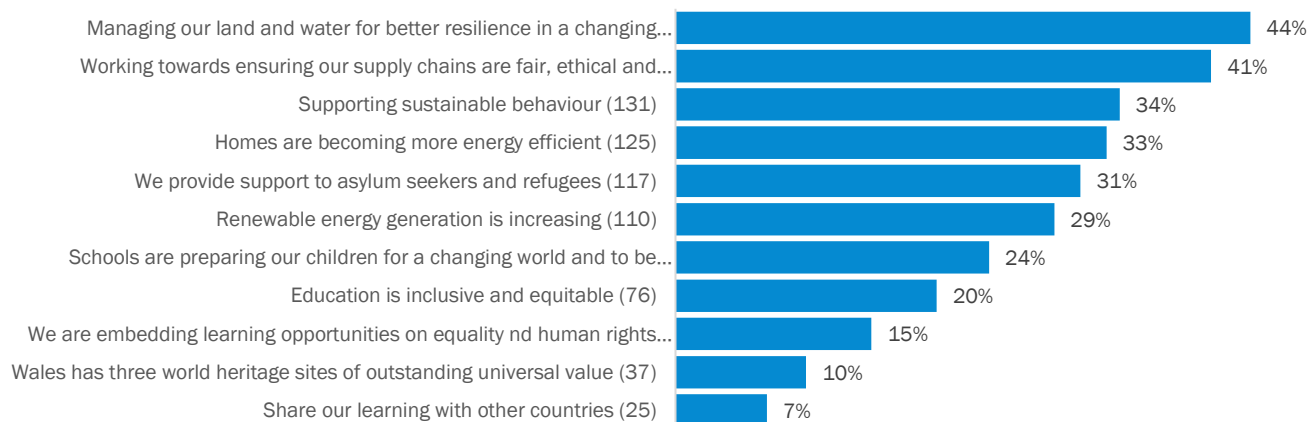
Additionally, many comments related to needing more opportunities to learn the Welsh language in Ceredigion, and specifically opportunities for adults to learn the Welsh language. Learning a new language can be a daunting prospect and as mentioned in some comments being able to learn Welsh in less formal environments would be beneficial. Some written comments relate to not having enough opportunities to use the Welsh language, Welsh learners can often feel less confident to speak Welsh around fluent Welsh speakers and more encouragement is needed.

Below are a sample of comments taken from the 56 written comments.

Sample comments	
"Need more support and access to learning Welsh and free courses."	"I would really like to learn Welsh, it would be great if this could be done at a local level e.g community hall or local pub, rather than going to a college or doing an online course. By doing it at a local social venue it becomes easier to practice among the local Welsh speaking community and would develop better social cohesion."
"Run Welsh events in local Community Centres e.g The Hub in Penparcau, it's a Wellbeing space. I find it frustrating that I can't use Welsh in my community and that it's difficult to walk to other communities safely."	"Respect for Welsh learners."
"Learning Welsh is becoming a necessity however given that I am not good at language, I need to be able to make the time to learn."	"Free Welsh lessons."
"To value English as much as Welsh."	"It's equally important to remember that choosing not to speak Welsh should be a valued option."

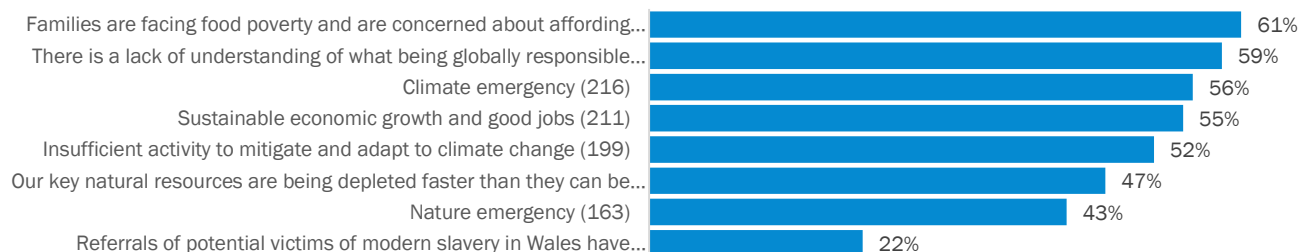


Q48. Which three things do you value the most in your county's global responsibility?



When asked in our Well-being Survey what three things do you value the most in your county's global responsibility, the top three answers were; managing our land and water for better resilience in a changing climate (44%), working towards ensuring our supply chains are fair, ethical and sustainable (41%) and supporting sustainable behaviour (34%).

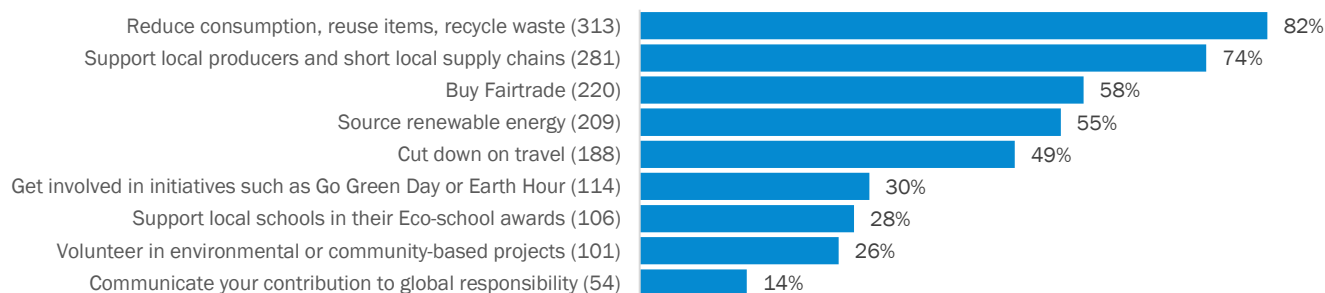
Q49. Looking ahead, what concerns you the most about your county's global responsibility?



