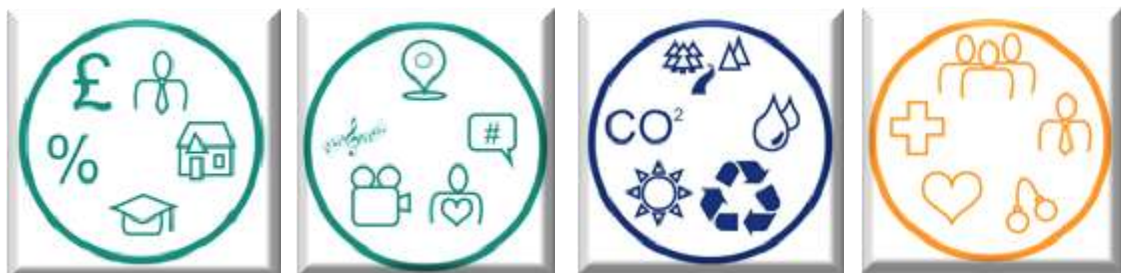


This document is available in Welsh



Bridgend Public Services Board Assessment of Local Well-being April 2017



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Introduction

Bridgend County Borough lies at the geographical heart of South Wales. It covers an area of approximately 28,500 hectares and is a key location in South Wales, mid-way between the cities of Cardiff and Swansea. There are excellent links to Wales's strategic road and rail networks, and Cardiff-Wales Airport is only 19 kilometres away.

The county borough is a mix of rural and urban areas roughly divided by the M4 motorway. The south is a well-populated coastal belt with beautiful beaches and the Merthyr Mawr National and Kenfig Nature Reserves. It includes the towns of Bridgend, Pencoed and Porthcawl, together with the other urban areas close to the M4. The north is more rural, hilly and less accessible, with Llynfi, Garw and Ogmore valleys running north-south, the most westerly containing the town of Maesteg. The three valleys provide dramatic and attractive upland scenery and stunning views. There are large tracts of forest and upland common, much of which is open access, and a number of country parks and nature parks (some on reclaimed land) including Bryngarw, Bedford Park, and Parc Slip.

The economy of Bridgend and the three valleys was built on the coal industry, when at its height, 70 mines were in operation. The mines left a scarred landscape which is gradually being transformed by projects such as the Spirit of the Llynfi Woodland. This project's main driver was the health and wellbeing of the surrounding communities together with environmental benefits such as reducing flood risk and promoting biodiversity. Research by Public Health Wales indicated that the healthy life expectancy for over 50s living in the area is 20 years less than if they lived nine miles away in Bridgend.

As the coal industry declined, manufacturing replaced mining. Bridgend is now home to a large number of companies, ranging from small and medium-sized enterprises to big international firms. The bigger employers are based along and to the south of the M4 corridor which has resulted in major differences in economic conditions between the north and south of the county borough.

The financial crisis of 2008-13 hit hard and high profile employers in the valleys such as Budelpack Cosi, Cooper Standard, were lost, impacting on Bridgend's most deprived communities.

There are clear signs that Bridgend's economy is improving. Employment rates for people aged between 16 and 64 years have continued to rise, from 69.9 per cent in 2013-14 to 70.2 per cent in 2014-15 and to 73.2 per cent in 2015-16. However, the percentage of children living in households where no one is working rose from 17.3 per cent in 2014 to 19.4 per cent in 2015 and this is greater than the Wales average of 13.6 per cent. This is of concern.

The recently announced Cardiff and Swansea Bay City Regions Deals have the potential to transform Bridgend's economic landscape, and help the inflow of investment that continues to benefit the county borough and holds out the promise of a bright future. Bridgend is one of the 10 local authorities that make up the Cardiff City Region. The Cardiff City Deal, worth £1.2 billion will help boost economic growth by improving transport links, increasing skills, helping people into work and giving businesses the support they need to grow. Although not one of the four local authorities that make up the Swansea Bay City Region, Bridgend is set to benefit from the programme. The deal includes 11 major projects around energy, smart manufacture, innovation and life sciences with digital infrastructure and workforce skills underpinning each project.

The county borough has an estimated population of 142,092 people (June 2015) and in line with the rest of Wales, its projected profile is one of an increasing older population and single person and lone parent family households.

Bridgend County Borough has a flourishing cultural scene. There are strong traditions of choirs, music, drama, dance and art societies. There is a purpose built Sony theatre in Bridgend College; Maesteg Town Hall and the Pavilion in Porthcawl offer a full programme of cultural events and performances. The annual Elvis Festival, Cwllwm Celtaidd Festival and the Senior Open Golf Tournament are of international renown. In 2017, Bridgend is hosting the Urdd Eisteddfod. The Odeon Cinema's broadcasts of national and international events such as transmissions from the Met in New York and theatre productions and major exhibitions are well attended.

Volunteering is strongly rooted in Bridgend. Informal volunteering such as helping neighbours, community action, participating in faith and community groups, helping out at local events is not always recognised and celebrated. There are also a wide range of organisations providing formal opportunities with training, accreditation and work experience.

The following assessment of local well-being highlights the strengths and challenges faced by Bridgend County. It is the foundation on which Bridgend County Borough's wellbeing plan will be built.

This is the first Assessment of Local Well-being undertaken in Bridgend. Producing an assessment with such a significant shift in practice over a fairly tight timescale has been challenging. Bridgend PSB has made every effort to meet the required step change in the use of evidence and analysis but recognizes there is still work to be done to ensure the PSB is well informed and using evidence to aid its decision making. The comprehensive feedback received during the consultation period has helped further improve our assessment. However, there is still more to be done to improve the process of assessing (and subsequently improving) the well-being of the area, and as such **this document will update and evolve as our understanding of well-being in Bridgend continues to increase.**

Consultation Findings

The draft Well-being Assessment was issued for public consultation over a four week period between 15 February and 19 March 2017. The consultation received 506 interactions from a combination of survey responses, local event attendees, social media and email responses.

Some of the issues raised have been addressed in this version of the Assessment, but in some cases more significant, changes, including further research and analysis are required. These will be addressed over the medium to long term as we move to a more responsive analysis of well-being and develop the Well-being Plan. The details of these changes are outlined in the action plan attached as Appendix 5.

Some respondents to the consultation questioned the accuracy of the data used, particularly around employment rates, school attainment and community safety. This might indicate that the perception of well-being in Bridgend is not reflected by the data available. We will work together to better promote some of the positive assets of Bridgend County. Another issue raised in the consultation has been around some of the technical language used. We will aim to limit technical language and jargon in the Well-being plan.

Respondents were provided with six findings regarding **economic** well-being and seven in ten (71 per cent) selected an agreeable option, with 6 per cent strongly agreeing. One in ten (10 per cent) disagreed with the statement.

Respondents were asked to agree or disagree with seven findings regarding **environmental** well-being; nine in ten (91 per cent) selected an agreeable option, with 52 per cent strongly agreeing. Less than one in ten (7 per cent) disagreed with the statements.

Respondents were provided with seven findings regarding **social** well-being. Eight in ten (78 per cent) selected an agreeable option, with 10 per cent strongly agreeing. One in seven (14 per cent) disagreed with the statement.

Respondents were provided with four findings regarding **cultural** well-being and almost eight in ten (77 per cent) selected an agreeable option, with seven per cent strongly agreeing. One in ten (11 per cent) disagreed with the statement.

The detailed consultation report is attached to the Assessment as Appendix 4.

The Well-being Plan

Over the coming months, the results of the well-being assessment will be used to inform the Well-being Plan for Bridgend, which is due to be published by May 2018. A PSB planning group has been established which will use the results of the assessment to identify well-being objectives for inclusion in the Well-being Plan. The group will work with the Future Generations Commissioner and others to identify the short, medium and long term 'steps' to be taken to meet the well-being objectives for recommendation to the PSB.

The group includes representatives from statutory and non-statutory members and has agreed that the PSB needs to add value through collaboration rather than replicate any existing work already undertaken by partners. The emphasis will be on developing an integrated approach, involving multiple partners, in order to succeed.

The group will consider how the well-being objectives make a contribution to meeting the seven well-being goals, and will use the well-being assessment to understand the causes of local issues to prevent them from occurring in the future.

A key piece of work alongside the planning group will be involving partners and local people through engagement activities.

Well-being Plan Development Actions and Schedule

Action	Start Date	End Date
Agree a set of local objectives (based on the assessment of well-being)	May 2017	June 2017
Drafting and seeking advice from Commissioner (14 weeks)	July 2017	October 2017
Statutory Consultation (12 weeks)	October 2017	December 2017
Analysis and final drafting (approx. 10 weeks)	January 2018	March 2018
Formal approval at meetings of the statutory members	February 2018	March 2018
Well-being plan published	May 2018	

Summary of Well-being in Bridgend

In Bridgend, as elsewhere, there is a mixed picture of well-being depending on demographic factors such as age, employment status, health and location of residence. A summary of well-being in Bridgend, and the strengths and challenges identified by the assessment are summarised below.

Economic Well-being

There is a divide in terms of economic well-being between those for whom life is relatively comfortable and who see well-being as having spare resources for a few luxuries and those living at the economic margins, for whom well-being is about sufficiency to meet their basic needs and obligations. Financial security was a key pressure for those on low incomes, in portfolio work, or unemployed. As elsewhere, there was widespread evidence of both in-work poverty and workless households who are unable to escape from the poverty trap.

Bridgend County Borough has a higher percentage of people classed as economically active and employed than the average for Wales. Although decreasing, there is still a high proportion of workless households in the Borough. There are indications that older people in the area are less likely to be in work than elsewhere in Wales. Average incomes are lower than for Wales and there is also a higher proportion of children in low income families in Bridgend than in Wales as a whole. There has also been an occupational shift over time, with fewer people working at senior level and more in administrative and process occupations.

Overall, working age people in Bridgend are less qualified than the average for Wales and almost 15 per cent had no formal qualifications in 2015, against a Welsh average of 10.2 per cent. The attainments of school leavers have steadily increased, but Year 13 leavers are still more likely to be NEET in Bridgend than in Wales as a whole.

Housing in Bridgend is generally more affordable than across Wales as a whole, with lower than average house prices and a lower ratio of median house price to median gross annual salary.

Emerging Themes

Strengths

- High rates of employment and economic activity
- The number of young people who are Not in Education, Employment or Training is decreasing
- Educational attainment of school age children is improving
- Good opportunities for business start ups

Challenges

- Working age people in Bridgend County Borough are less qualified than the Welsh average
- Although decreasing, there is still a large number of workless households in Bridgend
- Shortage of economic opportunities for young people
- Town Centre improvements

- Divide in economic well-being

Environmental Well-being

The quality of landscape is a key influence on environmental well-being, with access to coastline, forestry, rivers, hills or parkland providing a significant boost to well-being and tourism. Walking and cycling along the coast, in parks or on the hills were all valued in terms of their well-being contribution. In some communities, relative economic poverty was offset to some extent by the high quality of physical landscape. Unfortunately, many of the town centres and the built environment in the area fail to match these standards. Many stakeholders felt unable to be proud of their local towns as they stand, with shop closures, poor standards of maintenance and excessive traffic creating barriers to people fully utilising these areas.

There was condemnation of the extent of littering and fly tipping in the area and a desire to see stronger penalties for those who offend in this way.

There are perceived higher levels of graffiti and vandalism in Bridgend than the Welsh average and concerns about maintenance of the environment. The area lags behind the Wales average in terms of levels of municipal waste recycled, despite previously being significantly better than average.

There is a significant risk of rivers flooding in the area, especially in Maesteg. To counter future flooding and climate change, the feasibility of natural flood management schemes will be assessed in the County Borough.

Bathing water quality is excellent and beaches provide a valuable recreation and economic resource to the local community.

The County Borough has two groundwater bodies' classified poor under the Water Framework Directive, three areas where groundwater is vulnerable to pollution and one Nitrate Vulnerable Zone designed to prevent groundwater pollution. Management of water quality is a key issue to the long term health of the population and environment in the County Borough.

CO₂ emissions within the County Borough show levels per resident currently below the Welsh average, although further reductions need to be made to contribute to managing climate change. The incidence of renewable energy generation is in line with the Wales average although the development of future renewable capacity is required.

Air quality is a UK wide problem, causing 40,000 additional deaths each year. Air quality is a problem along the M4 corridor and in hotspots within the County Borough. Reducing car use, increasing the use of public transport and walking or cycling will help to tackle air pollution and will encourage people to be more active. Greening town centres and planting more trees will also improve the quality of the built environment and will improve air quality.

Emerging Themes

Strengths

- Natural environment contributes to well-being and can mitigate other negative factors
- Opportunities for Renewable energy
- Excellent bathing water
- Community pride in local environment

Challenges

- Recycling, municipal waste and litter
- Communities at risk of flooding
- Climate change
- Improving the resilience of our ecosystems
- Encouraging communities to value the natural environment
- Improving air quality

Social Well-being

Much of the strength of social well-being stems from friends and family, with slightly less emphasis on community than in some other areas. Work-life balance was a challenge for many people in work and this presented a barrier to social well-being in some cases. For those living alone, especially the elderly, social networks and clubs are very important. Issues around public transport were frequently mentioned in relation to fostering social well-being, as poor transport underpinned barriers to accessing services and places.

Life expectancy and healthy life expectancy in the PSB area is generally below the Wales average and there are stark differences between expectations in the most and least deprived areas. This gap has increased over the last decade and is illustrative of a gap in equality across Bridgend.

Children and young people in Bridgend generally have health in line with those in Wales as a whole. However, Bridgend experiences a high level of conceptions amongst young people.

Adults in Bridgend are less likely than those elsewhere to smoke or to misuse alcohol or drugs. However, paradoxically, there is a higher than average rate of deaths from liver disease and cancer in Bridgend. *Harm from alcohol is a result of drinking over a number of years, so while reported consumption has been going down, this has not translated into a reduction of health harm.* Bridgend has a good record on delayed transfers of care, with a substantial reduction in the level of delayed transfers over the last decade and a consistently lower level in the area than in Wales as a whole.

Crime rates are low in the County Borough and there are few concerns over community safety.

Emerging Themes

Strengths

- Strong sense of community and strong family and friends network
- Burglary, vehicle theft and anti-social behaviour is decreasing
- Delayed transfers of care decreasing
- Childhood obesity decreasing

Challenges

- Ageing population
- High conception rates amongst those under the age of 18

- Public transport
- Healthy life expectancy
- Cancer rates higher than the Welsh average
- Perceptions of crime

Cultural Well-being

Cultural well-being focused on a sense of place and access to Welsh history, traditions and culture. Arts, theatre, cinema and sport were, however, key access points and extremely important for cultural well-being. Volunteering was seen as an excellent means of building well-being. Support for the Welsh language was mixed, but with great strength in some communities.

A high proportion of residents of Bridgend use English or Welsh as their main language, although it is worth noting that in the consultations and survey, very few individuals made any negative references to immigration or people from other cultures and this is to be welcomed, although it was not an overt focus for the research.

The proportion of people in Bridgend who can speak Welsh is decreasing. The age group with the greatest proportion of Welsh speakers is children aged between 3 and 15. A greater proportion of people in Bridgend consider themselves to be Welsh than do people across Wales.

Emerging Themes

Strengths

- Strong awareness of cultural heritage and national identity
- High percentage of residents feel they belong to their local area
- Strong commitment to volunteering
- Availability of local cultural activity

Challenges

- Increasingly small proportion in Bridgend can speak Welsh
- Preserving cultural and historic assets to instil a sense of civic pride
- Maintaining affordability of local cultural activity
- Digital Inclusion

Chapter 1: Background and Context

This document comprises the Assessment of Local Well-being in Bridgend County Borough (hereafter, Bridgend) that has been undertaken by the Bridgend Public Services Board (PSB) according to the requirements of the Well-being of Future Generations (Wales) Act 2015.

It aims to accurately assess the current state of social, economic, environmental and cultural well-being in Bridgend and its defined community areas. The assessment of local well-being draws upon a range of both quantitative and qualitative sources of data, as stipulated by the statutory guidance (see Appendix 2).

The document is structured as follows:

- Chapter 1:** Background and Context: About the Well-being of Future Generations (Wales) Act 2015, About this Assessment, About Bridgend, About the Community Areas
- Chapter 2:** Assessment of Well-being by Theme: Economic, Environmental, Social Cultural
- Chapter 3:** Summary of Progress towards WFGA Goals
- Appendix 1:** Abbreviations
- Appendix 2:** Methodology
- Appendix 3:** Natural Resources Wales Environmental Maps
- Appendix 4:** #BetterBridgend Survey Report
- Appendix 5:** Response to Consultation Feedback

About the Well-being of Future Generations (Wales) Act 2015

The Well-being of Future Generations (Wales) Act 2015 gained royal assent on 29 April 2015 and came into force on 1 May 2016. The Act is about 'sustainable development' - the process of improving the economic, social, environmental and cultural well-being of Wales by taking action in accordance with the sustainable development principle, aimed at achieving national well-being goals.¹

Sustainable Development Principle

The 'sustainable development principle' set out in the Act means that public bodies 'must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs'.²

The principle is made up of five **ways of working**, which public bodies are required to take into account when applying sustainable development. These are:

- looking to the **long term** so that we do not compromise the ability of future generations to meet their own needs
- taking an **integrated** approach so that public bodies look at all the well-being goals in deciding on their well-being objectives

¹ Shared Purpose: Shared Future 3 - Collective role (public services boards), Welsh Government, 2016.

² Ibid.

- **involving** a diversity of the population in the decisions that affect them
- working with others in a **collaborative** way to find shared sustainable solutions
- understanding the root causes of issues to **prevent** them from occurring.

Well-being Goals

The Act also puts in place seven national **well-being goals** to ensure that public bodies in Wales are working towards the same vision. These are shown in Table 1:

Table 1 WFGA Well-being Goals.

Well-being Goal	Description
A prosperous Wales	An innovative, productive and low-carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change) and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Source: Welsh Government.

National Indicators

In order to measure progress towards these national well-being goals, the Act also required Welsh Ministers to set national indicators - values or characteristics that can be measured quantitatively or qualitatively against a particular outcome. As a result, 46 national indicators were laid before the National Assembly for Wales and they are published [here](#).³

³ <http://gov.wales/topics/people-and-communities/people/future-generations-act/national-indicators/?lang=en>

The national indicators are measurable in relation to Wales or any part of Wales, and therefore they play an important role in this Assessment of Local Well-being. They are, however, a work in progress, and therefore the data for some indicators is still emerging and may not be available at a local (Bridgend or community area) level. As such, not all the national indicators have been used in this Assessment, but when they are used, they are clearly marked.

Bridgend Public Services Board

The Act establishes a Public Services Board for each local authority area in Wales. Public Services Boards must apply the sustainable development principle to improve the well-being of their area. Bridgend Public Services Board was established on 1 April 2016 and its members include senior representatives of the organisations found in Table 2. More information on Bridgend Public Services Board can be found [here](#).

Table 2 Membership of Bridgend Public Services Board.

Statutory Members	Invited Participants
Abertawe Bro Morgannwg University Health Board Bridgend County Borough Council Natural Resources Wales South Wales Fire and Rescue	Awen Bridgend Association of Voluntary Organisations (BAVO) Bridgend Business Forum Bridgend College Community Rehabilitation Company National Probation Service Public Health Wales South Wales Police South Wales Police and Crime Commissioner's Office Valleys to Coast (V2C) Welsh Government

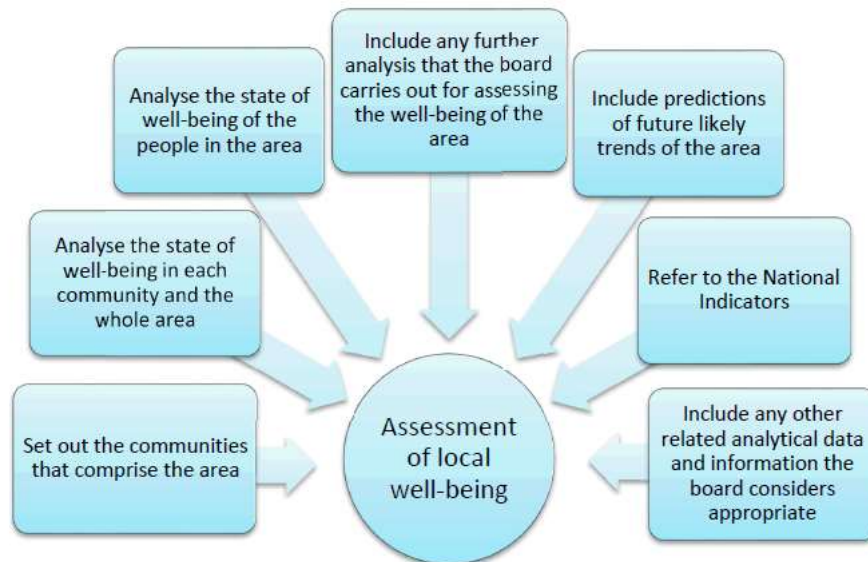
Source: *Bridgend Public Services Board*.

About the Assessment of Local Well-being

Purpose

The Well-being of Future Generations (Wales) Act 2015 places a requirement on Bridgend Public Services Board to assess the state of economic, social, environmental and cultural well-being within Bridgend and its constituent communities. The Assessment provides an evidence-base that the PSB will use to develop its Local Well-being Plan (the first of which will be published in 2018).

According to Welsh Government, this Assessment of Local Well-being must include the following elements:



Source: *Shared Purpose: Shared Future 3*, Welsh Government, 2016.

This is the first assessment of local well-being to be undertaken in Bridgend. It is the start of a process of assessing (and subsequently improving) the well-being of the area, and as such **this document will update and evolve as our understanding of well-being in Bridgend continues to increase.**

Links to Social Services and Well-being (Wales) Act 2014

The Social Services and Well-being (Wales) Act 2014 (SSWB) act provides a statutory framework for local authorities to exercise their social services functions and support people with care and support needs to achieve well-being. It is separate piece of legislation to the WFGA, but its emphasis on well-being means that the two acts are closely related.

As part of the SSWB, local authorities and Local Health Boards have to assess the population’s care and support needs, including the support needs of carers, by conducting a Population Needs Assessment. In order to avoid over-burdening citizens when conducting the two Assessments, therefore, much of the primary research was shared between the two assessments.

About Bridgend

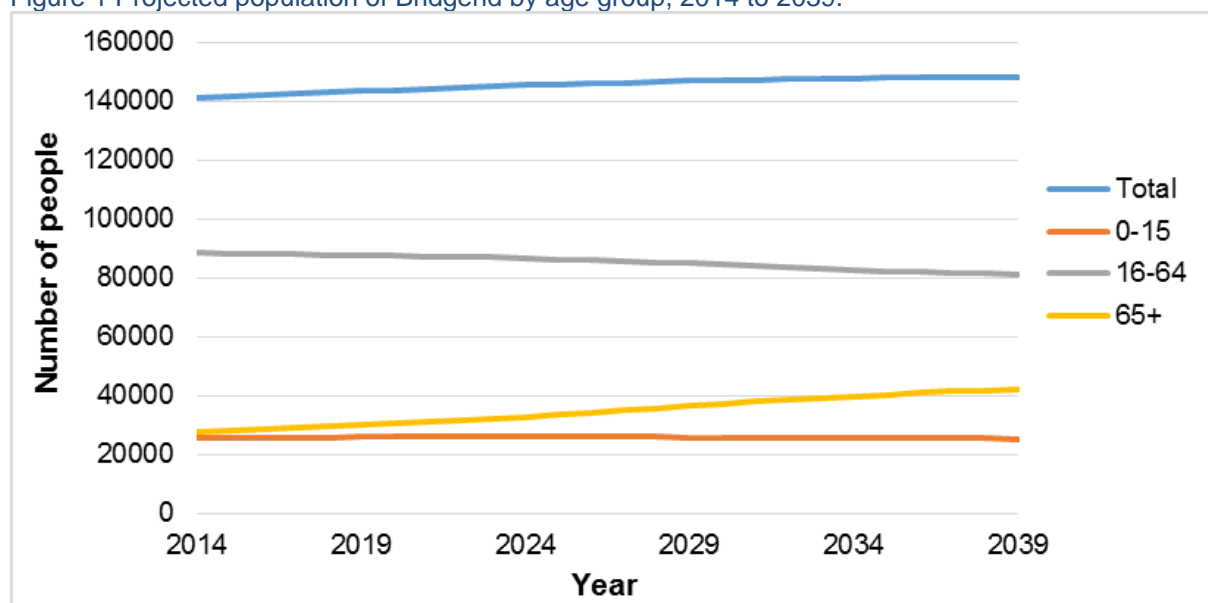
Population

According to population estimates based on the 2011 census, the resident population of Bridgend on 30 June 2015 was 142,092 people (4.6 per cent of the population of Wales). The population comprised 49.5 per cent males and 50.5 per cent females,⁴ and the population density of Bridgend was 566.7 people per square kilometre (compared to 149 people per square kilometre across Wales).

Bridgend has a very similar age profile to that of the whole of Wales: in June 2015, 18 per cent of the population were aged 0-15, 62.4 per cent were aged 16-64, and 19.6 per cent aged over 65. By 2039, according to population projections, Bridgend’s population aged 0-15 and 16-64 will have decreased, whilst the population aged 65+ and the total population will have increased in size.

⁴ [Population estimates by Local Authority and Age](#), ONS, 2015.

Figure 1 Projected population of Bridgend by age group, 2014 to 2039.



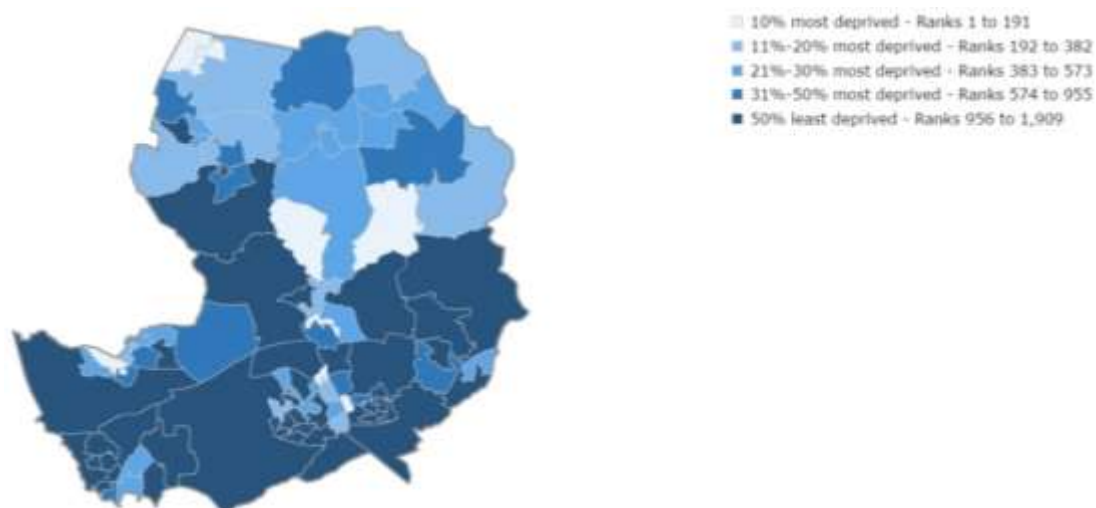
Source: 2014-based local authority population projections for Wales: 2014 to 2039, Welsh Government.

Deprivation

The Welsh Index of Multiple Deprivation (WIMD) has been developed to identify relative area based concentrations of deprivation. WIMD ranks each Lower Super Output Area (LSOA) in Wales using a complex scoring methodology. Bridgend County Borough contains 88 Lower Super Output Areas (LSOAs) (4.6 per cent of the 1909 total LSOAs in Wales).

In 2014, of the 88 LSOAs in Bridgend, 9 were in the most deprived 10 per cent in Wales; 20 were in the most deprived 20 per cent; 37 were in the most deprived 30 per cent and 50 were in the most deprived 50 per cent.

Figure 2 Deprivation in Bridgend County Borough (WIMD Overall 2014).



Source: WIMD 2014, Local Government Data Unit, Welsh Government and Ordnance Survey.

About the Community Areas

In accordance with the statutory guidance that accompanies the Act Bridgend PSB must assess the well-being of the County Borough as a whole and at a 'community' level. Following consultation with partners, Bridgend PSB agreed to use the three 'Neighbourhood Network' areas identified by Bridgend Local Service Board in 2011 as the community areas for this first Assessment of Local Well-being. These community areas are North, West and East.

These three areas were developed based on existing primary health care arrangements and are also coterminous with the Early Help and Safeguarding Hubs developed by Bridgend County Borough Council.

While we have tried wherever possible to assess well-being locally, there is a scarcity of quantitative data at a 'neighbourhood' or ward level, hence a gap in our understanding of well-being at the defined community level. We will continue to collect and analyse information at a local level to further inform our assessment

The community areas are shown in Figure 4 below.

Figure 3 Bridgend Assessment of Local Well-being Community Areas map.



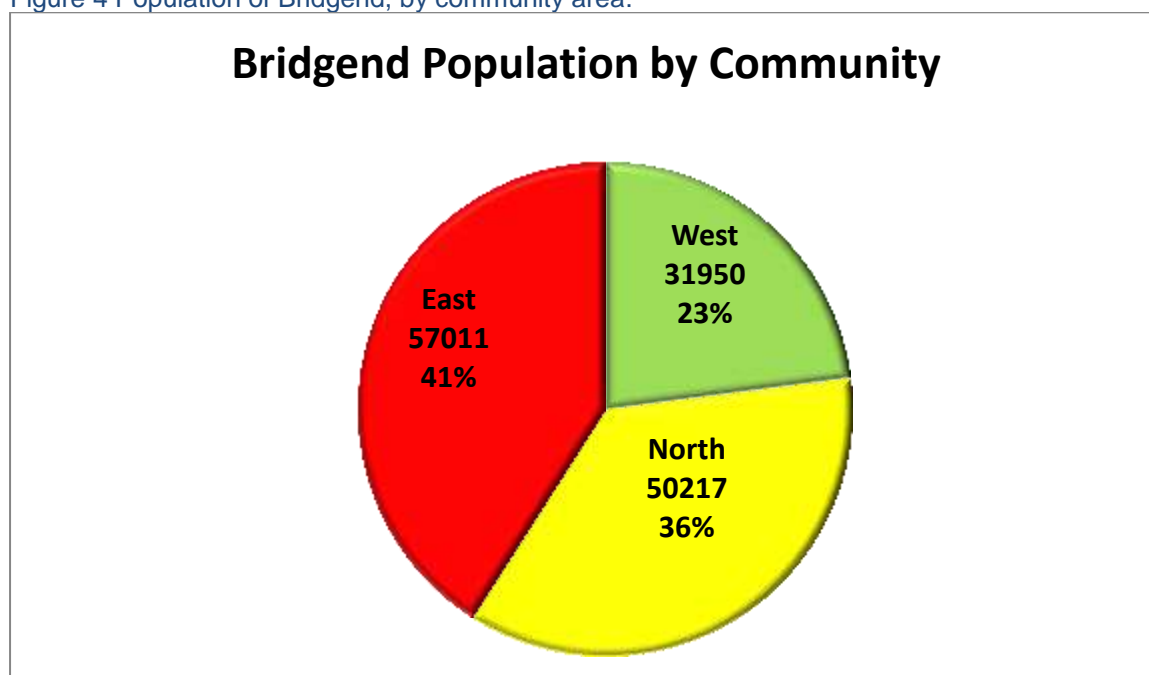
Table 3 shows how each community area is made up by electoral ward and population.

Table 3 Bridgend County Borough Assessment of Local Well-being Community Areas: electoral wards and total population.

Map Ref	North	Map Ref	East	Map Ref	West
1	Caerau	12	Penprysg	20	Cefn Cribbwr
2	Maesteg West	13	Felindre	21	Pyle
3	Maesteg East	14	Hendre	22	Cornelly
4	Llangynwyd	28	Bryntirion, Laleston and Merthyr Mawr	23	Nottage
5	Blaengarw		Cefn Glas	24	Rest Bay
6	Pontycymer	30	Llangewydd and Brynhyfryd	25	Porthcawl West
7	Llangeinor	31	Newcastle	26	Porthcawl East
8	Bettws		Morfa	27	Newton
9	Nantymoel	32	Oldcastle		
10	Ogmore Vale	33	Litchard		
11	Blackmill	34	Pendre		
15	Bryncethin	35	Coity		
16	Bryncoch	36	Brackla		
17	Sarn	37	Coychurch Lower		
18	Ynysawdre				
19	Aberkenfig				
29	Pen Y Fai				
Pop	50,217	Pop	57,011	Pop	31,950

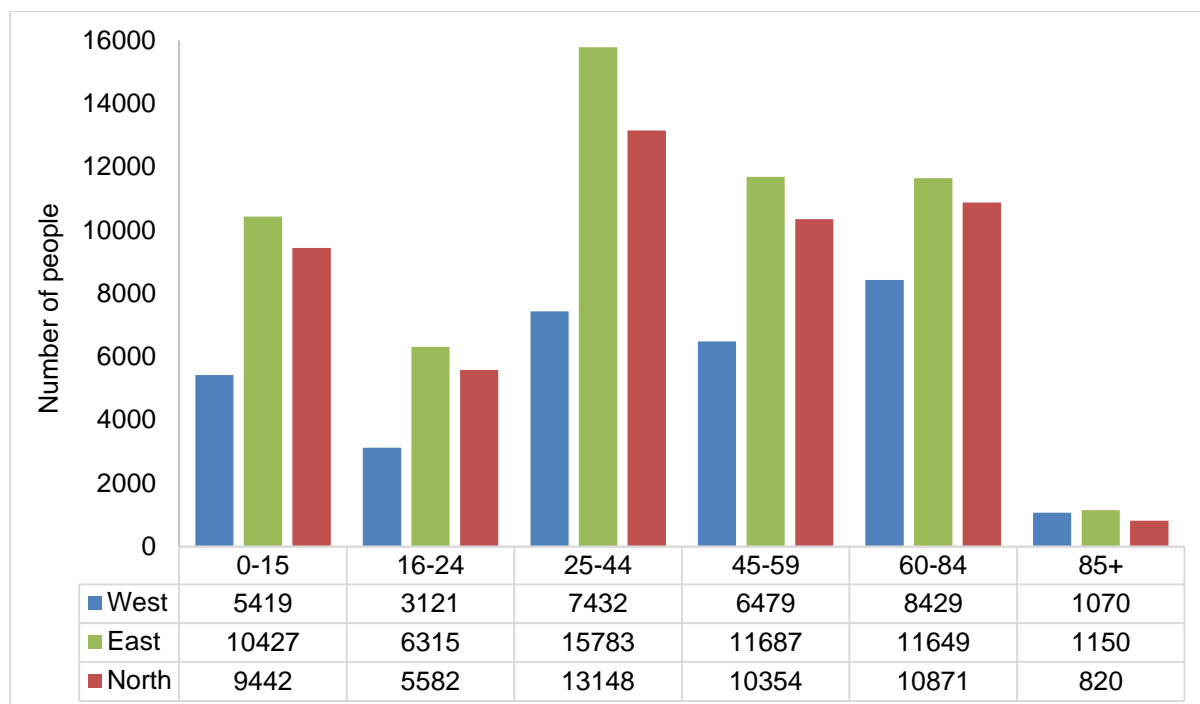
Source: Bridgend County Borough Council.