When referring to a globally responsible Ceredigion, the thing that concerns our respondents most about the future is that families are facing food poverty and are concerned about affording food (61%). We know that poverty is increasing in Ceredigion and specifically child poverty has seen one of the biggest increases. It is clear that our respondents are aware of these changes and fear that this could only get worse in future.

Closely following the above was that there is a lack of understanding of what being globally responsible means (59%). The thing that respondents were least concerned about was that the referrals of potential victims of modern slavery in Wales have increased in recent years, although it should be noted that this still had 84 votes (22%).

Q50. What could you do to help your community be globally responsible?



To help their community be globally responsible, the vast majority of respondents noted that they would reduce consumption, reuse items and recycle waste (82%). Ceredigion already has a good track record of levels of reducing, reusing and recycling items, continuing to do this and/or increasing this will be beneficial for Ceredigion.

Secondly, respondents would support local producers and short local supply chains (74%). We know that Ceredigion has a rich food culture and there are many opportunities for people to buy locally. Respondents were least likely to communicate their contribution to global responsibility (14%).

Q51. What support would need to be in place to do these things?



By far the most common thing that respondents believed would need to be in place in order to do the things above were have more information on sourcing local food and resources (64.4%) and information on sourcing renewable/green energy, community energy opportunities and energy from waste possibilities (59.2%). It is clear that more emphasis is need on advertising opportunities to do these thing in Ceredigion.

Q52. Any other comments

A total of 55 written comments were provided for this section of the survey, 14% of all respondents. By far, the most common written comments related to buying local produce. As noted previously, we know that Ceredigion has a very rich food culture and it is important to support the local businesses in order to be more globally responsible.

Additionally, making local produce more affordable to people was also mentioned many times in the written comments. We know that the general cost of living is increasing and with this food prices are rising. There is a lot of competition from supermarket chains that sell produce at a much lower cost. If local produce is more affordable, people are more likely to buy it.

A few comments from this section also related to cycle paths being improved and being more accessible across the County. We know that being more globally responsible can be done by using greener transport, but roads and paths need to be safe in order to do this.

Below are some sample comments taken from the 55 written responses for this section of the survey.

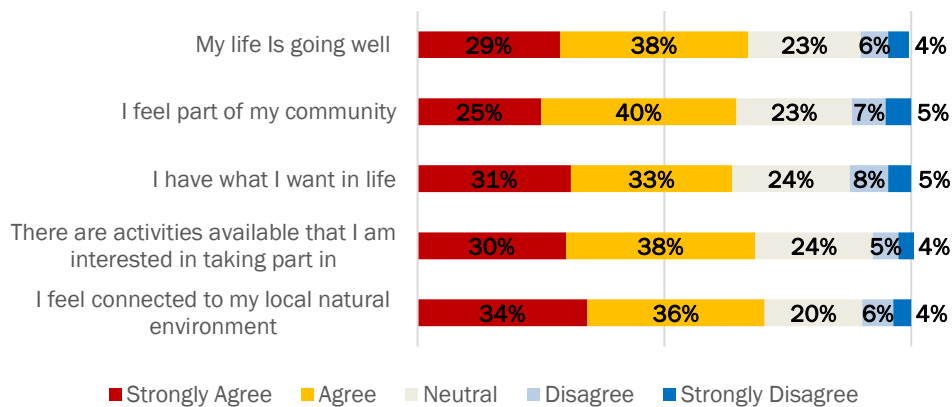
Sample comments	
"In order to support local businesses and fair trade enterprises prices need to be competitive."	"Lack of local meat and vegetables, support local businesses."
"Supporting local is essential, but must compete with Tesco/Asda/Morrisons."	"Support and promote local farmers to produce our food. Promote organic which is good for our health and the environment."
"Affordable local produce."	"Instead of just providing info – incentivise these things! Money is a barrier to being able to e.g. buy locally produced foods – it's cheaper in Lidl."
"More cycle paths or shared use paths are essential for encouraging more people to walk/ cycle."	"We definitely need safer roads for cyclists here."

SCHOOLS SURVEY

As part of our engagement with the public we engaged with primary and secondary school pupils in Ceredigion on our **Schools Survey** to ensure that the voices of future generations were represented. Overall, we had 212 responses to the schools survey, 156 completed the survey in English and 58 participated in Welsh. The survey was structured around the four well-being themes; economic, social, environmental and cultural well-being. The following section provides an overview of the main results.

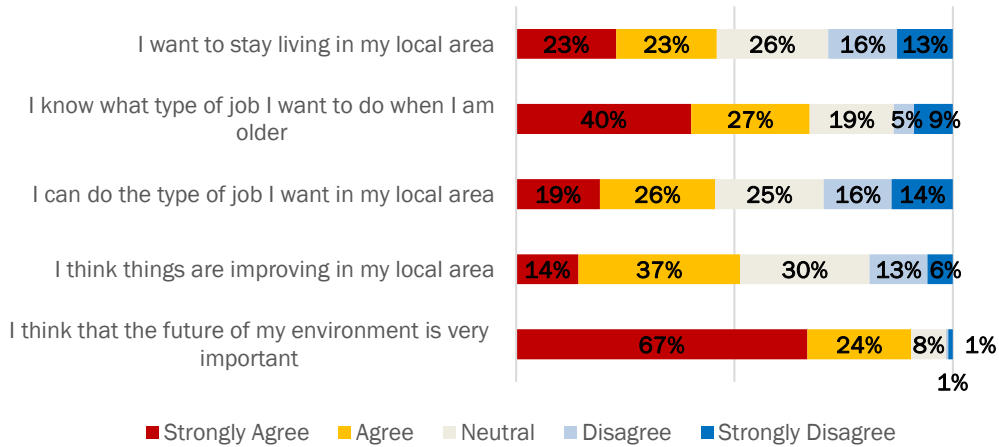
When pupils were asked questions on how their life was going, the answers that gained the most positive response were in relation to **general well-being** and the **environment**. The majority of respondents (71%) felt that *their life is going well*, 11% neither agreed nor disagreed with this statement, whilst 8% of respondents disagreed with the statement. Similarly, 71% of respondents felt *connected to the environment*, 10% were unsure, whilst 9% did not feel any connection. Respondents felt less strongly about there **being activities available that they were interested in**, 67% felt that there were, 24% neither agreed nor disagreed, whilst 9% disagreed.