Figure 4 Population of Bridgend, by community area.



Source: Bridgend County Borough Council.

Figure 5 Age demographics of Bridgend, by community area.



Source: Bridgend County Borough Council.

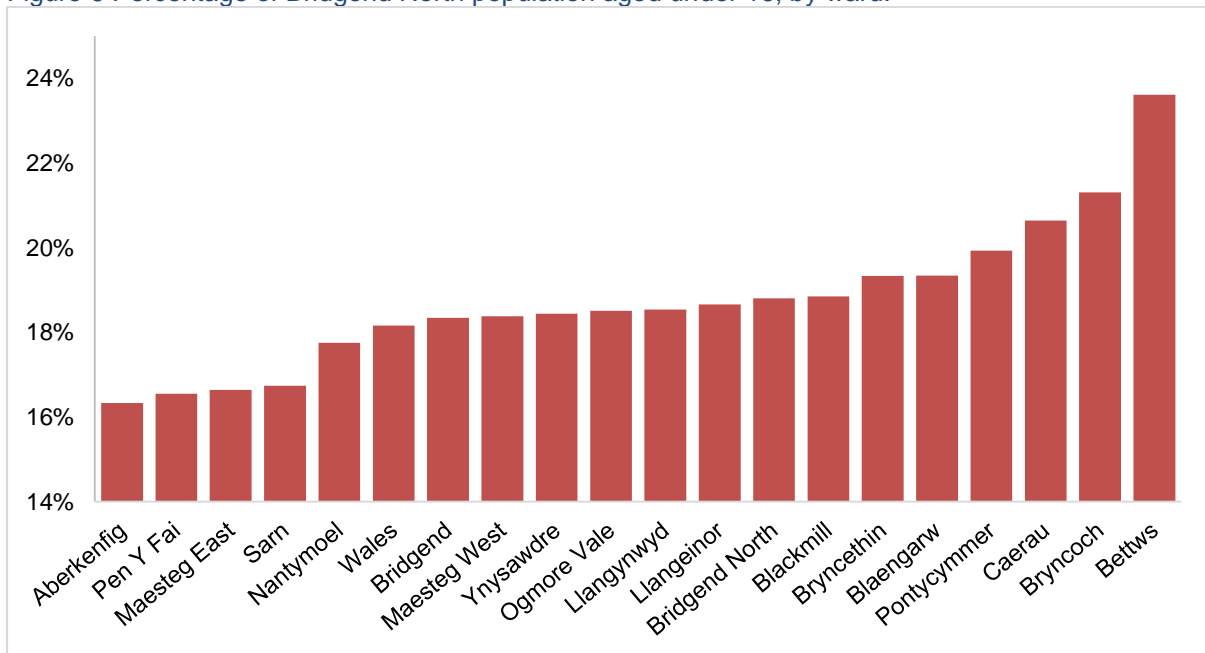
The Community Areas are not based on population and, as such, are not of equal size. Figure 5 shows that while the East Community Area is not the largest geographically, it has the highest population (57,011). The West Community Area is by far the smallest with a population of 31,950.

Bridgend North Community Area

The North Community area comprises 17 wards and includes communities in the Garw, Ogmore and Llynfi Valleys. Maesteg is the largest town in the area with a population of 20,612 (Census 2011). It lies at the Northern most edge of the Llynfi Valley close to the border with Port Talbot.

A diverse range of communities makes up the area and twelve of the wards in the North are classed as rural. According to the Welsh Index of Multiple Deprivation the area has 13 lower super output areas classed as being in the 20 per cent most deprived in Wales, but also has 6 lower super output areas in the 50 per cent least deprived. WIMD indicates there are significant differences in levels of deprivation across the whole area and even in individual wards e.g. Maesteg West includes 2 lower super output areas in the 20 per cent most deprived areas in Wales but also an area in the 50% least deprived areas in Wales.

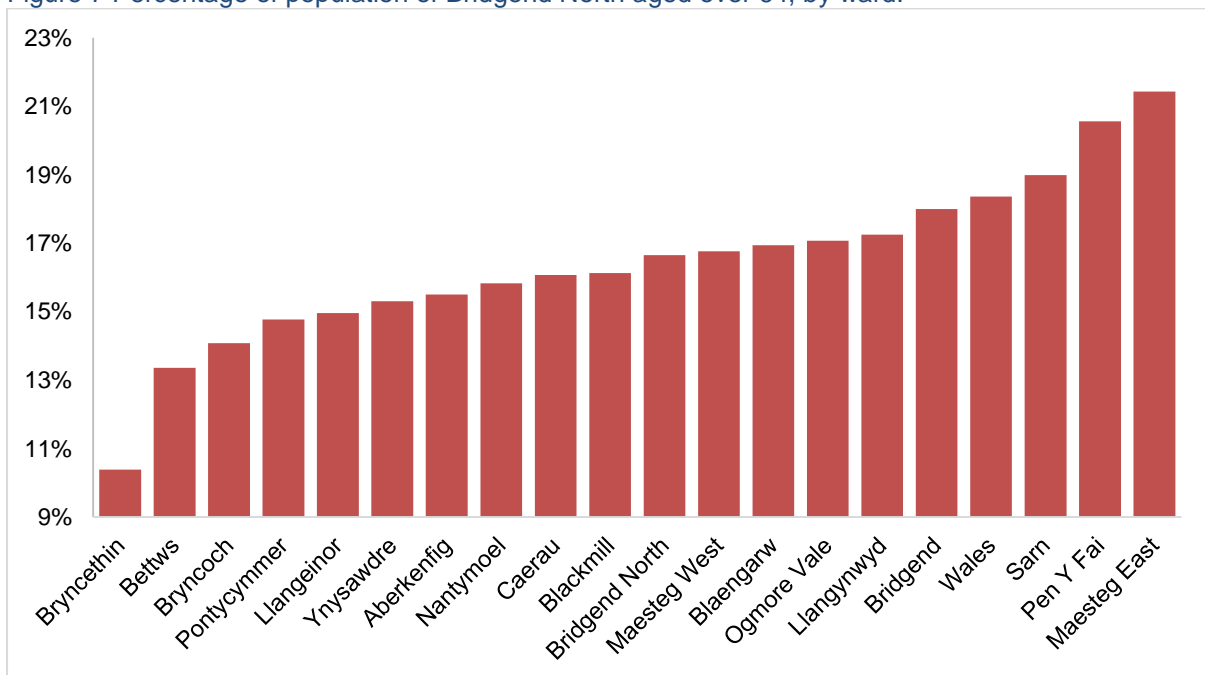
Figure 6 Percentage of Bridgend North population aged under 16, by ward.



Source: Bridgend County Borough Council.

Bettws has the highest percentage of under 16 in the area while Aberkenfig has the lowest.

Figure 7 Percentage of population of Bridgend North aged over 64, by ward.



Source: Bridgend County Borough Council.

The highest percentage of those aged 64+ are in Maesteg East.

Three comprehensive schools serve the area.

- Maesteg
- Coleg Cymunedol Y Dderwen.

- Ysgol GG Llangynwyd

The area is served by the following town and community councils:

- Maesteg Town Council
- Llangynwyd Middle and Lower Community Council
- Garw Valley Community council
- Ogmore Valley Community Council
- St Brides Minor Community Council
- Ynysawdre Community Council
- Newcastle Higher Community Council

The area is well served by GP surgeries, with practices in Sarn, Aberkenfig, Ogmore Vale, Nantymoel, Betws, Maesteg, and Nantfyllion.

Awen Cultural Trust operates 6 libraries in the area:

- Aberkenfig
- Betws
- Maesteg
- Ogmore Vale
- Pontycymmer
- Llynfi (Maesteg)

There are Swimming pools in Ynysawdre and Maesteg and Fitness Centres in Pontycymmer, Ogmore Vale and Maesteg.

Blaengarw Hall is located at the top of the Garw Valley. It is a popular Workingmen's Hall owned by Awen Cultural Trust. The hall hosts events, live music and theatre performances. It is well used by local groups, including jewellery making classes, parent and toddler groups, and drama classes.

Maesteg Town Hall in the Llynfi Valley hosts a programme of professional and amateur performances plus much-used meeting and rehearsal space for groups and organisations. The grade II listed building has a seating capacity of 500. As well as performances and events it is a popular venue for weddings and functions.

Bryngarw Country Park is located in Brynmenyn in the area known as the Gateway to the Valleys. The park has over 113 acres of diverse parkland including nature woodlands, formal gardens and ornamental lakes, as well as a much-used children's play area. The park welcomes 200,000 visitors each year. On site there is also the beautiful Bryngarw House, a wedding and functions venue, plus a visitor centre and café. Also based at Bryngarw is B-leaf a work based horticulture project for adults with learning disabilities and its sister project Wood B is also located nearby.

Parc Slip run by the Wildlife Trust of South and West Wales is located on Fountain Road, Tondu. The 300 acre nature reserve has a visitor centre, a variety of different habitat types, well maintained traffic free cycle tracks, tracks for dog walking and accessible path for

wheelchairs, walking sticks and for those with sight problems. There is a fully accessible visitor centre and coffee shop on site.

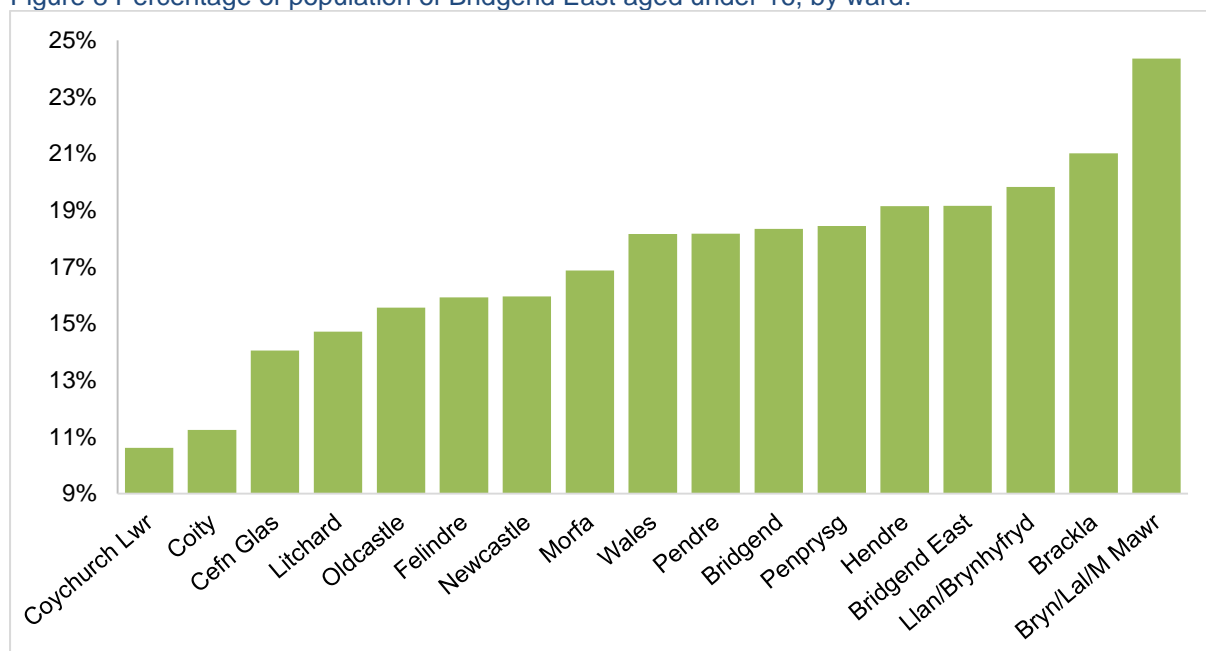
The Local Development Plan for Bridgend identifies that housing choice in the Garw and Ogmore Valleys is limited.

Bridgend East Community Area

The East Community area of Bridgend comprises 13 wards, 6 of which are classed as rural. The area includes Bridgend, the largest town in the County Borough with a population of 46,737 (Census 2011) and the smaller town of Pencoed with a population of 9,170 (census 2011). This is the most urbanised of the three community areas.

The Welsh Index of Multiple Deprivation indicates a diverse range of deprivation across the area with three LSOAs in the 20 per cent most deprived areas in Wales and 23 in the least deprived 50 per cent. Levels of deprivation vary considerably even at ward level. E.g. Brackla has an LSOA identified as one of the 10 per cent most deprived and another LSOA who ranks 1819 least deprived out of 1909 in Wales.

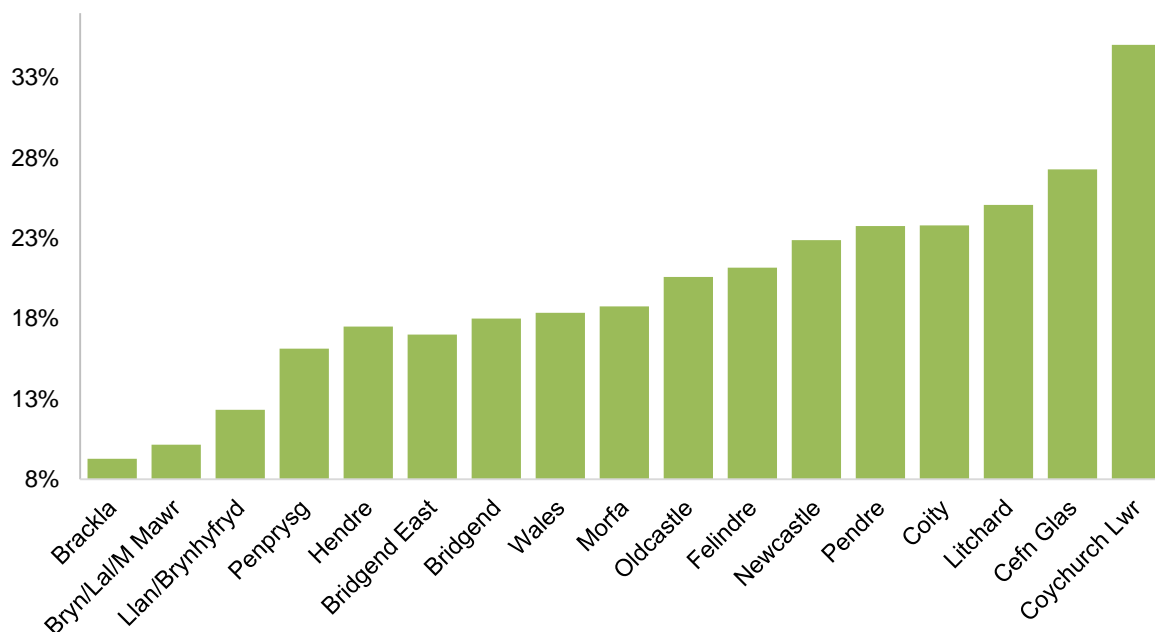
Figure 8 Percentage of population of Bridgend East aged under 16, by ward.



Source: Bridgend County Borough Council.

The Wards of Brackla (22 per cent) and Bryntirion, Laleston & Merthyr (16 per cent) heavily influence the Bridgend East community.

Figure 9 Percentage of Bridgend East population aged over 64, by ward.



Source: Bridgend County Borough Council.

The significant change within this community since 2011 will be the development of Parc Derwen which falls under the Coity ward where approximately 1500 new homes are being built.

There are 4 comprehensive schools in the area, plus Heronsbridge Special School:

- Pencoed
- Bryntirion
- Brynteg
- Archbishop McGrath

The area is served by the following Town and Community Councils:

- Bridgend Town Council
- Pencoed Town Council
- Coychurch Higher Community Council
- Laleston Community Council
- Coity Higher Community Council
- Brackla Community Council
- Merthyr Mawr Community Council

Six GP practices serve the area, with a good geographic spread in Pencoed, Bridgend Town, Brackla and Cefn Glas.

Awen Cultural Trust operates 2 libraries, one in Bridgend Town Centre and one in Pencoed.

The area is also home to the MacArthur Glen Retail and Leisure Park, with its large range of retail outlets, restaurants and cafes. The Odeon Cinema is also on the same site and offers the latest film releases plus National Theatre Live.

There is a large life centre and swimming pool in Bridgend Town and a swimming pool in Pencoed. The Princess of Wales Hospital serves the whole of Bridgend

Bridgend College is situated in the East area. The college was rated excellent in a recent Estyn inspection. As well as a range of academic course the college hosts Weston House. This is a purpose-built, fully inclusive residential facility for young adults between the ages of 16 and 25 who have learning difficulties and/or disabilities.

Carnegie House on Wyndham Street in Bridgend town is home to Bridgend Town Council and an Arts Centre offering creative weekly classes and daytime workshops. The venue also offers a programme of professional arts and cultural events.