Q.2 Your life now



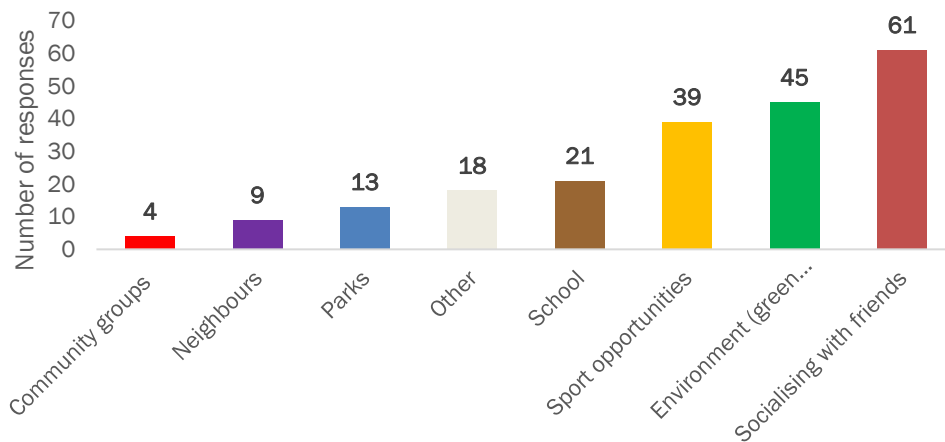
Interestingly, Welsh respondents felt more optimistic about their life in general, compared to those who participated in English. This was particularly acute when respondents were asked if they *felt part of their community*, 77% of Welsh respondents either strongly agreed or agreed with this statement, whilst just over half (59%) of English respondents agreed. This trend is also seen in national surveys, such as the National Survey for Wales, which could be due to a number of factors. For example, respondents may feel connected to their area through using the Welsh language in everyday life.

Q.3 Your life in the future



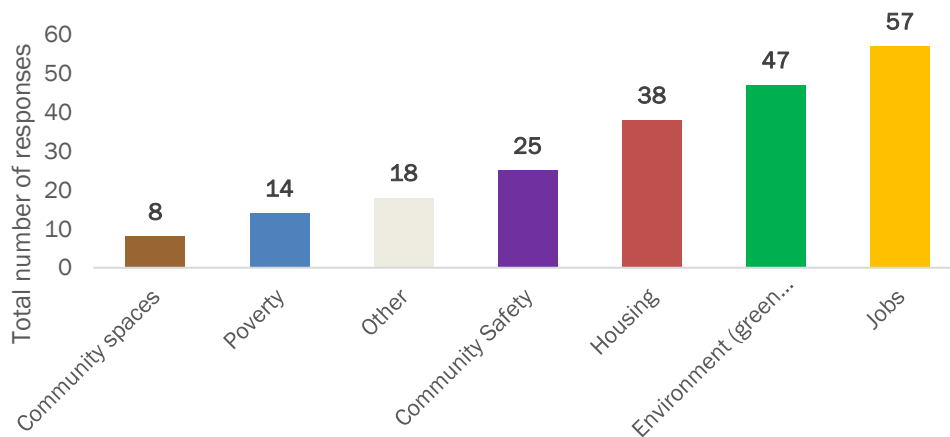
When pupils were asked questions in relation to their life in the future, again, the value of the **environment** was reflected very strongly, with 91% of participants agreeing that the *future of the environment is very important*. Overall, this statement gained the highest proportion of agreement amongst participants. Over half of the respondents (67%) knew the **type of job** they wanted to do, however, only 45% believed that they could work their desired job in their local area. There were variations in responses when pupils were asked if they wanted to **stay living in their local area**, just under half wanted to stay (46%), whilst 26% were unsure and 29% wanted to leave

Q.4 What are the best things about your community?



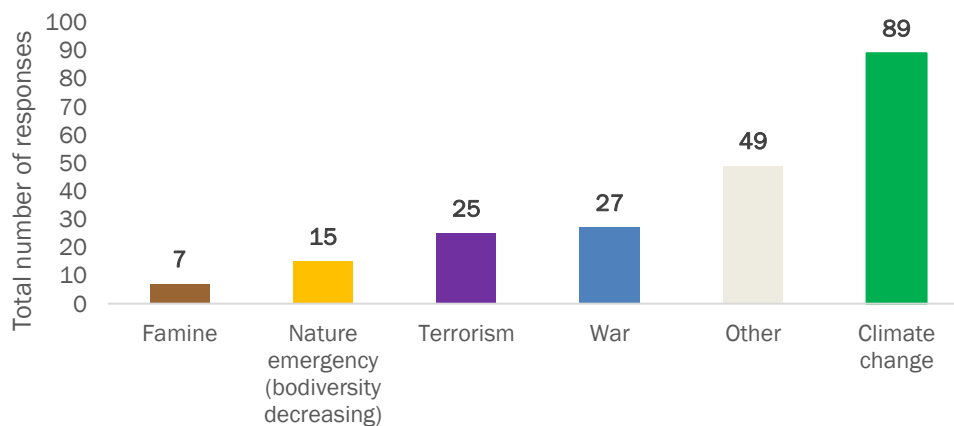
Out of the eight options provided, on average, **socialising with friends** was noted by participating pupils as the best thing about their community, with 61 respondents selecting this answer. This was followed by the **environment** (45 responses), **sports opportunities** (39 responses) and **school** (21 responses). **Community groups**, **neighbours** and **parks** were less valued by participants. In Ceredigion, we know that there the provision of parks and play spaces needs improving (particularly in the more rural communities), which may have influenced the findings.

Q.5 What are your biggest concerns about your local area as you grow up?



Pupils participating in the survey were most concerned about **jobs** in their local area in the future, with 57 respondents selecting this response. This is a common theme across our engagement with the public (during the general well-being survey and the stakeholder events), whereby the lack of job opportunities and high paid jobs were identified as key challenges by the participants. Following on from jobs, were concerns relating to the **local environment** and **housing**, again, these concerns were raised throughout our engagement with the public. Participants were less concerned about the future of **community spaces** and **poverty** in their local area.

Q.6 What are the biggest challenges facing the world right now?



When asked about the biggest challenges facing or world at present, **climate change** was by far the most common response, 89 participants identified this as the greatest challenge. This indicates that pupils participating in the survey were more concerned about the impact of climate change on a global scale, than on a local scale. The 'other' category was the second most common response, the majority of comments in this section related to the impact of **COVID-19**. This was followed by **war** (27 responses) and **terrorism** (25 responses).

STAKEHOLDER EVENTS

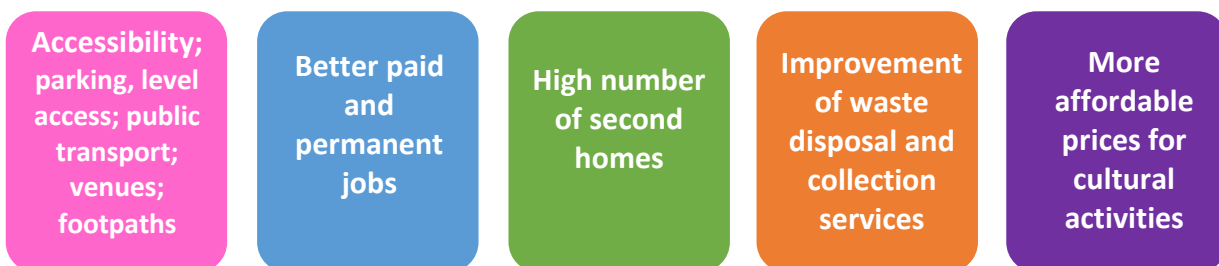
Background

Between July and October, Ceredigion Public Services Board (PSB) held stakeholder events to capture the views of the local community on well-being, particularly the harder to reach groups and those with protected characteristics. Six stakeholder events were held with the following groups; Ceredigion Disabled Peoples Forum, Ceredigion Children & Young Peoples Services Provider Forum, Give Us Support (RAY Ceredigion), Equalities Working Group, Ceredigion Carers Alliance and the Armed Forces Community. There was approximately 90 people that participated in the stakeholder events. The sessions were centred on the four pillars of well-being; social, economic, environmental and cultural well-being. This summary provides an overview of the discussions at each of the events, highlighting the key issues raised and includes some sample commentary.

Ceredigion Disabled People's Forum

A stakeholder event was held virtually with Ceredigion Disabled Peoples Forum on the 7th of July 2021, thirteen people attended to give their views on well-being issues specifically relating to disabilities in Ceredigion. Capturing the voices of people with disabilities was key to ensuring that everyone's voices are heard in the Assessment, as it will help us to plan and design services to meet future needs over the next 5 years.

Overview of main points raised during the stakeholder event with the Ceredigion Disabled Persons Forum

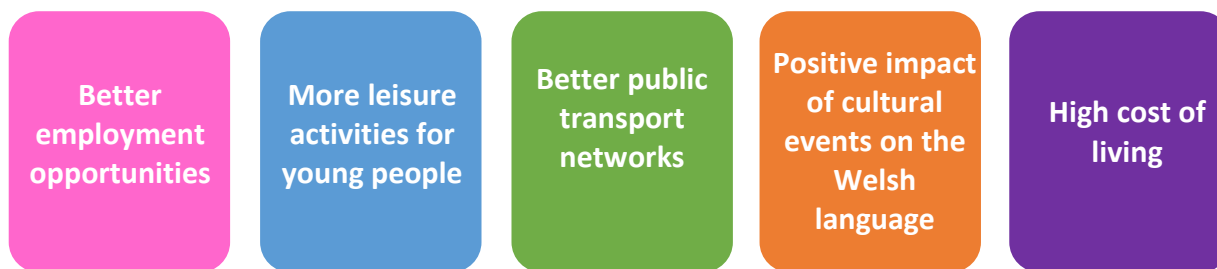


Accessibility was by far the most discussed topic during the session. The disabled community expressed the need for better access to the towns, shops, footpaths (particularly the Aberaeron to Llanechaeron path), disabled toilets, nightclubs, restaurants and certain venues such as Aberystwyth Art Centre. The lack of adequate public transport, the Safe Zones (introduced in Ceredigion to keep people safe as businesses re-opened after the first lockdown), lack of level access and scarcity of disabled parking were barriers to accessing these venues and services. Participants also highlighted that shopping locally was important to them, and suggested whether local deliveries (which started in lockdown) could be encouraged as online shopping was far easier than going in to town.

Ceredigion Children & Young People Services Provider Forum

Ceredigion Children & Young People Services Provider Forum virtual stakeholder event was held on the 20th of September 2021, twenty-eight people participated in this event, voicing their opinion on well-being issues specifically related to children and young people's services in Ceredigion. It is positive that this session was very well attended, particularly as the Assessment and subsequent Local Well-being Plan will need to ensure that the needs of our younger population and future generations are met.

Key points raised in relation to well-being during the Children and Young People Services Provider Forum stakeholder event



This event provided an important insight into the key challenges and assets of Ceredigion in relation to children and young people. The need for **greater employment opportunities** in Ceredigion to retain the younger population was prevalent throughout the session. Participants highlighted that better paid and higher skilled jobs were required, in addition to jobs with career progression (instead of seasonal work at minimum wage). Participants were concerned about the **high cost of living** for younger people, particularly because it makes it difficult for them to afford a house in their local area.

The **lack of and affordability of leisure activities for younger people** was a common concern, participants noted that community pubs are declining, arts and cultural activities are often too expensive, and that there was a lack of community spaces for people to meet within rural areas. A suggestion was put forward to utilise the village halls to provide activities in rural areas, the Arts of Well-being Compassionate Communities Project was used as a good example of a well-received event.