Her Majesty’s Prison (HMP) and Young Offenders Institution (YOI) Parc

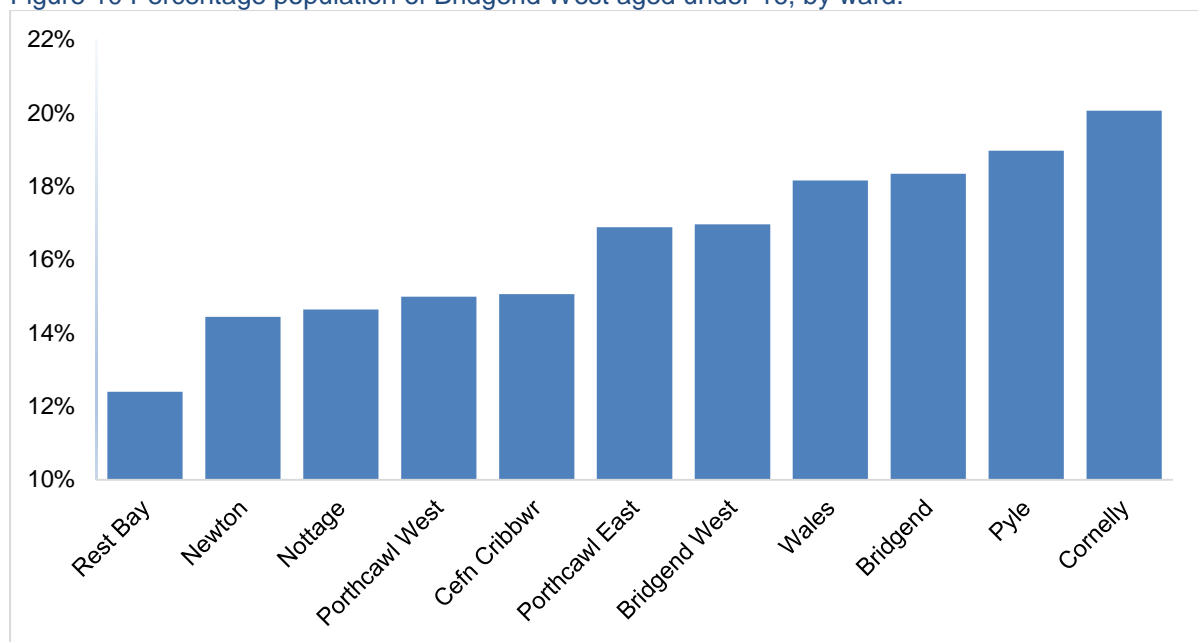
HMP and YOI Parc opened in 1997 and is located in the East Community area. HMP and YOI Parc can accommodate 2000 Category B male prisoners. It is currently the only private prison in Wales and is managed by G4S on behalf of the Prison Service. The prison is made up of a young persons’ unit for males between 15 and 17 years and the main prison for young offenders aged 18 to 21 and adult offenders.

Bridgend West Community Area

The West community area comprises 8 wards and includes the popular seaside town of Porthcawl, plus the neighbouring communities of Cornelly, Pyle and Cefn Cribwyr. Three of the wards are classed as rural. It is the smallest community area in terms of population.

Porthcawl has a population of 16,010 (census 2011).

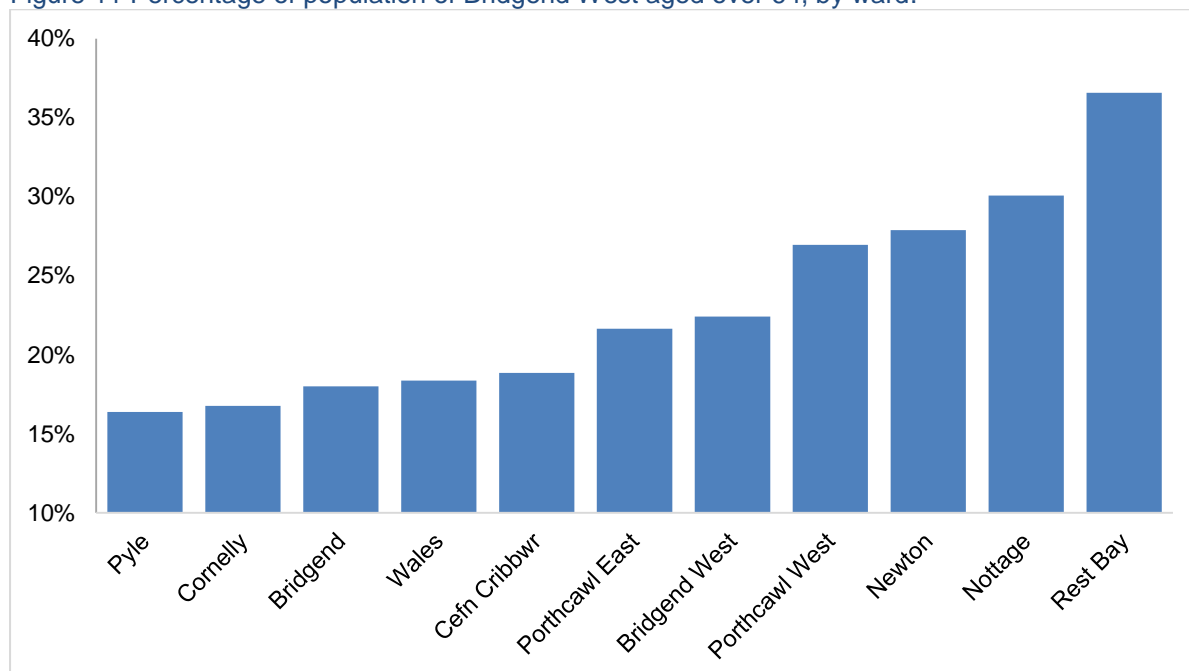
Figure 10 Percentage population of Bridgend West aged under 16, by ward.



Source: Bridgend County Borough Council.

Bridgend West's under-16 population is quite low compared to the Wales average of 18.16 per cent. Only Pyle and Cornelly are above the Welsh average. Rest Bay in particular has a very low under-16 population (12.40 per cent).

Figure 11 Percentage of population of Bridgend West aged over 64, by ward.



Source: Bridgend County Borough Council.

Bridgend West has a much higher than average retirement population compared with Wales as a whole. Rest Bay (36.6 per cent) has nearly double the amount of residents aged over 64 in comparison with the Wales average (18.4 per cent).

The area is served by three comprehensive schools:

- Cynffig
- Porthcawl
- St Clare's (Bridgend's only privately-run school)

Once again data from the Welsh Index of multiple deprivation shows a marked difference in levels of deprivation across the area. Two LSOAs are in the top 20 per cent most deprived in Wales and 7 in the top 50 per cent least deprived areas. Rest Bay, Nottage and Newton have LSOAs in the 50 per cent least deprived in Wales, while Porthcawl East Central is in the 10 per cent most deprived areas for employment.

The area is served by the following Town and Community Councils:

- Porthcawl Town Council
- Cornelly Community Council
- Cefn Cribbwr Community Council
- Pyle Community Council

There are two GP surgeries in Porthcawl, one in North Cornelly and one in Kenfig Hill.

Awen Cultural Trust operates two libraries in the area:

- Pyle
- Porthcawl

Porthcawl has two blue flag beaches, Trecco Bay, close to the large caravan park and Rest Bay, one of Wales' top locations for surfing. There is a swimming pool and life centre in Pyle. The Royal Porthcawl Golf club hosted the prestigious Welsh Senior Open Championship in 2014 and will host again in 2017.

Situated on Porthcawl's seafront the Grand Pavilion is a beautiful grade II listed building offering a diverse programme of cultural events and activities. Now owned and operated by Awen cultural Trust, the Pavilion is home of the renowned Bridgend Youth Theatre and a great number of local amateur groups. It plays host to everything from the very best stand-up comedy to small scale lunchtime theatre and from classical concerts to the Elvis Festival. The Pavilion also has a bar and café/restaurant and is a popular venue for weddings and other functions.

Kenfig Nature reserve is located in Ton Kenfig, approximately half way between Porthcawl and Cornelly. It is one of Wales' top sand dune reserves with all the special plants, birds and insects that depend on this type of coastal habitat. It is designated as a Site of Special Scientific Interest and Special Area of Conservation.

Chapter 2: Assessment of Well-being by Theme

Economic Well-being

Summary of Economic Well-being

There is a divide in terms of economic well-being between those for whom life is relatively comfortable and who see well-being as having spare resources for a few luxuries and those living at the economic margins, for whom well-being is about sufficiency to meet their basic needs and obligations. Financial security was a key pressure for those on low incomes, in portfolio work, or unemployed. As elsewhere, there was widespread evidence of both in-work poverty and an inability to escape from the benefits trap for those not in work.

Bridgend has a higher percentage of people classed as economically active and employed than the average for Wales. Although decreasing, there is still a high proportion of workless households in Bridgend. There are indications that older people in Bridgend are less likely to be in work than elsewhere in Wales. Average incomes are lower than for Wales and there is also a higher proportion of children in low income families in Bridgend than in Wales as a whole. There has also been an occupational shift over time, with fewer people working at senior level and more in administrative and process occupations.

Overall, working age people in Bridgend are less qualified than the average for Wales and almost 15 per cent had no formal qualifications in 2015, against a Welsh average of 10.2 per cent. The attainments of school leavers have steadily increased, but Year 13 leavers are still more likely to be NEET in Bridgend than in Wales as a whole.

Housing in Bridgend is generally more affordable than across Wales as a whole, with lower than average house prices and a lower ratio of median house price to median gross annual salary.

Citizens' Understanding of Economic Well-being

Understanding of 'economic well-being' varied slightly across the three community areas - residents of Bridgend West and Bridgend East tended to associate economic well-being with having sufficient income to purchase desired items (such as holidays), whilst residents of Bridgend North associated it more with the ability to purchase necessities and pay bills.

Both the primary and secondary research suggests economic well-being is related to income, employment, and the freedoms and opportunities that arise from financial sustainability. Thus, although some aspects of economic well-being overlap with the other themes (e.g. access to arts and culture is improved with income), the indicators and sub themes below have been selected for where finance, and access to it, is the most significant factor.

Figure 12 The meaning of economic well-being - survey respondents in Bridgend.



Source: Online Survey.

Figure 13 Factors that will improve economic well-being - survey respondents in Bridgend.



Source: Online Survey.

Bridgend North

It was notable that in Bridgend North, one in five survey respondents mentioned words associated with money⁵ when defining economic well-being, as opposed to 70 per cent across Bridgend as a whole. In Bridgend North there was a greater focus on individuals' concerns, debt and worries around not having enough money to financially support themselves. One survey respondent encapsulated this by defining economic well-being as:

'A reasonable standard of living without fear of poverty.'

Another defined it thus:

'Having enough money to be fed, clothed and housed without stressing where your next pay check will come from.'

This suggests economic well-being for many people in Bridgend North relates more to financial security than being focused upon levels of disposable income for extras or luxuries.

In terms of factors that contribute to economic well-being, the picture in Bridgend North was similar to the other community areas, although possibly reflecting a lower standard of living overall. The biggest contributors were *'having a job'*, job security and providing for one's family. Other factors included being able to afford a house free from damp and for those with a good job, having some disposable income for social activities and travel.

Also mentioned in the survey was the need for a good work-life balance to allow for other activities in daily life to maintain both economic and social well-being.

However, at the stakeholder workshops it was suggested that a lack of employment opportunities for young people in the area could be affecting their economic well-being, as they had to look further afield for work. One older respondent described a *'devastating jobs picture'* for young people and contrasted the situation now with the picture when he was young and there was effectively full employment in the area. Workshop attendees also focused upon benefits issues and the closing of local factories (e.g. Revlon) as key challenges to the economic well-being of some people in Bridgend North.

⁵ The following search terms were used: money, income, finance, financial, financially, pay, afford, earnings, salary and pension.

The survey also asked respondents 'what two things do you think could improve your economic well-being?' In keeping with the Bridgend region as a whole, respondents from Bridgend North focused upon a rise in income to offer '*a yearly pay rise in line with inflation*' along with lower cost of everyday goods. Other specific improvements cited by those from Bridgend North included:

- Building a local employment base;
- Supporting those struggling through reducing costs such as council and income tax;
- Building a supply of cheaper fresh food sustainably sourced;
- Providing access to cheaper swimming locally, and;
- Increased financial literacy, including knowledge of finance and pensions.

Bridgend East

The understanding of economic well-being in Bridgend East directly aligns with the perspective held more broadly across Bridgend, as survey respondents focused upon income and having enough money to maintain their standard of living. Similarly to the position elsewhere, the requirements for income varied according to need; but as a baseline included payment of utility bills, food, clothes and essentials for running a home and supporting a family.

Employment and security of employment provided the biggest contributions to perceptions of economic well-being, although some individuals strived for a well-paid position to allow for greater financial security. Financial insecurity was seen as having a potential negative impact on the mental health of individuals, through the stress it could bring.

In terms of improving economic well-being, respondents from Bridgend East predominantly referred to an increase in their income and/or a reduction in the cost of living. A number of specific areas also discussed included:

- greater flexibility of working hours;
- increased job prospects for individuals with a learning disability;
- security and stability in the economy, and;
- reduced travel costs and better transport links to major cities.

The workshops also suggested that citizens would like to see lower council taxes to reduce their household outgoings and build financial security.

Bridgend West

Economic well-being in Bridgend West was again defined by survey respondents around sufficiency; for people to live within their means for housing, clothes, food, bills and social activities. This is supported by a quote from the survey that defined economic well-being as;

'Not worrying about the next mortgage payment, bills payment, weekly shop. Being able to cope with things that come up like children's school trips that you hadn't planned for. Living within your means.'

In common with those from other community areas in Bridgend, respondents discussed the contributors to economic well-being in terms of having a job and being financially secure.

However, respondents noted the challenges of maintaining economic well-being in an uncertain economic climate:

'I have to work two jobs to support myself and run a home and still only scrape by! I don't think I have financial well-being!!'

Issues of working poor were common to all areas of Bridgend, illustrating that economic well-being needs to be underpinned by employment with a good rate of pay. Several references were made to pay freezes or below inflation settlements, especially in the public sector.

Improvements to economic well-being in Bridgend West put forward by survey respondents were similar to the other community areas in terms of focusing on higher pay or lower living costs. However, in Bridgend West there were more references to wider issues such as the availability of mortgages for first time buyers, costs of higher education and interest rates on savings, as well a reduction in the cost of living through rents, fuel, food and everyday items.

Further suggested improvements for economic well-being in Bridgend West included a reduction in transport costs, an appropriate cost of leisure activities and *'more affordable activities available locally'*.

Assessment of Economic Well-being in Bridgend

Employment

Employment is central to economic well-being, both according to the WFGA well-being goals and citizens of Bridgend engaged with for this assessment.

Rates of both employment and economic activity are generally higher in Bridgend than the Wales average.

Table 4 Employment in Bridgend and Wales: Employment Rate, Employment Rate (aged 50-64) and Economic Activity rate, 2011 and 2015.

	Employment Rate (%)		Employment Rate of People Age 50-64 (%)		Economic Activity Rate (%)	
	2011	2015	2011	2015	2011	2015
Bridgend	70.2	71.9	58.3	63.5	75.9	77.4
Wales	66.8	70.3	60.1	65.1	73.0	74.9

Source: ONS, Annual Population Survey.

From 2011 to 2015, the employment rate in Bridgend - that is, the number of people in Bridgend who did some paid work expressed as a percentage of all people aged 16-64 in Bridgend - increased from 70.2 per cent to 71.9 per cent, while across Wales it increased from 66.8 per cent to 70.3 per cent.⁶ Therefore, although there was a greater increase in the rate across Wales as a whole in this period, the employment rate in Bridgend remains above the Wales average.

⁶ ONS, Annual Population Survey.

NATIONAL INDICATOR

Number of people in employment.

In 2015, 77.4 per cent of working age people in Bridgend were in employment, compared to 74.9 per cent for Wales.

The picture is also the same when people classed as 'economically active' (those in employment and those unemployed but seeking work) are considered. Each year between 2011 and 2015, the economic activity rate was higher in Bridgend than across Wales.⁷

However, each year between 2011 and 2015 (except 2014), working people aged 50-64 in Bridgend were less likely to be in employment than across Wales.⁸

Across the Community Areas, Bridgend East has the highest percentage of people (aged 16-74, excluding students) in employment, at 59.8 per cent, compared to Bridgend West (55.7 per cent) and Bridgend North (55.3 per cent). The area around Caerau (MSOA Bridgend 001) has the lowest percentage of people employed, at 47 per cent, whilst the area between the A48 and A473 roads (east Broadlands, MSOA Bridgend 017) has the highest rate at 69.3 per cent.⁹

More than one in three Bridgend residents is employed in Public Administration, Education and Health. The proportion of Bridgend residents employed in Manufacturing decreased between 2010 and 2015.

Table 5 Industry of employment by proportion of working population, Bridgend and Wales, 2010 and 2015.

Industry	2010		2015	
	Bridgend (%)	Wales (%)	Bridgend (%)	Wales (%)
Agriculture and Fishing	1.4	2.1	n/a	2.3
Energy and Water	1.6	2.1	1.9	2.2
Manufacturing	14.6	10.4	12.8	11.0
Construction	9.6	8.1	9.1	7.4
Distribution, Hotels and Restaurants	17.2	18.5	19.3	19.3
Transport and Communications	5.0	6.2	7.8	5.9
Banking, Finance and Insurance	10.1	11.4	9.7	12.4
Public Administration, Education and Health	36.2	35.2	34.2	33.5
Other Services	4.2	5.2	4.4	5.2

Source: ONS, Annual Population Survey.

Between 2010 and 2015, it appears that there was a small shift in the industry of employment of residents of Bridgend. The proportion of those who worked in Manufacturing and Public Administration, Education and Health decreased by over a percentage point, whereas the proportion who worked in Distribution, Hotels and Restaurants, and Transport and Communications increased by over two percentage points.

7 ONS, Annual Population Survey.

8 ONS, Annual Population Survey.

9 ONS, Census 2011.

In 2015, a greater proportion of people worked in Manufacturing and Public Administration; Education and Health in Bridgend compared to Wales as a whole, but a substantially smaller proportion in Banking, Finance and Insurance.

Despite this generally positive picture of employment in Bridgend, residents raised a number of issues concerning employment. In Bridgend North, for example, some residents commented on the closing of local factories (e.g. Revlon) and the reduction in the number of employment opportunities in the area.

Between 2013 and 2015, Bridgend had a higher rate of unemployment than the Wales average. However, the unemployment rate was lower in 2015 than 2011.

Table 6 Unemployment Rate, Job Seekers' Allowance Claimant Rate and Workless Household Rate, Bridgend and Wales, 2011 and 2015.

	Unemployment Rate (%)		JSA Claimant Rate (%)		Workless Household Rate (%)	
	2011	2015	2011	2015	2011	2015
Bridgend	7.5	7.1	3.7	1.9	20.6	17.6
Wales	8.5	6.1	3.8	2.2	22.4	18.3

Source: ONS, Annual Population Survey.

Between 2011 and 2015, both the unemployment rate and proportion of people who claimed Job Seekers' Allowance (JSA) decreased in Bridgend and across Wales.¹⁰ In 2015, however, the unemployment rate in Bridgend was one percentage point above the Wales average, although the JSA claimant rate was slightly below the Wales average.¹¹

The OECD states that workless households are detrimental to economic well-being both because of the financial disadvantages such households face, but also because of the impact on children's aspirations and future prosperity.¹² Between 2011 and 2015, the proportion of workless households in Bridgend decreased by 3 percentage points, and in 2015 it was below the Wales average.¹³

Between 2011 and 2015, the percentage of children living in workless households in Bridgend declined by 1.1 percentage points (from 20.5 per cent to 19.4 per cent), while the rate for Wales decreased by 4.1 percentage points (18.1 per cent to 13.6 per cent).¹⁴ The 5.8 percentage point difference between the rate in Bridgend and Wales is of concern.

Job Security

Job security has become more prominent in research into economic and employee well-being due to its impact on both financial security and mental health (i.e. the stress of non-permanent employment and the devaluation of certain jobs).¹⁵ Positively, some recent

¹⁰ [Department for Work and Pensions, per cent of working age people who are claiming Job Seekers Allowance.](#)

¹¹ ONS, Annual Population Survey: percentage of working age population who are unemployed.

¹² OECD (2015) How's Life? 2015: Measuring Well-being (Online: Ebook).

¹³ [ONS, Annual Population Survey: percentage of workless households.](#)

¹⁴ ONS, Annual Population Survey: percentage of Children Living in Workless Households.

¹⁵ Gallie, D. Felstead, A. Green, F. & Inanc, H. (2016) The Hidden Face of Job Insecurity. Work Employment and Society.

research found that 95 per cent of businesses in Bridgend who were surveyed expected employment to remain the same or increase over the next 12 months.¹⁶

The use of Zero Hours Contracts in recent years across the UK has been widely reported as contributing to job insecurity, as employees have no guarantee about the number of hours they will work and income they will have from week to week. The Joseph Rowntree Foundation reports that, across the UK, the rate that temporary contracts are used has increased in line with employment as a whole, and they are particularly prevalent among young people and older people.¹⁷ Unfortunately, data on the usage of temporary contracts is only available at a national (i.e. Wales, England and UK) level.

Income

Financial security, discussed in terms of being able to pay bills, afford holidays, or being financially able to deal with emergencies, was mentioned frequently by residents of Bridgend. Residents also mentioned the perils of financial insecurity. An older resident in receipt of Personal Independence Payment and pension credit commented that they often found it difficult to afford necessities and therefore had to rely on food banks. Furthermore, some residents with learning disabilities/ASD mentioned that there were a number of local facilities¹⁸ that improved their cultural and social well-being, but the costs of participating and getting transport was a significant barrier to them using them.

Gross Disposable Household Income per head and Gross Value Added per head are lower in Bridgend than the Wales average.

Table 7 GDHI, median weekly wage and GVA per head in Bridgend and Wales, 2010 and 2014/2011 and 2015.

	GDHI		Median Weekly Wage		GVA per head	
	2010	2014	2011	2015	2011	2015
Bridgend	£14,916.00	£14,753.00	£463.40	£500.00	£15,042.00	£16,256.00
Wales	£14,605.00	£15,302.00	£455.10	£484.40	£15,554.00	£17,573.00

Source: Stats Wales, Gross Disposable Income per Household,¹⁹ ONS Annual Population Survey: Median weekly wage and ONS, GVA per head.²⁰

Gross Disposable Household Income is the amount of money that all members of a household have left for spending or saving after income distribution measures (e.g. taxes, social contributions and benefits).²¹ Between 2010 and 2014, GDHI in Bridgend and Wales increased by £557 and £697 respectively.²² In 2014, the gap between the GDHI for Bridgend and Wales had increased to £549, compared to a gap of £409 in 2010.

16 Wavehill, 2016 - Bridgend Business Research. Business Expectations of Employment Remaining the Same or Increasing over the next 12 Months.

17 [Joseph Rowntree Foundation \(2015\) Insecurity at Work.](#)

18 Work based schemes run by Awen Cultural Trust, Gateway, Fit 4 Life, local GPs and Hospitals, Gyms, and Pools.

19 [Stats Wales, Gross Disposable Income per Household.](#)

20 [ONS, GVA per head \(£\).](#)

21 ONS, GDHI.

22 [Stats Wales, Gross Disposable Income per Household.](#)

NATIONAL INDICATOR
Gross Disposable Household Income per head
In 2014, GDHI/head was £14,753 in Bridgend and £15,302 for Wales.

Similarly, Gross Value Added (GVA) was higher in Wales than Bridgend in both 2011 and 2015.²³

NATIONAL INDICATOR
Gross Value Added per hour worked
In 2015, GVA per head was £16,256 in Bridgend and £17,573 for Wales.

The Median Weekly Wage in Bridgend is higher than the Wales average.

In contrast to the findings above, median gross weekly full-time worker pay in Bridgend was higher than the Wales average figure in 2011 and 2015.²⁴

Also positively, while the pay gap between men and women was higher in Bridgend than the Wales average each year between 2011 and 2014, it declined sharply from £148.00 in 2012 to £71.50 in 2015 - below the Wales average.²⁵

NATIONAL INDICATOR
Gender Pay Difference
In 2015, the pay gap (difference in median full-time weekly pay) between men and women was £71.50 in Bridgend, below the Wales average of £86.30.

Occupational Analysis

Between 2011 and 2015, the proportion of people in Bridgend working as managers, directors and senior officials decreased and was below the Wales average. The proportion of people working as process, plant and machine operatives increased, and is above the Wales average.

Table 8 Employment by occupation, Bridgend and Wales, 2011 and 2015.

	Managers, directors and senior officials (%)		Administrative and secretarial occupations (%)		Process, plant and machine operatives (%)	
	2011	2015	2011	2015	2011	2015
Bridgend	8.7	8.3	9.2	9.8	6.2	9.5
Wales	8.9	9.6	11.1	10.2	7.0	7.0

Source: ONS, Annual Population Survey.

Between 2011 and 2015, there has been an increase in the proportion of people working as process, plant and machine operatives and a decrease in the rate of people working as managers, directors and senior positions in Bridgend. This trend is opposite to that of Wales.

²³ [ONS, GVA per head \(£\)](#).

²⁴ ONS, Annual Population Survey: Median Gross Weekly Full-Time Worker Pay.

²⁵ Annual Survey of Hours: Difference in the age average (median) full-time weekly pay between males and females.

Education and Skills

Labour Force Qualifications

Overall, working age people in Bridgend are less qualified than on average in Wales.

In 2011, a slightly higher rate of working people in Bridgend were qualified to NQF Level 3 or above compared to the Wales average, but since then the proportion has decreased to below the Wales average.²⁶ At the same time, the gap between Wales and Bridgend for working age people qualified to NQF level 4 and above increased since 2011.²⁷

Each year between 2012 and 2016, the percentage of working age people with no qualifications was higher in Bridgend than across Wales as a whole.²⁸ These findings correspond with findings in the Bridgend Business Research report, in which almost a third of businesses surveyed (60 out of 202) stated that they needed a more skilled workforce.²⁹

NATIONAL INDICATOR						
Percentage of adults with qualifications at the different levels of the National Qualifications Framework						

Table 9 Levels of Qualification amongst Adults in Bridgend and Wales, by NQF level, 2011 and 2015.

	Qualified to NQF Level 3+ (%)		Qualified to NQF Level 4+ (%)		No Qualifications (%)	
	2011	2015	2011	2015	2011	2015
Bridgend	51.7	48.1	30.1	32.3	10.0	14.7
Wales	51.3	56.6	31.0	35.8	12.0	10.2

Source: Stats Wales, per cent of working age people (18-64) qualified to NQF level 3 or above, per cent of working age people (18-64) qualified to NQF level 4 or above and per cent of working age people with no qualifications.³⁰

Children and Young People

The attainment of school age children in Bridgend has improved in the last five years.

Data on school achievement of children in Bridgend paints a more positive picture of education in the area with attainment reaching or surpassing Welsh averages. The attainment of children and young people is significant for measuring economic well-being because they are demonstrative of prosperity and future opportunities.

NATIONAL INDICATOR
Percentage of pupils who have achieved the 'Level 2 Threshold' including English or Welsh first language and mathematics. ³¹
In 2014, the percentage of pupils achieving the 'Level 2 Threshold' including English or Welsh first language and mathematics was 59.7 per cent in Bridgend, compared to 57.9 per cent across Wales. ³²

²⁶ [Stats Wales, per cent of working age people \(18-64\) qualified to NQF level 3 or above.](#)

²⁷ [Stats Wales, per cent of working age people \(18-64\) qualified to NQF level 3 or above.](#)

²⁸ [Stats Wales, per cent of working age people with no qualifications.](#)

²⁹ Wavehill (2016) Bridgend Business Research.

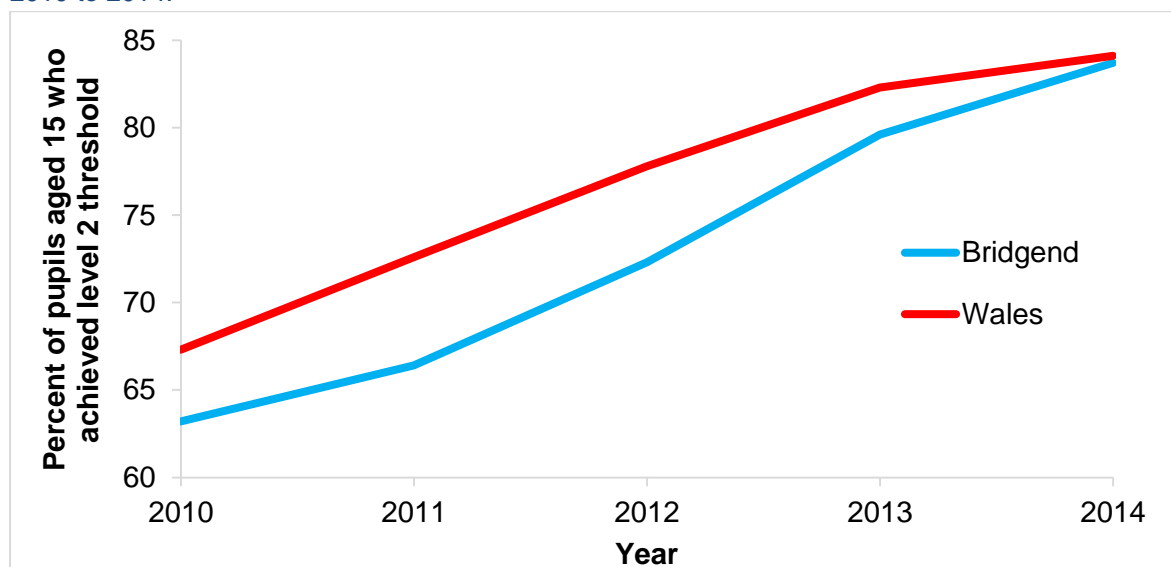
³⁰ [Stats Wales, per cent of working age people \(18-64\) qualified to NQF level 3 or above, per cent of working age people \(18-64\) qualified to NQF level 4 or above and per cent of working age people with no qualifications.](#)

³¹ The national indicator also requires this relating to gap between those eligible for free school meals.

In 2010, 44.6 per cent of pupils aged 15 achieved the level 2 threshold including a GCSE A* - C in Bridgend, compared to 50.1 per cent across Wales.³³ Both areas saw an overall increase between 2010 and 2014, but in 2014 Bridgend surpassed the Welsh average with 59.7 per cent attainment, compared to 57.9 per cent in Wales.

Similarly, the rates of pupils aged 15 achieving level 2 threshold in Bridgend and Wales have narrowed between 2010 and 2014.³⁴ Between 2010 and 2014, the percentage in Wales increased from 67.3 per cent to 84.1 per cent (a 16.8 percentage point increase), whilst in Bridgend, the percentage increased from 63.2 per cent to 83.7 per cent (a 20.5 percentage point increase).³⁵

Figure 14 Percentage of pupils aged 15 who achieved level 2 threshold in Bridgend and Wales, 2010 to 2014.



Source: Infobase, per cent of pupils aged 15 who achieved level 2 threshold.

Figures relating to younger children in Bridgend and Wales tell a similar story. Between 2011 and 2014, the percentage of 7 year olds achieving the expected level at the end of foundation phase increased from 80.5 per cent to 87 per cent in Wales, whilst in Bridgend it increased from 81.8 per cent to 87.1 per cent.

Overall, these figures suggest perhaps greater prosperity for future generations in Bridgend if their overall average attainment continues to fall in line or above Welsh averages.

Year 13 leavers are more likely to be NEET in Bridgend than in Wales as a whole.

Although rates of attainment in school are suggesting increased prosperity for young people in Bridgend, the rate of year 13 leavers who are Not in Employment, Education or Training (NEET) suggests that there is a shortage of opportunities for young people leaving education in Bridgend.³⁶

32 [Infobase, per cent of pupils aged 15 who achieved level 2 threshold including a GCSE grade A*-C in English or Welsh FL and Maths.](#)

33 [Infobase, per cent of pupils aged 15 who achieved level 2 threshold including a GCSE grade A*-C in English or Welsh FL and Maths.](#)

34 [Infobase, per cent of pupils aged 15 who achieved level 2 threshold.](#)

35 [Infobase, per cent of pupils aged 15 who achieved level 2 threshold.](#)

36 [Careers Wales, per cent of Year 13 school leavers that are NEET.](#)

However, the percentage of Year 13 school leavers that are NEET declined in both Bridgend and across Wales between 2011 and 2015.

Free School Meals

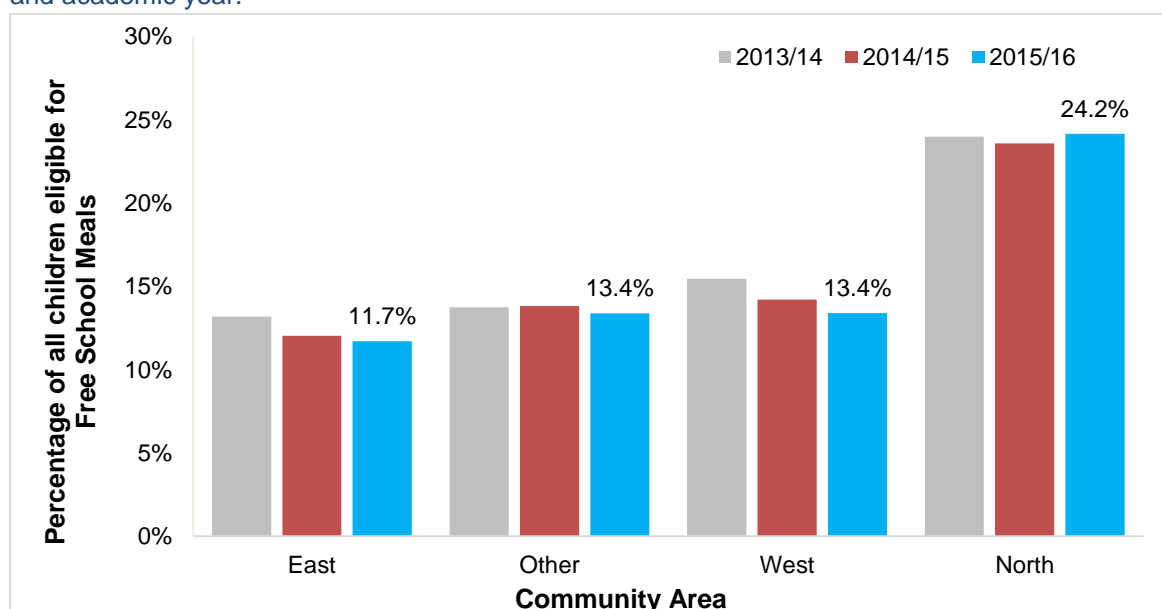
Children and young people who attend school on a full-time basis may be entitled to receive Free School Meals if their parent/guardian is in receipt of benefits/support payments.³⁷

The proportion of children of all ages in Bridgend who were eligible for Free School Meals (FSM) decreased from 20.1 per cent in 2013/14 to 18.1 per cent in 2015/16.