The lack of **public transport networks** shared concern amongst the attendees, who expressed deep dissatisfaction with the recent reduction of the T1 bus service which has prevented some of the children and younger people accessing their services. The need to improve the rural transportation link was a priority for them.

Cultural events such as the Eisteddfod, Royal Welsh and Young Farmers Clubs were seen as being very **important to the maintenance of the Welsh language and thriving culture** of Ceredigion. Participants raised their concerns about the **high levels of littering** and suggested integrating environmental activities into the school curriculum on the damaging impacts of littering. However, it was made very clear through the school's well-being survey that children and young people have a great appreciation for the environment in Ceredigion.

Give Us Support

A stakeholder event was held face-to-face with **Give Us Support** (GUS) on the 5th of October 2021, which was facilitated by RAY Ceredigion. Four attendees contributed to the discussion on young people's well-being in Ceredigion. This session was structured slightly differently compared to the other stakeholder events to help facilitate the discussion, whereby 3-4 questions were asked on each well-being theme. The following provides an overview of the key results.

On the whole, the young people in attendance did not want to stay living in their local area. Participants wanted to **seek work or education opportunities** (University/ Apprenticeships) outside of the county or move to be closer to their family. Future concerns were raised over **poverty, finding a job** and **housing**. On the whole, the young people participating felt that they were part of their community, however, again, the **lack of activities and spaces to socialise** locally was a common concern.

The future of **community safety** was raised as a concern by half of the young people in attendance. A comment included, "Feel safe now but worried about my safety in the future". This concern was shared across the different forms of engagement on well-being (stakeholder events, PSB workshops, well-being survey and Have Your Say Ceredigion).

The majority of the young people in attendance felt that they were **connected to their local environment**. Concerns were raised on the future of the environment because of the impact of COVID-19 pandemic, global warming, over-population and littering.

Key points raised at the Give Us Support stakeholder event



Youth Council

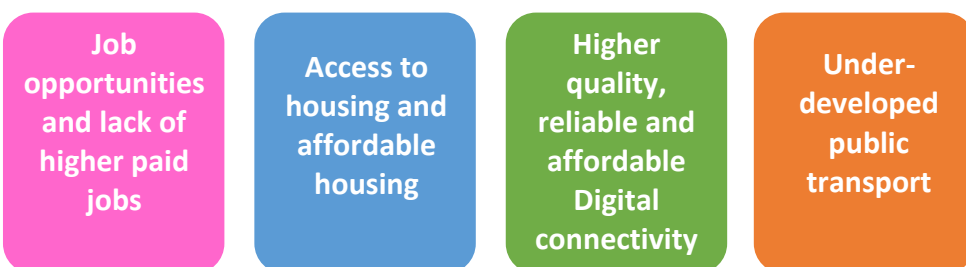
The **Youth Council** held their stakeholder event with 17 young people in attendance. The following provides an overview of the key points raised during the event.

Job opportunities, housing, transport, digital connectivity and **future needs** were the topics which stimulated the greatest discussion during the stakeholder event. Again, job opportunities in Ceredigion were viewed as largely negative, the **lack of higher paid jobs** and opportunities available were raised as concerns. Housing was seen in a similar light, **unaffordable housing, long waiting-list for council housing, lack of understanding on the buying process** and **lack of support for younger people to buy**, were some of the concerns raised.

Again, the younger people in attendance felt that the **public transport network is underdeveloped**, which limits job opportunities. Greater availability of bus times, better bus networks in the rural communities and a rail network linking the north to the south of Ceredigion were put forward as suggestions.

When asked about their future needs, **better quality, consistent and more affordable digital connectivity** was the most prevalent answer given. Increasing the **minimum wage** was also highlighted, in addition to **improving transport links** to enable better access to job opportunities.

Key points raised at the Youth Council stakeholder event



Corporate Equalities Working Group

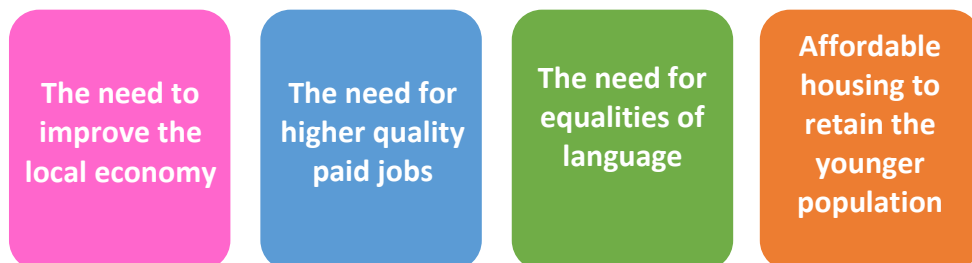
A stakeholder event was held with the **Corporate Equalities Working Group** on the 9th of July 2021, nine people attendant this event to give their views on well-being in Ceredigion in terms of equalities.

Overall, participants felt that **equalities has improved** in Ceredigion since the last Assessment of Local Well-being. This was expressed largely as a result of the new services that the local authority has put in place, these included but were not limited to; establishment of Porth Y Gymuned, creation of a larger Community Cohesion Team and development of Well-being Centre. However, it was felt that the pandemic has had a significant negative impact on

play and social opportunities for children and young people, especially for people with disabilities. In order for Ceredigion to become a more equal place, the Corporate Equalities Group would like to see more **affordable housing, affordable and accessible transport, better disability access and flexible working**.

The top concern was in relation to improving the local economy to create **higher paid and higher skilled jobs** to retain the younger population and address the **ageing population** crisis.

The key future challenges to well-being and equalities identified by the Corporate Equalities Working Group

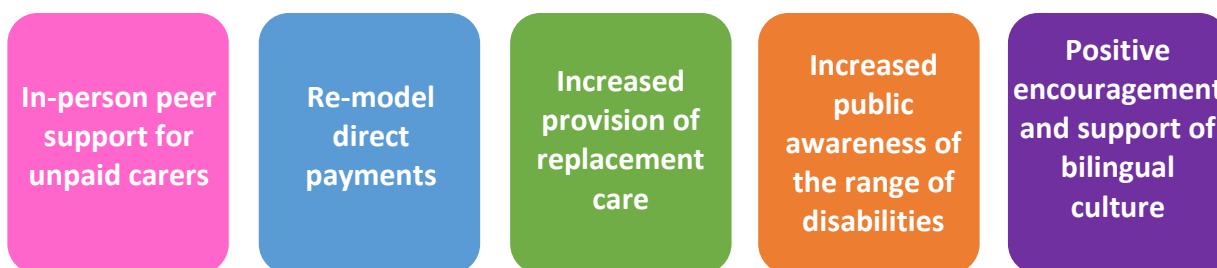


Ceredigion Carers' Alliance

The PSB ran a stakeholder event with **Ceredigion Carers Alliance** on the 8th of September 2021. Eleven members of the Carers Alliance contributed their views on what needs to change to secure well-being for future generations. The **lack of replacement care** and the detrimental impact on unpaid carer's ability to work, attend training and spend time with family was raised as a significant concern. Again, the need for **appropriate and affordable housing** was highlighted as it not only impacts the cared for but also the unpaid carer. The Carer Alliance members expressed their deep concerns on the **limited earning ability** of unpaid carers, as often working hours are reduced, or work is discontinued altogether. Not only does this limit their earning potential in the present time, but in the future due to the loss of earnings through their pension. Allowing unpaid carers to **access services in their language of choice** is a realm important to them.

Again, **greater accessibility** to the natural environment was important to members, a suggestion was made to provide beach wheelchairs that would allow the cared for person to use. The **impact of climate change and extreme weather** on the cared for persons economic well-being was raised, for example, hotter summers has meant that carers are finding it challenging to keep those they care for cool, many reporting an increase in energy costs.

Key suggestions put forward to secure the well-being of carers and cared for person in the future



Armed Forces Group

A regional stakeholder event was held with the **Armed Forces Group** so that members had the opportunity to voice their views on what needs to change to secure the well-being of future generations.

Again, the need for **higher paid jobs** in West Wales was raised, often the jobs veterans seek are lower paid in the community than what was paid for their skill set in the Armed Forces. Members highlighted need for **greater support and advice on transferring from the Armed Forces into the local labour market** (e.g. advice on how to fill in CV's,

types of suitable jobs available). **Integrating back into the community** was important to veterans, as was the appreciation for the environment and outdoor spaces. Members felt that there needed to be **more investment in usable outdoor spaces** in their local communities.

Need for
higher paid
jobs

Greater
support for
veterans
joining the
local labour
market

Importance
of integrating
back into the
community

More
investment in
useable
outdoor spaces

Town and Community Councils

Housing affordability is a major challenge for the young and old – house prices are rising significantly in the county and local people are concerned about second homes. There is a shortage of suitable housing for first time buyers and last time buyers who will buy for the last time. There are no options for older people to buy smaller houses that are cheaper to run. Many older people experience housing poverty.

Impact on **Welsh language and culture** as a result of properties being bought up by those from outside Ceredigion and not local people. Important that the Welsh language is protected for future generations, and one of helping to do that is to celebrate the language.

Job opportunities – a greater variety of jobs are required in the county, along with larger sized businesses. Business support – greater support to entrepreneurs and smaller businesses is needed.

Green economy - there's opportunities in Ceredigion to develop a green economy. Need to focus on the agriculture economy and look at different structures within Ceredigion.

Environment – people value the environment in communities. Cleanliness and waste collection is very important. We also need to keep water and land clean. Attitudes to the local environment are an asset - people are very proud of the environment in Ceredigion and want to be a part of it.

Population change – greater partnership working is needed to keep people in the county.

Feeling safe - Many people don't feel safe within their community, particularly in Aberystwyth which doesn't feel as safe as what it did ten years ago. Anti-social behaviour has become a big concern within communities in Ceredigion, particularly drug misuse in Aberystwyth. However, many people have felt safer in Ceredigion during the pandemic rather than in other areas.

Key points raised at the Town and Community Council events

Housing
affordability
for younger
people and
local people

Protecting the
Welsh
language for
future
generations

High number
of second
homes

Improvement
of waste
disposal and
collection
services

More
affordable
prices for
cultural
activities

HAVE YOUR SAY CEREDIGION

Our Have your Say Ceredigion site offered participants the option to write and comments on 'ideas' for Ceredigion.

By far the thing that was mentioned the most here was the **loss of green spaces** in Ceredigion and how this could affect many different things. Some of the things that concerned people around the loss of green spaces were the loss of biodiversity, wildlife, flowers. Additionally, green spaces can provide an area for someone to walk, exercise and improve their mental health.

Another 'idea' mentioned was that **empty properties** could either be used to help businesses start up or could be used instead of building new housing developments and therefore losing green spaces.

Key suggestions put forward to secure the well-being of carers and cared for person in the future



Loss of Green
Spaces



Use of Empty
Properties

PROTECTED CHARACTERISTICS

Young People (17-24 year olds)

Young people aged between 17 and 24 years old made up 7% of all responses to our Well-being Survey, there were 28 responses from this age cohort in total.

In order to help make things fairer for all, young people would be most likely to talk to someone from a different background, belief and/or who is a disabled person (75%), compared to 56% of all respondents. Additionally, younger people would be more likely to report a hate crime (71%) compared to 63% of total respondents.

Many of the other responses from younger people corresponded to what the top responses were throughout the survey. This said, younger people were more likely to consider recycling more (79%) compared to 74% of total respondents, in order to improve their local environment. Younger people were less likely to consider reducing waste (64%) compared to 73% of all other respondents.

Welsh Language (those who can understand spoken Welsh)

Over half (54%) of respondents to our Well-being Survey noted that they could understand spoken Welsh, 215 respondents. 147 respondents said that they could **not** speak, read, write or understand Welsh (37%).