However, this is still above the level across Wales, in which 16.8 per cent of children were eligible for Free School Meals in 2015/16, a decrease of 0.7 percentage points from 2013/14 (17.5 per cent).

There is a great variation in the proportion of children eligible for FSM across the three community areas of Bridgend.

Figure 15 Percentage of all children in a school eligible for Free School Meals, by community area and academic year.



Source: Bridgend County Borough Council.

Bridgend North (Coleg Cymunedol Y Dderwen and Maesteg schools) has the greatest proportion of children in school eligible for FSMs each year from 2013/14 to 2015/16. In the same time period, the proportion of children eligible decreased in Bridgend East (Brynteg, Bryntirion and Pencoed schools) and Bridgend West (Cynffig and Porthcawl schools). Children from all over Bridgend attend schools denoted as other e.g. Faith and Welsh language schools.

Housing

A significant factor in financial or economic well-being is the cost and availability of housing and accommodation. This is an issue that has grown in prominence in news coverage over recent years, as homelessness, rates of repossession and house prices have steadily increased across the UK.³⁸

37 [Welsh Government, Free School Meals.](#)

38 [Shelter, \(2016\) What is the Housing Crisis?](#)

Affordability

Table 10 Ratio of median house price to median annual salary, average monthly rent for a two bedroom accommodation and median price of house, in Bridgend and Wales, 2010 and 2015.

	Ratio of median house price to median annual salary ³⁹		Average monthly rent for a two bedroom accommodation (£)		Median price (all house types) Q1 per year (£)	
	2010	2015	2010	2015	2010	2015
Bridgend	6.92	6.80	454.27	480.24	121,000	134,000
Wales	6.92	6.90	483.46	501.52	132,000	140,000

Source: ONS, Ratio of median house price to median annual salary⁴⁰, Stats Wales: Average monthly rent for 2 bedroom accommodation⁴¹ and ONS, Median Price (All house types) Q1 per year (local authority, and nation).⁴²

Each year between 2010 and 2015, the median average house price in Bridgend was lower than the Wales average, but the gap between the Bridgend and Wales average price has narrowed in recent years.⁴³ The change in ratio of median house price to median annual salary between 2010 and 2015 suggests that this increase in house prices has been in line with increases in salaries.

Bridgend also has a significantly higher rate of purchases on Help to Buy than the Welsh Average at 25.51 compared to 12.84.⁴⁴

No quantitative data is available to highlight differences in housing affordability between Bridgend North, East and West.

Provision

Table 11 Number of dwellings started and rate of affordable housing provision in Bridgend and Wales, 2011 and 2015.

	Rate of Number of Dwellings Started		Rate of Affordable Housing Provision	
	2011	2015	2010	2015
Bridgend	59.22	68.90	24.10	22.55
Wales	38.13	50.57	19.20	18.01

Source: WG, Rate of Affordable Housing Provision⁴⁵ and rate of number of dwellings started.⁴⁶

39 Wales figure calculated from the mean average for Welsh LAs.

40 [ONS, Ratio of median house price to median annual salary.](#)

41 [ONS, Average monthly rent for 2 bedroom accommodation.](#)

42 [ONS, Median Price \(All house types\) Q1 per year \(local authority, and nation\).](#)

43 [ONS, Median Price \(All house types\) Q1 per year \(local authority, and nation\).](#)

44 [Stats Wales, Help to Buy - Rate of Wales completed purchases by local authority and date.](#) A ratio was calculated from number of Help to Buy completed purchases, per 10,000 households

45 [WG, Rate of affordable housing provision.](#)

46 [WG, Rate of number of dwellings started.](#)

The rate of completed affordable housing projects and the rate of new dwellings (flats and houses) by local authority suggests that the availability of housing in Bridgend is an asset to economic well-being, as it is above the Wales average.⁴⁷

Business and Industry

Positively for Bridgend’s economic well-being and prosperity, the area has a higher rate of business births and a similar ratio of business births to business deaths as across Wales.

Bridgend has a similar rate of business births against business deaths as Wales, but a lower rate of business deaths per head of population, suggesting that there exists the potential for start-ups and small businesses in the area.

Table 12 Business births, business deaths and ratio of business births per death in Bridgend and Wales, 2010 and 2014.

Per number of active businesses	Business births		Business deaths		Ratio of business births per death	
	2010	2014	2010	2014	2010	2014
Bridgend	8.9	14.4	11.1	9.4	3.3	6.6
Wales	8.3	12.3	10.2	9.2	3.8	6.4

Source: Stats Wales: Business death rate (death rate as percentage of active businesses)⁴⁸ and Business Birth Rate (Birth rate as percentage of active businesses).⁴⁹

There was an overall decline in the rate of business deaths in Bridgend between 2010 and 2014, but it still saw a higher rate of business deaths (per number of active businesses) than Wales in each of these years.⁵⁰

Adding to this positive picture, a recent report found that 41 per cent of businesses in Bridgend report that they introduced new products and services, and 20 per cent introduced new processes, in the 12 months preceding the survey. Furthermore, 39 per cent stated that they intend to introduce new products and services over the coming 12 months, whilst 21 per cent plan to introduce new processes.⁵¹

The research also found that ‘start-up rates and the stock of businesses in Bridgend have increased significantly in the last three years’ while almost three quarters (72 per cent) of surveyed businesses reported being either ‘more optimistic’ or ‘just as optimistic as 12 months ago about undertaking business activities in Bridgend.

Future Trends in Economic Well-being

A number of developments are expected to have a positive impact upon economic well-being in Bridgend in the future, not least the Cardiff Capital Region (CCR) City Deal, which

47 To assess the provision of housing in Bridgend and Wales, a ratio was calculated by dividing the quantity of affordable housing delivered, by the average number of households for Bridgend and Wales. This follows the approach taken by Welsh Government to assess the rate of additional affordable housing across Welsh local authorities.

48 [Stats Wales, Business death rate \(death rate as percentage of active businesses\)](#).

49 [Stats Wales, Business death rate \(death rate as percentage of active businesses\)](#).

50 [Stats Wales, Business death rate \(death rate as percentage of active businesses\)](#).

51 Wavehill (2016), Bridgend Business Research.

will see £1.2 billion invested into the economy of South Wales, particularly into transport infrastructure and the development of the ICT sector.⁵² Bridgend, with its strong entrepreneurial base, is therefore in a good position to capitalise upon these developments, although the relatively low qualifications of its workforce are a concern.

Although housing in Bridgend can be considered to be an 'asset' to the area's economic well-being, the relative affordability of housing has decreased and grown closer to the Welsh average in recent years, suggesting that accommodation will become a greater financial burden for the residents of Bridgend in the near future.

The UK's forthcoming exit from the European Union is also expected to have an economic impact upon Bridgend, though this will depend largely upon the terms of the departure. Until the UK leaves the European Union, it seems likely that any programmes or initiatives dependent on European Union funding will continue.

Emerging Themes in Economic Well-being

Strengths

- High rates of employment and economic activity
- Numbers of young people who are not in Education, Employment or Training is decreasing
- Educational attainment of school age children is improving
- Good opportunities for Business Start Up

Challenges

- Working age people in Bridgend County are less qualified than the Welsh average
- Although decreasing, there are still a high number of workless households in Bridgend
- Shortage of economic opportunities for young people
- Town Centre improvements
- Divide in economic well-being

52 [Gov.UK, City Deal: Cardiff Capital Region.](#)

Environmental Well-being

Summary of Environmental Well-being

The quality of landscape is a key influence on environmental well-being, with access to coastline, forestry, rivers, hills or parkland providing a significant boost to well-being and tourism. Walking and cycling along the coast, in parks or on the hills were all valued in terms of their well-being contribution. In some communities, relative economic poverty was offset to some extent by the high quality of physical landscape. Unfortunately, many of the town centres and the built environment in the area fail to match these standards. Many stakeholders felt unable to be proud of their local towns as they stand, with shop closures, poor standards of maintenance and excessive traffic which are barriers to people fully utilising these areas.

There was condemnation of the extent of littering and fly tipping in the area and a desire to see stronger penalties for those who offend in this way.

There are perceived higher levels of graffiti and vandalism in Bridgend than the Welsh average and concerns about maintenance of the environment. The area lags behind the Wales average in terms of levels of municipal waste recycled, despite previously being significantly better than average.

There is a significant risk of rivers flooding in the area, especially in Maesteg. To counter future flooding and climate change, the feasibility of natural flood management schemes will be assessed in the County Borough.

Bathing water quality is excellent and beaches provide a valuable recreation and economic resource to the local community.

The County Borough has two groundwater bodies' classified poor under the Water Framework Directive, three areas where groundwater is vulnerable to pollution and one Nitrate Vulnerable Zone designed to prevent groundwater pollution. Management of water quality is a key issue to the long term health of the population and environment in the County Borough.

CO₂ emissions within the County Borough show levels per resident currently below the Welsh average although further reductions need to be made to contribute to managing climate change. The incidence of renewable energy generation is in line with the Wales average although the development of future renewable capacity is required.

Air quality is a UK wide problem, causing 40,000 additional deaths each year. Air quality is a problem along the M4 corridor and in hotspots within the County Borough. Reducing car use, increasing the use of public transport and walking or cycling will help to tackle air pollution and will encourage people to be more active. Greening town centres and planting more trees will also improve the quality of the built environment and will improve air quality.

Citizens' Understanding of Environmental Well-being

Residents of Bridgend associated environmental well-being with the cleanliness and safety of their local area, and access to green spaces. Almost a third of survey respondents (31 per cent) referred to issues such as a clean environment or a safe environment when describing

what well-being meant to them, with 29 per cent of respondents connecting it with outdoor space.⁵³

When asked about factors that improve their environmental well-being, residents talked in broader terms and mentioned resource management (i.e. recycling and litter), access to coastal areas and maintaining better access to facilities and natural spaces.

The focus of residents' responses on environmental well-being was local environmental quality. The PSB acknowledges that wider environmental issues on a regional, national and global scale need to be considered as part of the well-being plan.

Figure 16 The meaning of environmental well-being - survey respondents in Bridgend.



Source: Online Survey.

Figure 17 Factors that will improve environmental well-being - survey respondents in Bridgend.



Source: Online Survey.

Bridgend North

Survey respondents from Bridgend North defined environmental well-being in a similar way to those elsewhere in Bridgend, with a focus on living in a clean and safe environment. One survey respondent stated environmental well-being means:

‘Living in a safe area with plenty of clean outdoor spaces and lots of places to visit locally’.

There were discussions around safety in the areas where people live and work, living without pollution and the provision of clean green spaces; trees and parks. Some respondents also discussed issues of civic responsibility and pride; not littering, looking after the garden and keeping the house painted for example.

One individual defined well-being in terms of;

‘How the environment affects mental and physical well-being, this could be internal and external’.

Access to green, rural and coastal areas were identified by survey respondents as key contributors to environmental well-being and were consistently reported upon. It is therefore not just the provision of outdoor areas (for example, parks, woodlands, children’s play areas, mountains, nature reserves, walking trails and beaches), but it is important where they are in the community for people to be able to easily visit them. One workshop attendee pointed out that citizens need to learn to appreciate the value of the outstanding natural landscape available to them and to start to use it more.

53 The following search terms were used: green, space, outside, outdoors, outdoor, open, nature, and natural.

Another contributor to environmental well-being was the condition and maintenance of the more urban areas, through managing litter (including chewing gum and dog fouling), maintaining clean air and removing / discouraging graffiti. Workshop attendees noted the parks were generally well kept in this community area and one pointed out that provision of spaces for dog walking helped to manage individuals' depression and also brought benefits in terms of social cohesion.

Town centres in Bridgend North came in for criticism in terms of their environmental value, with run-down buildings and empty shops and grass frequently not cut. One stakeholder made the link between making the built environment look more attractive and greater respect being shown for the area.

Bridgend North survey respondents suggested a range of ways to improve environmental well-being in this community area. This is somewhat in contrast to other well-being themes that have less specific areas for public services improvement. Some of the suggested improvements included:

- Better resource management - reduction in litter and fly tipping, less dog fouling, cleaning footpaths, recycling services and better local amenity site (It was suggested that long queues lead to fly tipping);
- Highway developments - better maintained roads, speed restrictions on residential roads to increase feelings of safety and reduce noise;
- Ensure parks stay open to maintain access to green spaces;
- Investment in keeping the environment safe/clean;
- Safe cycle routes and more trails connecting into residential areas, for leisure and work;
- Better upkeep of children's areas and more safe places for children to play;
- Better public transport links, especially to parks and coastal areas to maximise access;
- Increased policing on streets, especially tackling drugs and in the evenings or at night, and;
- More employment locally, to reduce travel to work times and enable cycling.

Bridgend East

Survey respondents noted environmental well-being in Bridgend East was about having a '*clean and safe community*' in which to live and work. This included discussions around:

- clean environment, with no air pollution;
- provision and maintenance of green spaces and natural environment for children;
- effective, accessible recycling and no rubbish / littering / fly tipping;
- healthy ecosystems, and;
- quiet places.

In discussion it was felt that the individual connection with the environment, such as actively participating with the area in which you live, was an important aspect of environmental well-being. Also, some survey responses defined environmental well-being in terms of being

accessible and safe for everyone, with effective policing. Hence the term environment saw a range of interpretations from different stakeholders taking part in the survey.

In terms of contributors to environmental well-being, respondents emphasised the benefits of a high quality natural environment, especially having access to good quality and clean beaches, hills or country walks. Cycle paths were also seen as a key element of encouraging people to engage with the environment. Gardening and community growing were valued by several of those consulted; activities which offered social as well as environmental gains.

Access to services was also seen as a contributor to environmental well-being in terms of good waste disposal and recycling services, clean town centres and ample pedestrian access in town.

The engagement process asked citizens what would improve their environmental well-being and Bridgend East survey responses discussed a wide range of possibilities including:

- Walking and cycling rather than taking the car;
- More community growing and sharing of produce;
- Improving natural environments to increase enjoyment of them;
- More community activities around environmental initiatives, to build cohesion;
- People being rewarded for taking responsibility - perhaps via a reduction in council tax for maintaining community green spaces.

The workshops also noted the need for more services for disabled individuals and young people in the community; there is not enough in the area to keep them engaged. These areas of improvement are fairly consistent across all areas, but applicable to Bridgend East.

Bridgend West

Bridgend West community area was largely aligned with Bridgend North and East around what environmental well-being means to respondents to the online survey. This focused on enjoyment of a clean and safe environment for working and living. Respondents also spoke of an area free of pollution, with low flood risk, and with well maintained, accessible outdoor spaces. Respondents in Bridgend West took a slightly more holistic perspective by considering issues such as bio-diversity, being able to thrive as a human and

'maintaining a healthy environment, domestically, locally, regionally and globally'.

This was unusual in terms of considering the broader environment rather than just the specific community area that individuals lived in.

Survey respondents from within Bridgend West reported having access to outdoor spaces and the ability to take part in activities in these spaces as major contributions to their environmental well-being. For example, access to safe cycle routes (and more dedicated cycle routes into towns) and natural open spaces to see and visit; including coastal areas that have clean seas and beaches. This was supported by workshop attendees who gained environmental well-being from 'sitting by the sea' and being mobile to visit different places. The survey also suggested the smoking ban in public places has contributed to environmental well-being and there was a perception that levels of air pollution were better in Bridgend West than in some other areas of the UK.

Other positive factors discussed included low levels of vandalism and crime, with an appropriate level of police deterrence, provision of traffic-free spaces and good places to eat, drink and socialise with friends.

Stakeholders through the online survey reported improvements to their well-being could be made through the following developments:

- Improved maintenance - overgrown hedges and verges cut back, lawns mowed and maintained regularly, cared for community spaces, brighter public spaces using flowers / trees / planting to enhance the area;
- More services / activities for young people to engage with;
- Information about 'supervised' access to open space and transport to areas;
- Increased protection for wildlife and birds;
- Improved resource management - improved refuse collections and reduced litter;
- Improved cycle safety and facilities (on and off road routes, secure bike and shower facilities at strategic locations);

Bridgend West had less of a focus on resource management than the two other community areas in Bridgend, but a greater focus on local authority maintenance of verges/hedges/planting.

Assessment of Environmental Well-being

Local Environment

Residents of Bridgend are less satisfied that their local area is well-maintained, free from graffiti and vandalism and safe for children to play outside in than the Wales average.

Table 13 Quality of Local Area in Bridgend and Wales, 2013/14.

		Agree (%)	Disagree (%)	Neither agree nor disagree (%)
Local area is well-maintained	Bridgend	65	24	12
	Wales	70	19	11
Local area is free from graffiti and vandalism	Bridgend	69	22	9
	Wales	77	15	8
Safe for children to play outside in local area	Bridgend	61	25	14
	Wales	64	25	11

Source: Stats Wales, Quality of Local Area.⁵⁴

In 2013/14, a smaller proportion of Bridgend residents agreed that their local area was well-maintained compared to the Wales average.⁵⁵ Furthermore, a smaller proportion of residents of Bridgend agreed that their local area was free from graffiti and vandalism.⁵⁶

Green Spaces

The use of the natural environment can support social resilience by providing opportunities for interaction and engagement. This helps build social cohesion, along with improving

⁵⁴ [Stats Wales, Quality of Local Area.](#)

⁵⁵ [Stats Wales, Quality of Local Area: Local area is well-maintained, by local authority.](#)

⁵⁶ [Stats Wales, Local area is free from graffiti and vandalism, by local authority.](#)

mental well-being and increased physical activity, both of which are of particular benefit in more deprived areas, where social resilience is often at a lower level.⁵⁷

Five areas of Bridgend had Green Flag status in 2016. These include: the Wilderness Allotment, Coychurch Crematorium, Bryn Garw Country Park and Maesteg Welfare Park. The Green Flag Community Award was also given to the Wilderness Lake at Porthcawl.