There were differences between these two groups in some answers, especially those around the Welsh language. Over 53% of the respondents who could understand spoken Welsh said that they would consider participating in schemes to support young people to live and work locally in order to achieve a vibrant culture and thriving Welsh language, this is compared to 30% of those who could not speak, read, write or understand Welsh.

19% of respondents who could understand spoken Welsh believed that a lack of Welsh education school/colleges was something that concerned them the most about the county's vibrant culture and thriving Welsh language, in future. This is compared to 3% of those who could not speak, read, write or understand Welsh.

Ethnic Groups

11 respondents (3%) said that their ethnic group was 'Other white, including Gypsy or Irish Traveller', 4 (1%) respondents were mixed/multiple ethnic groups, 3 identified as being another ethnic group (Northern Irish, Greek Jewish Welsh, White Canadian) and 1 respondents (0%) said their ethnic group was Black/African/Caribbean/Black British.

Similar trends are seen in the results from the ethnic minorities as is seen in the overall survey results. For example, the majority of respondents from ethnic minorities said that they would consider reducing waste (89%), recycling more (89%) and use locally produced food (89%) to improve their local environment.

72% of responses from ethnic minorities said that prejudice was something that concerned them the most about their community in future, compared to 42% of total respondents. 72% of responses from ethnic minorities also noted that they would like to learn or improve their Welsh language skills, compared to 46% of total respondents.

Respondents with a disability or health problem

Out of the 405 survey respondents, 82 (20%) had a health problem or disability which limits their day-to-day activities. Overall, the top three answers provided by respondents with a disability or health related problem were similar to the total responses, however, in some areas, such as the economic and health sections, the order of the most common responses varied.

Respondents with a disability or health problem placed a higher value on *a good transport network* (54%) compared to 45% total respondents. Public transport can be a lifeline to people with disabilities and health problems, as some may not own a car or won't be able to drive. We know that public transport in Ceredigion has experienced service cuts in recent years and some routes have been discontinued, which has disproportionately affected this group. This group were also more concerned about *not being able to get support when unwell and unable to look after themselves* (52%), compared to 33% total respondents. This is unsurprising, as people with disabilities or health problems may already have a greater awareness of their health implications, and how these may deteriorate as they get older.

Pregnancy and Maternity

1 respondent noted that they were expecting a baby, 2 respondents noted that they had a baby in the last six months and 1 respondent noted that they were currently on maternity leave.

Unsurprisingly, the majority of these respondents (3 out of 4 or 75%) noted that sufficient and affordable childcare was something that would need to be in place in order for them to improve their prosperity, compared to just 16% of total respondents. Additionally, the majority of these respondents (75%) noted that schools preparing our children for a changing world and to be leaders of change was one of the top three things they valued the most about being globally responsible, compared to 24% of all respondents.

Gender

Our well-being survey had significantly more female participants compared to males. Out of the 405 survey respondents, 280 (69%) were female, 112 (28%) were male, whilst 5 (1%) preferred another term.

When considering a prosperous community, male participants placed a greater value on income security than females, with 48% selecting a stable income compared to 34% of females. In terms of healthcare, more males (54%) were concerned about not being able to access healthcare or other support, as close to home as possible or available through technology, than females (33%).

The majority (80%) of respondents who preferred another term for their gender were concerned about employer/education providers not being prepared to make reasonable adjustments for employees of different ages, sexes, gender, races, background, beliefs and/or who are disabled, in future. This is compared to 24% of females and 16% of males. 100% of the respondents that preferred another term for their gender, valued people in their local area treating each other with respect more than males (50%) and females (50%).

Gender Reassignment

32 respondents (8%) noted that their gender was not the same gender as was assigned at birth. Many of the responses from this group did reflect the overall results from the well-being survey. There were some anomalies in terms of being equal and in terms of community cohesion, as discussed below.

In terms of making things fairer for all, those who noted that their gender was not the same gender as was assigned at birth were more likely to report a hate crime (72%) compared to 58% of total respondents. Coinciding with this, this characteristic were more likely to raise a concern about unfair treatment (66%) compared to all respondents (56%), in order to make things fairer for all.

In order to achieve good community cohesion, those who noted that their gender was not the same gender as was assigned at birth, thought that more information on well-being services was needed in Ceredigion (53%), compared to 39% of total respondents.

Sexual Orientation

A total of 41 respondents noted that they were not heterosexual/straight. There were 21 respondents (5%) who noted that they were bisexual, 7 respondents (2%) were gay women/lesbian, 8 respondents (2%) said other and 5 respondents (1%) said they were a gay man.

In order to achieve good community cohesion, those who noted that they were not heterosexual/straight were far more likely to challenge negative stereotyping (71%) compared to 43% of total respondents. Additionally, these respondents thought that we should appreciate and positively value the diversity of people's backgrounds and circumstances more (63%) compared to 42% of all responses.

63% of respondents who noted that they were not heterosexual/straight that they would need to feel confident that raising concerns of unfair treatment/reporting a hate crime would not have negative consequences for them or their family, in order to make things fairer for all, compared to 51% of all responses. Also in terms of striving to be equal to all, those who were not heterosexual/straight were more likely to want to talk to someone from a different background, belief and/or who is a disabled person (73%), compared to 52% of all respondents.

Marriage and Civil Partnerships

Half of respondent's to the survey, noted that they were married (50%), 24% noted that they were single, 10% were divorced/separated, 5% were in a Civil Partnership and 5% were widowed.

One area where there were some differences between these groups were regarding a healthier Ceredigion. Those who were widowed were most concerned about not having access to healthcare or other support, as close to home as possible or available through technology (61%), this is compared to 57% of those who were married or in a civil partnership, 56% of those who were divorced or separated and 40% of those who were single.

Religion and Beliefs

Most of our respondents noted that they either had no religion (50%) or that they were Christian (all denominations) (29%). 1 respondents said that they were Jewish (0%), 1 said that they were Muslim (0%), 4 respondents (1%) noted that they were Buddhist and 17 respondents said that they were part of another religion (4%).

The majority of respondents who noted that they were either Jewish, Muslim, Buddhist or other (74%) said that being accepted for who they are, was one of the things they valued most about living in an equal society, this was compared to 41% of those who noted that they were Christian or had no religion.

Additionally, in order to achieve good community cohesion, 42% of those who were Christian or had no religion would challenge negative stereotyping, compared to 65% of those who noted that they were either Jewish, Muslim, Buddhist or other.

12: Feedback from Project Group Workshops

During May and July 2021 a series of workshops were held with Ceredigion's PSB Project Groups as part of the preparations for the Assessment of Local Well-being. These sessions included interactive polls and discussion questions. The aim was to record initial feedback on well-being themes in the county, identify data sources and also seek views in preparing for the engagement and writing of the Assessment. These sessions were successful and a summary of the main findings are listed below.



ENTERPRISE & INNOVATION

- **Housing Affordability** - Rising house prices means it's difficult for local people to buy homes.
- **Economy** the economy will see challenges due to **demographic change** and in particular the ageing population and outward migration of young people.
- **Skills shortages** could hold businesses back and the construction sector, in particular, is predicted to see a skills shortage.
- **Better paid jobs** are needed in the economy to provide opportunities for young people to remain in the area.
- **Talent drain** – concern that skilled people from local areas are moving elsewhere.
- Remote locations may struggle to access **high speed broadband** which could hold back businesses in these areas, specifically farmers and food producers.
- There is an over-reliance on the **public sector** in Ceredigion, and more **private sector** businesses need to be created, particularly medium and large sized businesses.
- **Tourism sector** has improved since the COVID-19 pandemic. Visitors are coming to Ceredigion more often for shorter breaks.
- Private sector essential for creating **job opportunities** for young people and keep them in the area.
- More businesses are **trading online** and customers more conscious about how they can **support and buy locally**.
- A potential 'benefit' of COVID-19 was identified as the heightened **awareness of mental well-being** in the work place and that businesses have been supporting their staff more.



CLIMATE CHANGE & NATURAL RESOURCES

- Senior engagement in **sustainability** has improved.
- The declaration of the **Climate Emergency** has recognised importance of the situation.
- Decline in the sense of being **part of the community** mainly due to COVID-19 restrictions.
- There is increased **anxiousness** within communities due to COVID-19 and more concerns around **behaviour and health**.
- **Public transport is deteriorating** – people who don't own a vehicle cannot rely on public transport.
- Species and **biodiversity loss** is a major problem.
- **Phosphate levels** in the Teifi is a concern but this has been recognised and means that action is being taken.

- The declaration of the **nature emergency** by the Senedd is positive.
- The increase in **extreme weather events** such as increase in temperatures will mean we need to think more about keeping houses cool in summer as well as insulating during the winter.
- **Population change** - challenge to rebalance age distribution of population, i.e. retraining opportunities and skills to keep people in the county.
- Achieving **Carbon Neutral** by 2030 will involve huge financial costs.
- **Rising sea levels** could mean that some areas are under water in 40 years' time.



CO-LOCATION AND INTEGRATION OF FRONTLINE SERVICES

- **Early Yeas support** and in particular midwifery is successful in Ceredigion.
- **Accessible and affordable childcare** has become increasingly important the COVID-19 pandemic, and the Childcare Hubs that were created for key workers' children highlighted this.
- Employers are more understanding of **childcare issues** following COVID-19 and employers are now more willing to be flexible with staff regarding around childcare needs.
- There are **less childcare opportunities** following COVID-19 - 4 after schools clubs have closed parents working from home need to be more flexible.
- **Recruitment problems** mean that there are less childcare workers and some parents/children are being turned away.
- The pandemic has also highlighted that **carers' level of pay** does not reflect their duties.
- There are **many skilled young people** in Ceredigion, but not able to get to jobs that they are qualified to do. For example, long waiting lists for driving tests means people do not have a license and which is essential in Ceredigion.



RESILIENCE TRAINING

- There is a greater awareness of **employee well-being** following COVID-19.
- **Access to rural services** has improved during the COVID-19 pandemic as services are now being delivered online, which is a benefit particularly for particularly for younger people. For example, the delivery of online learning (e-sgol), increases accessibility for children wanting to join certain lessons and provides more flexibility of working.
- **Flexible working** has improved as people can now work at times which are more suited to their home-life, positively impacting on individual well-being. There is also a greater acceptance that flexible working can benefit an organisation and does not impact negatively on productivity.
- **Social media** is being used as a platform for people to use to gain better support in relation to well-being issues.
- **Working remotely** has made it more challenging to support people who are struggling with their mental health. It is more difficult for people to reach out for support and also for managers to notice any issues.
- **Social media** and digitization is both positive and negative. Children in particular are using mobile devices and social media more than they used to instead of going outside to play.



UNDERSTANDING OUR COMMUNITIES

- The COVID-19 pandemic has been positive in **bringing people and communities together**.
- The increasing use of **social media** can be seen negatively or positively.
- Issue like COVID-19 and Brexit have had an impact on **community cohesion**, as people with strong opinions are voicing them and community tensions can rise as a result.
- **Loss of jobs and lack of financial security** as a result of COVID-19.
- **Access to services** - COVID has highlighted the issue of **rurality** and those who are **'digitally excluded'**.
- **Mental Health** is a concern as people are feeling more **isolated** and there is increased **anxiety** around things going back to normal after COVID-19. Concern also around delays in **healthcare** as a result of the pandemic.
- Good **community cohesion** requires spaces where people from different backgrounds can come together.
- Ceredigion has an **ageing population** and it is likely that **healthcare needs will increase**. This is combined with a decrease in the working age population. There are concerns around how the health sector will cope.
- **Environmental concerns** around climate change the need to protect the environment.
- **Housing affordability** – The lack of housing in Ceredigion and particularly the lack of affordable houses for young people is causing young people to move out of the county. People buying second homes in more rural areas are causing community cohesion concerns.