See Map 1. Accessible Natural Green Spaces in Bridgend County Borough, Natural Resources Wales (NRW) Environmental Maps.

Landscape Diversity

Our experience and interaction with landscape can have a positive effect on our health and well-being. Attractive landscapes, natural beauty, cultural heritage and tranquillity provide opportunities and benefits for healthy communities, recreation, tourism and economic activity.⁵⁸ Bridgend includes a diverse natural landscape.

See Map 2. Visual Sensory Land Map of Bridgend County Borough, NRW Environmental Maps.

Forests, Woods and Trees

Woodlands and trees provide a variety of benefits to well-being. They help regulate our climate, provide income & jobs from timber and other activities, store carbon; contribute to reducing flood and low river flow risk; safeguard soils; improve air quality; reduce noise; and regulate pests and diseases. They play a major role in pollination, soil formation, nutrient cycling, water cycling and oxygen production, all of which are crucial in supporting well-being. Trees also contribute to improving our health. Studies have shown that there are significant positive associations between mental and physical well-being and increased trees and greenspace in urban areas. Children living in areas with more street trees, for example, have lower prevalence of asthma. The effectiveness of woodland & trees in providing the above 'services' are dependent on its location, extent, condition and resilience.

See Map 3. Woodland Coverage Map of Bridgend County Borough, NRW Environmental Maps.

Bridgend is characterised by large, upland, conifer woodlands in upper river catchments and contrasting smaller mixed and broadleaved woodlands, which are more lowland in character, along the M4 corridor. There is some formal, but mostly informal, recreation. The larger upland woodlands are generally remote. The ability of our woodlands to provide a range of benefits is not being realised due to their often poor condition and fragmented nature. Protecting trees from development, educating people about woodlands and restoring, expanding and improving the condition of our woods is key to realising these benefits.

Trees also play an important role in our urban environment. Urban tree cover in the county is, at 15.4 per cent, below the Wales national average of 16.8 per cent. The range is from Ogmore Valley (23.1 per cent) to Bettws (5.9 per cent). Porthcawl, like other coastal areas in Wales, also fares poorly at only 6.4 per cent. The Llynfi was identified as one of the areas lacking in tree cover and consequently NRW is developing a large community woodland on the 70 ha site of the former Maesteg Washery and Coegnant colliery in a project Coedtir Ysbryd y Llynfi.⁵⁹

57 NRW, Environmental information for well-being assessments.

58 NRW, Environmental information for well-being assessments.

59 NRW, Environmental information for well-being assessments.

Resource Management

Bridgend is slightly behind Wales in municipal waste collection and the perception of the local area being free from litter.

Resource management was a key factor that was discussed in the primary engagement in terms of household waste services and maintenance of the local environment in terms of litter. A clean environment was essential for environmental well-being as discussed in the primary engagement. Bridgend has a good municipal waste collection rate and perception of litter and rubbish free local area, but both are slightly behind the Welsh average. As suggested in the primary engagement, this is an area of improvement for Bridgend.

The cleanliness of the local environment was a consistent theme in the primary engagement with words related to the environment being cleaner with less 'litter' and 'rubbish' being mentioned by around one fifth (21 per cent) of survey respondents in Bridgend. The National Survey of Wales states that more than a third (35 per cent) disagree the local area is free from litter and rubbish in Bridgend.⁶⁰ This is slightly behind the Welsh average of 28 per cent, implying a need to address the public perception of litter and rubbish in the area.

Amongst young people, 81 per cent perceived 'rubbish and litter lying around' to be a problem in their neighbourhood, and 20 per cent perceived it to be a significant problem.⁶¹

As well as litter, the primary engagement suggested fly-tipping was an area requiring improvement to reduce the number of incidents in Bridgend. However, there were 1,086 fly-tipping recorded incidents in Bridgend in 2015/16, which has remained fairly consistent since 2013/14.⁶² Bridgend makes up three per cent of the total recorded incidents in Wales (36,259), which may be a lower level than might be expected.

Bridgend is slightly behind Wales in local authority municipal waste⁶³ sent for re-use, recycling or composting in 2015/16.⁶⁴

The percentage of waste sent for re-use, recycling and composting was 59 per cent in Bridgend and 60.2 per cent in Wales. Figure 18Figure 19 illustrates the trends over time for Bridgend and Wales. Interestingly, Bridgend was five percentage points ahead of Wales in 2012/13, but in 2015/16 has been overtaken by Wales. This might suggest there is scope for Bridgend to continue to develop the municipal waste strategy and delivery, to ensure it remains aligned with Wales. This was an area discussed in the primary engagement around access to recycling more materials, information about using the recycling facilities correctly and improved storage solutions of waste to avoid rubbish blowing in the street.

Interestingly in Bridgend North, there was a clear steer from the primary engagement for better resource management to improve environmental well-being. This was also mentioned in the other community areas in Bridgend, but was less of a focus for these areas. Suggested improvements included a reduction in litter and fly tipping, less dog fouling, clean footpaths and improved services for household recycling and amenity sites; as all were factors to improve environmental well-being in the area.

Figure 18 Percentage of municipal waste sent for reuse, recycling and composting in Bridgend and Wales, 2012/13 to 2105/16.

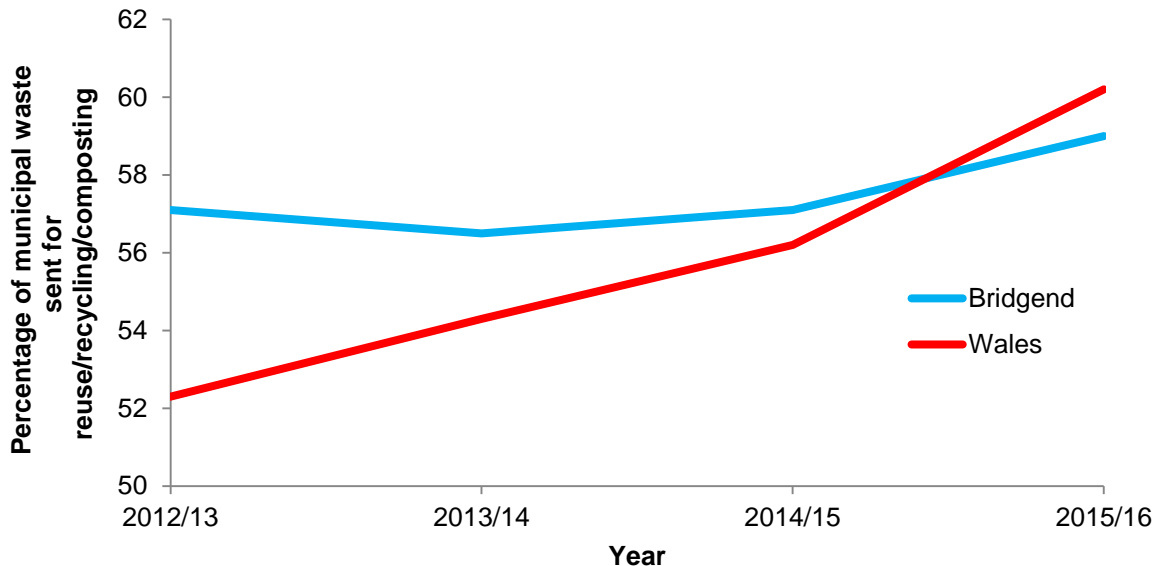
60 [Stats Wales, Quality of Local Area: Local area is free from litter and rubbish, by local authority.](#)

61 Bridgend Big Youth Survey.

62 [Stats Wales, Recorded fly-tipping incidents by local authority.](#)

63 Municipal waste refers to household waste collected from non-household sources.

64 [Infobase, per cent of municipal waste sent for reuse/recycling/composting.](#)



Source: Infobase, % of municipal waste sent for reuse/recycling/composting.⁶⁵

The Industrial and Commercial Waste Survey shows that Wales generated an estimated 3.7 million tonnes of waste, with 58 per cent prepared for re-use, recycling and composting.⁶⁶ There are no local authority breakdowns available for Industrial and Commercial waste.

Flood Risk

Maesteg is one of the communities most at risk of flooding from main rivers in the Western Wales River Basin District.

Flooding is the most frequent type of 'natural' disaster affecting home and businesses and often disrupts the normal functioning of whole communities. The consequences of flooding are not just financial, however, and even modest flooding events can significantly impact on the physical and mental well-being of the individuals affected for many years after the actual flooding event. From a health perspective, quite often the worst affected are the more vulnerable in society.

See Map 4. Flood Risk Map of Bridgend County Borough, NRW Environmental Maps.

The Western Wales Flood Risk Management Plan (FRMP) identifies one of the top 10 'communities at risk' from flooding (main river) to be within the county, i.e. Maesteg. Other communities at risk are Bridgend, Ogmere Vale, Pencoed, Pyle and Wild Mill.

As with many of the rivers in the South Wales valleys, the Garw has historically been altered in order to rapidly drain old colliery spoil sites. As a result there has been a reduction in biodiversity and an increase in water flows. In suitable locations re-naturalising such watercourses could therefore reduce flood risk and improve biodiversity.

Climate change presents a significant challenge to our future management of flood risk with the associated sea level rise, wetter winters and more intense rainfall events. Together with the pressures from growing urban development and rural land management, it is critical that

⁶⁵ [Infobase, per cent of municipal waste sent for reuse/recycling/composting.](#)

⁶⁶ [NRW, Industrial and Commercial Waste Survey.](#)

we take an integrated approach to the problem. One area where we are actively seeking future opportunities is in relation to natural flood management.⁶⁷

In 2014, 6.5 per cent of properties in Bridgend were at risk of flooding, below the Wales average of 10.5 per cent.⁶⁸ 1.3 per cent of properties in Bridgend were at high risk of flooding and 2.1 per cent of properties at medium risk of flooding.

NATIONAL INDICATOR
Number of properties (homes and businesses) at medium or high risk of flooding from rivers and the sea.
In 2008, 4,673 properties were at significant or moderate risk of flooding from rivers and the sea in Bridgend. (2,628 properties at moderate risk and 2,045 properties at high risk). ⁶⁹

There was limited reference to risk of flooding from residents of Bridgend when asked about environmental well-being, suggesting that some awareness-raising work is required in communities (such as Maesteg) where a significant risk exists.

Air Quality

The primary engagement suggested that enjoyment of air free from pollution was seen as a critical part of environmental well-being. The air concentration score⁷⁰ for Bridgend in 2014 was 67 (score between 0 and 100) which was higher than the average of all local authorities in Wales.⁷¹ This was the eighth highest score amongst Welsh local authorities, with more densely populated urban areas ranking the highest (e.g. Cardiff had an air concentration score of 100). Similarly, the air emissions score⁷² was 71,⁷³ which is higher than the Welsh average.

Carbon Emissions

Bridgend's CO₂ per resident has decreased over time and is significantly below the Welsh average. Table 14 demonstrates the carbon emissions for 2014 for Bridgend in comparison to levels for Wales. Road transport CO₂ emissions in Bridgend in 2014, accounted for five per cent of Wales' emissions. Similarly, four per cent of domestic emissions in Wales emanated from Bridgend. This is as might be expected, with five per cent of the Welsh population living in Bridgend.

Positively for Bridgend, there were only 6.6 tonnes of CO₂ emissions per resident in 2014, in comparison to 9.3 tonnes across Wales. Between 2005 and 2014, CO₂ emissions per resident of Bridgend decreased in line with the Wales average.

Table 14 Carbon Emissions in Bridgend and Wales, 2014.

67 NRW, Environmental information for well-being assessments.

68 [Infobase, Percentage of properties with a risk of flooding.](#)

69 [Infobase, Probability of flooding properties at risk by year.](#)

70 Air quality concentration score is a Welsh Index of Multiple Deprivation (WIMD) indicator. Air pollution concentrations are low-resolution data estimated using models. They are estimated averages over an area. Data were mapped for each pollutant, together with Air Quality Management Area data.

71 [Infobase, Carbon Emissions.](#)

72 Air emissions score is a Welsh Index of Multiple Deprivation (WIMD) indicator. Air pollution emissions are low-resolution data estimated using models and emissions inventories. They are estimated averages over an area.

73 [Stats Wales, WIMD.](#)

	Kilotonnes of domestic CO₂ emissions	Kilotonnes road transport CO₂ emissions	Kilotonnes CO₂ emissions	Tonnes CO₂ emissions per resident
Bridgend	232.8	287.3	931.5	6.6
Wales	5,646.3	6,023	28,705.1	9.3

Source: Infobase, Carbon emissions.⁷⁴

Ecological Footprint

In 2011, the ecological footprint per person (global hectares) was slightly lower in Bridgend (3.2 gha) than in Wales (3.3 gha).⁷⁵

NATIONAL INDICATOR
The Ecological Footprint of Wales
In 2011, the ecological footprint per person (global hectares) was 3.2 gha in Bridgend and 3.3 gha in Wales. ⁷⁶

Renewable Energy

Bridgend has installed renewable energy in line with the rest of Wales.

In 2015, Bridgend contained 2,071 renewable energy installations, of which 99 per cent were photovoltaics, 0.6 per cent were onshore wind and 3 were hydro installations.⁷⁷ As such, in 2015 there was 95 MW of installed capacity in Bridgend - 4 per cent of the installed capacity in Wales. Although the majority of installations were photovoltaics, 74 per cent of renewable energy capacity comes from onshore wind in Bridgend.⁷⁸

NATIONAL INDICATOR
Capacity (in MW) of renewable energy equipment installed
In 2015, Bridgend had 95 MW of renewable energy equipment installed. Wales had 2,296.5 MW. ⁷⁹

In 2015, renewable energy sources in Bridgend generated 4 per cent of Wales' total electricity.⁸⁰

Energy Efficiency

In 2016, six per cent of the Welsh Energy Performance Certificates (EPC) were carried out in Bridgend that covered 208,442m² of total floor area.

Table 15 Number of Energy Performance Certificates in Wales and Bridgend, 2016.

	Number of Lodgements	Total Floor Area (m²)	A	A+	B	C	D	E	F	G
Wales	1,269	4,371,960	9	0	128	434	426	180	57	35
Bridgend	77	208,442	0	0	5	34	24	10	2	2

Source: Department for Communities and Local Government, Live Tables of Energy Performance of Buildings Certificates.⁸¹

74 [Infobase, Carbon Emissions.](#)

75 Local Government Data Unit, Welsh Government.

76 Local Government Data Unit, Welsh Government.

77 [Department for Business, Energy & Industrial Strategy, Renewable Statistics.](#)

78 [Department for Business, Energy & Industrial Strategy, Renewable Statistics.](#)

79 [Department for Business, Energy & Industrial Strategy, Renewable Statistics.](#)

80 [Department for Business, Energy & Industrial Strategy, Renewable Statistics.](#)

81 [Department for Communities and Local Government, Live tables on Energy Performance of Buildings Certificates \(DEC1\).](#)

A prototype of the UK's first 'smart' carbon positive energy house is located in Bridgend, demonstrating a low-cost energy house that is capable of exporting more energy to the national grid than it uses.⁸² This could be utilised further to demonstrate good practice and what could be potentially retrofitted to houses or adopted as best practice for new builds in the local area.

Water Quality

Bathing water quality is excellent in Bridgend. Surface water quality is moderate to good, but some groundwater bodies are at poor status.

See Map 5. Water Quality in Bridgend County Borough, NRW Environmental Maps.

Rivers, lakes, groundwater, estuaries, coastline and beaches provide us with important natural benefits, many of which contribute to the well-being of local communities and the wider population. These natural benefits include access to drinking water, clean rivers and seas for recreation and relaxation, income generation from business and industry, tourism, green energy production and angling. By working together to improve and maintain the quality of these watery assets we can deliver benefits for the environment, the local economy, health and quality of life.

Bathing Water quality is excellent in Bridgend. There are three designated bathing beaches monitored by NRW in Porthcawl at Rest Bay, Sandy Bay and Trecco Bay. The beaches provide a valuable recreational resource to the local community. Surface water quality, measured under the Water Framework Directive, is moderate to good, each waterbody is sampled for a range of biological indicators and water quality.

There are some groundwater bodies in Bridgend Unitary area at poor status under the Water Framework Directive - Swansea Carboniferous Coal Measures is failing for chemical status and Swansea Southern Carboniferous Limestone is failing for Groundwater Dependent Terrestrial Ecosystems chemistry. There are three Source Protection Zones (SPZ) which are designated areas with a purpose of protecting a vulnerable ground water resource. There is one Nitrate Vulnerable Zone designated to prevent pollution of nitrates to the groundwater.

The main challenges to water quality and aquatic ecology come from urban diffuse pollution from sewerage infrastructure, misconconnected domestic drainage, road run off and drainage from industrial areas. There is a legacy of pollution from the industrial revolution particularly from coal mining in the valleys and iron works at Tondy. Current restoration activity at Margam mine is being monitored and we are anticipating the commissioning of a mine water treatment scheme at Craig Yr Aber near Parc Slip. There are several industrial estates across the county which can be a risk of pollution from activities carried out and substances stored at these sites.⁸³

Ecosystem Resilience

Protected sites make a vital contribution to our economic prosperity and are places for scientific research and study, where science leads exemplary management. Protected sites, particularly those on common land or open access land are a community environmental asset providing access and recreation opportunities that contribute to well-being. Although protected for nature and wildlife, they provide a connection between people and their

82 <http://www.solcer.org/news-items/uks-first-smart-carbon-positive-energy-house/>

83 NRW, Environmental information for well-being assessments.

environment. They can also be a fundamental part of the local landscape and its cultural heritage.

Map 6. Areas of designated or special wildlife sites in Bridgend County Borough, NRW Environmental Maps.

Bridgend has 1630ha of protected land, 15 Sites of Special Scientific Interest (SSSIs) and 3 Special Areas for Conservation. The habitats represented by the SSSIs range from sand dunes to ancient woodland and upland bog. The majority of the protected sites are in unfavourable condition which means, although still of immense ecological value, the condition of these sites are still below standard. Although conservation officers have reduced inappropriate use and encouraged positive management on many of these sites, several are still in a period of recovery.

Whilst designated sites provide protection for nationally important habitats and refuges for many species, such sites are becoming increasingly fragmented and less resilient. Designated sites cannot sustain themselves in isolation and consideration should be given to improving buffer areas and stepping stone sites. Bridgend currently has good woodland networks, linking designated sites through extensive areas of planted woodland. It is crucial that opportunities are sought to protect existing networks of linked habitat, and expand these wherever possible to allow movement of species and expansion of biodiversity across the County.

Highly valuable habitats already exist throughout the county such as within the area of Tondu (Parc Slip WTSWW Reserve), Cefn Cribwr SAC at Kenfig NNR SAC. Consideration should be given to connecting these habitats through a network of corridors and areas of existing habitat, as this would provide added resilience crucial to local biodiversity. Enhancing habitat within and around Aberkenfig, Sarn and Bryncethin through positive management should also be considered. This could also provide much needed connectivity through the creation of enhanced habitat networks linking the habitats and species of Tondu/Cefn Cribwr with those of with Coity Wallia Commons/ Brynna.

Protected species in Bridgend include species of Dormice, the Marsh Fritillary butterfly, Great Crested Newts and the Water Vole.⁸⁴

84 NRW, Environmental information for well-being assessments.

Sea and Coast Management

Marine ecosystems around the coast of Wales are important for well-being. Coasts and seas support well-being in many ways by providing jobs, food, and opportunities for recreation, energy generation, and enjoyment of wildlife, landscape and cultural heritage. Marine ecosystems help to regulate water and air quality by trapping, assimilating and degrading pollutants. They provide seafood (fish and shellfish) and support associated coastal communities and food processing industries.

See Map 7. Designated areas around the coast of Bridgend County Borough, NRW Environmental Maps.

Bridgend falls between the Swansea Bay and Porthcawl Marine Character Area (MCA), which comprises the south and south-west facing, large-scale sweeping arc of Swansea Bay and the Glamorgan Waters MCA, where the limestone geology is exposed in rocky cliffs punctuating small sandy bays.

Climate change predictions suggest increases in sea level of between 0.2 and 1 metre along South Wales's coastline. Coastal erosion is a natural process, and while seafront developments are protected by coastal defences we need also to consider how communities can adapt to coastal changes. The current policy under the Shoreline Management Plan (SMP) is Hold the Line by maintaining and upgrading defences at Trecco Bay, Sandy Bay and Town Beach, subject to the future availability of public funding for coastal erosion and flood risk management and private funding for proposed future development at Trecco Bay and Sandy Bay. Along other frontages there is unlikely to be sufficient socio-economic justification for public coastal erosion and flood risk management funding to provide new defences or to upgrade existing defences. At Newton, existing defences will be maintained for as long as possible, before allowing the shoreline to evolve naturally. For the dune systems, a policy of managed realignment will allow them to continue to evolve naturally, whilst enabling dune management as required.⁸⁵

Soils and Agriculture

Peatland habitats help regulate our climate and the water cycle, both of which are fundamental to well-being. Deep peat soils are important for mitigating climate change as they take up and store atmospheric carbon. Peatland habitats can play an important role in water management, slowing down flood waters and naturally reducing flood-risk downstream. By slowly releasing water during dry periods, peatland helps to reduce the impact of droughts on water supplies and on river and stream flows. Peat in good condition supports clean, well-functioning river systems underpinning good environmental quality. They also provide wild, but accessible space for recreation and are integral parts of the landscape across Wales.

See Map 8. Soil type and agricultural land classification map of Bridgend County Borough, NRW Environmental Maps.

Agriculture in Bridgend represents a significant proportion of land use in both the upland areas such as the Garw Valley and the flatter areas such as Court Coleman. It is best considered in three main catchment areas, the River Kenfig catchment - an area dominated by dairy and large scale livestock farming with some arable sites, the upper Ogmore catchment - an area of traditional Welsh hillside farming with a mix of beef cattle and sheep

⁸⁵ NRW, Environmental information for well-being assessments.

and finally, the lower Ogmore catchment - an area of intensive arable and dairy farming. A large area of South Cornelly has been designated as a Nitrate Vulnerable Zone.

Nitrate Vulnerable Zones (NVZs) are areas designated as being at risk from agricultural nitrate pollution. This designation limits the use of fertilizers and slurries within the area for the protection of water and soil quality. Through European funded schemes like Glastir Monitoring and Evaluation Programme and later through Glastir land management contracts, Natural Resources Wales have been able to influence and improve fertilizer use for the protection of soils. Often significantly reducing the amount of fertilizer applied. This has multiple benefits such as improved soil condition, better water quality, improved farm profitability as well as helping combats climate change.⁸⁶

Recreation, Access and Tourism

Outdoor recreation can make a significant contribution to the physical health and mental well-being of the population in Wales: increasing levels of physical activity has beneficial consequences in terms of increasing peoples' healthy lifespans and reducing the incidence of chronic disease, including cardiovascular disease, some cancers, type II diabetes and osteoporosis. Many outdoor recreational activities are free at the point of use, enabling participation across and between communities. The outdoors can offer opportunities for everyone; and appropriate promotion, facilities and access opportunities can improve social inclusion. Equitable access to the countryside, water and green space close to where people live is increasingly important, providing health, economic and social benefits for communities and businesses.

Walking and cycling can play a key role in serving local transport needs and helping address the issues of congestion, pollution and climate change associated with car dependency. What are sometimes classed as 'everyday journeys' to work by foot or bike cost less and help to keep people fit as well as being enjoyable. This type of journey is sometimes known as 'active travel'.

See Map 9. Recreation and Tourist Locations in Bridgend County Borough, NRW Environmental Maps.

In Bridgend, there are 554 kilometres of public rights of way, most of which are public footpaths. 19 kilometres of this total is part of the Wales Coast Path. Additionally there are 5,983 hectares of access land (where people can walk anywhere, instead of having to keep to linear paths), 1,788 hectares of this is NRW managed woodland. In total, 23 per cent of Bridgend's area is access land.

Information about the activity rates of residents of Bridgend can be found in the Assessment of Cultural Well-being section.

Future Trends in Environmental Well-being

The UK Climate Change Risk Assessment 2017 Wales Summary highlights the key risks and opportunities that are facing Wales, as well as highlighted the urgency of some required actions.⁸⁷ For example:

- risks of land management practices exacerbating flood risk;
- risks to natural carbon stores and carbon sequestration; and

⁸⁶ NRW, Environmental information for well-being assessments.

⁸⁷ [The CCC, UK Climate Change Risk Assessment 2017.](#)

- risks to species and habitats due to inability to respond to changing climatic conditions.

These are just some of the example risks that the report identified that should be mindful as part of future considerations in Bridgend. Similarly, the SoNaRR⁸⁸ also provides evidence for the state of Wales' natural resources. It assesses the extent to which natural resources in Wales are being sustainably managed, and recommends a proactive approach to resilience. The report also suggested a number of key issues relating to sustainable managed of natural resources for specific ecosystems, which a number are relevant for Bridgend. For example, on coastal margins, the following were issues outlined in the SoNaRR:

- Coastal flood defence;
- Contribution to greenhouse gases and climate change;
- Population and climate change related risks, e.g. Air quality, noise, urban temperatures and flood events;
- Opportunities for tourism, recreation, aquaculture and renewable energy;
- Under-utilised flow resources;
- Lack of catchment management and sustainable drainage for multiple benefits.

The National Natural Resource Policy, which will be published in March 2017, will showcase the policies and priorities for Natural Resources, which should also be taken into consideration for Bridgend. NRW will also produce each area statement under section 11 of the Environment (Wales) Bill 2016 by 2019. This will be essential for future environmental priorities.

There are further environmental trends that have come from the review of the data that should be also considered for the future of Bridgend. The impact of global climate change will potentially impact on the flood risk in Bridgend, especially in the coastal and river areas of Bridgend. Also, as often discussed the decreased availability of finite resources will focus the demand upon available resources and ensure re-use, recycling and composting is at its capacity in Bridgend. Also, there is a danger of non-native invasive species impacting upon Wales's native species as it puts them at greater risk and impacts of the biodiversity in Wales.

As with the other well-being themes, the uncertainty that surrounds the decision for the UK to leave the European Union will have potential future implications for environmental well-being. However, the fact that Wales has put primary legislation in place to protect the natural environment will mitigate against any possible dilution of environmental standards following exit from the EU.

Emerging Themes in Environmental Well-being

Strengths

- Natural environment contributes to well-being and can mitigate other negative factors
- Opportunities for renewable energy, such as the Caerau Minewater Heat Project, which could provide energy for up to 1,000 homes.

88 [NRW, SoNaRR](#).

- Excellent bathing water
- Community pride in local environment

Challenges

- Recycling, municipal waste and litter
- Communities at risk of flooding
- Climate change
- Improve the resilience of our ecosystems
- Encourage communities to value the natural environment
- Improve air quality

Social Well-being

Summary of Social Well-being

Much of the strength of social well-being stems from friends and family, with slightly less emphasis on community than in some other areas. Work-life balance was a challenge for many people in work and this presented a barrier to social well-being in some cases. For those living alone, especially the elderly, social networks and clubs are very important. Issues around public transport were frequently mentioned in relation to fostering social well-being, as poor transport underpinned barriers to accessing services and places.

Life expectancy and healthy life expectancy in the PSB area is generally below the Wales average and there are stark differences between expectations in the most and least deprived areas. This gap has increased over the last decade and is illustrative of a gap in equality across Bridgend.

Children and young people in Bridgend generally have health in line with those in Wales as a whole. However, Bridgend experiences a high level of conceptions amongst young people.

Adults in Bridgend are less likely than those elsewhere to smoke or to misuse alcohol or drugs. However, paradoxically, there is a higher than average rate of deaths from liver disease and cancer in Bridgend. Bridgend has a good record on delayed transfers of care, with a substantial reduction in the level of delayed transfers over the last decade and a consistently lower level in the area than in Wales as a whole.

Crime rates are low in the County Borough and there are few concerns over community safety. Public transport is seen as an issue by many people.

Citizens' Understanding of Social Well-being

When residents of Bridgend were asked what they understood social well-being to mean, they most commonly talked about social interaction with family, friends and the community, especially in terms of how interaction helps people to live a fulfilled life and overcome negative life events.

Figure 19 The meaning of social well-being - survey respondents in Bridgend.



Figure 20 Factors that will help to improve to social well-being - survey respondents in Bridgend.



Source: Online Survey.

Source: Online Survey.

Bridgend North

Survey respondents from Bridgend North mainly defined social well-being in terms of a strong emphasis on social connections with family and friends and, to a lesser extent, the wider community. Social well-being allows for interaction and integration with other individuals, for example:

'The extent to which you feel a sense of belonging and social inclusion, a good lifestyle, and way of living together, valuing systems, traditions and personal beliefs.'

For many respondents being active and maintaining good health was a contributory factor to their social well-being, with several references being made to going to the gym, running and physical fitness. One example from the survey was that *'being active, friends, family and working in a job I believe in'* all contributed to social well-being.

This was supported by workshop attendees who noted the value of recreation for adults and children in the area, including the need for a swimming pool and the availability of sports such as riding, archery, cycling and karate (at Nantymoel). The social cohesion offered by these sports was said to be largely unrecognised at present. In Maesteg, rugby has much more of a presence and this provided a social focus for some workshop attendees, as well as opportunities for fitness. In addition, hobbies, activities, and a connection with the natural environment all contribute to social well-being according to respondents on the online survey.

Workshop attendees also reported on health care service provision being an important contributor to social well-being, as the area was felt to have better services than some other areas, enjoying close proximity to the hospital in Bridgend and short waiting lists for GP appointments. There were some issues raised about support for young people with mental health issues in the area, however.

Education and adult learning were raised in the workshops as being vital to social well-being, as they could foster a sense of community and concern for others. One workshop participant felt that the demise of the chapel as a central part of the community had impacted beyond a reduction in religious participation as the chapel used to be the focus for a wide range of social and learning activities that brought people together. Similarly, the market used to provide a social focus for residents, but this has now become much less used.

A workshop attendee discussed the closeness of the community in Maesteg, but noted that it can be hard to integrate without a way in. They noted the influence of community groups such as the Garnwen Trust in bringing together the local community and contributing to their social well-being. Another participant made the point that communities need to take control of their own destiny, especially as many of the support networks delivered through employers, religion and sport were less influential than they had been in the past.

In Bridgend North, there was a greater reported focus on work-life balance than in East or West Bridgend; with several respondents stating that having more time would bring about the greatest improvement in their social well-being.

Further specific factors that respondents felt would improve social well-being in Bridgend North included;

- Improving physical activity facilities - reduced costs and more accessible activities;

- Better public transport;
- Retaining Maesteg library;
- Flexibility and reduction in working hours;
- Activities for children from all social backgrounds;
- Increased local clubs / activities for people to join.

Bridgend East

The definition of social well-being for respondents from Bridgend East was similar to that across Bridgend as a whole, with a focus upon social connections with friends, family and the wider community seen as important. One survey respondent defined it thus:

‘(the) social interaction with friends or groups within the community that share the same interests, or involvement with support groups that can give help and advice’.

Contributing factors to social well-being in Bridgend East had an emphasis upon being healthy and physically active; to *‘get out and about’* and participate in these activities as part of a social network, who could provide the mutual support to encourage participation. One survey respondent said that their social well-being was built on;

‘Going to the gym, going walking, making use of the countryside and local beaches to have a feeling of well-being, doing this with family or friends...’

For some people, social well-being was underpinned by factors such as managing stress, feeling positive at work or being valued for their contribution to family or society.

Stakeholder engagement through the workshops highlighted that housing issues can have an impact upon social well-being, in terms of housing shortages and the supply of affordable housing and also a reported lack of provision of vital services such as schools when new housing developments were built in the area.

In terms of factors which could improve social well-being for respondents from Bridgend East, issues included developing a better work-life balance, increased social connection with other members of the community and more time to engage with others.

Stakeholder engagement workshops reported access to GP services to be a challenge, especially in terms of waiting times on the phone and access to book appointments online. One stakeholder felt they did not have control of their health because they could not arrange to see their allocated doctor when they needed to. Also in the workshops, one person who was a working carer felt they were not well supported in terms of recognition in the workplace of the need for flexibility for carers.

Specific areas to improve social well-being in Bridgend East from survey respondents included:

- New approaches to securing improved and cheaper healthy activities, for example more cost effective swimming pool and gym membership (possibly around off-peak access, for example.);
- Free or subsidised childcare for parents with children under seven;
- Improved housing in the area especially areas such as Pyle, Cornelly, Wildmill and Pencoed (following the model in Nansleden in Newquay, based on Prince Charles’ principles for community architecture);

- More investment in social activities for children with additional needs;
- More organised community activities and low cost events utilising public spaces such as beaches or countryside to attract visitors and locals.

Workshops also noted the need to improve some key health services (e.g. GP access, dementia and hospital services) as part of social well-being for individuals in Bridgend East.

Bridgend West

Perceptions of the meaning of social well-being in Bridgend West taken from the online survey were focused on good social connections with family and friends:

‘Having a healthy social life with a close network of friends and family’

Again, this goes beyond social connections to discuss integration within the wider community and feeling a part of the community. Social well-being was also taken to mean allowing for the shared experiences of social practices in a community area and overcoming feelings of loneliness, isolation or being different.

Bridgend West survey respondents also talked about the factors which contributed to their social well-being, focusing on friends and family, the support gained from them and the well-being developed in turn by supporting them.

As in Bridgend North and East, being physically active and in good health was seen to contribute to social well-being, along with volunteering. A workshop attendee noted the wide range of interest groups that are available in Bridgend, although there were widespread perceptions of poor public transport links; infrequent with no service in late evenings.

Bridgend West respondents suggested potential areas for improvements to their social well-being as achieving a better work life balance to ensure they had time to engage in social activities and to spend with their with social connections. Specific areas to be improved included:

- More social and learning or volunteering activities for the elderly;
- Better provision of smaller, affordable homes for older people;
- Better restaurants in the community area, with more of an emphasis on local produce and healthy eating;
- Better public transport provision;
- Increased opportunities to participate in sport/social activities through establishment of facilities in smaller communities.

There are therefore a range of aspects of service provision outlined by responses to the survey that suggest areas for improvement within services in Bridgend West.

Assessment of Social Well-being

Life Expectancy

Life expectancy of men and women in Bridgend has increased in recent years, but it remains below the Wales average.

Life expectancy data shows that men or women born in Bridgend today have, on average, a shorter life expectancy than the average male or female born in Wales. The average life expectancy for men born in Bridgend today is 77.2 years - lower than the Wales average of

78.4 years and the fourth lowest life expectancy of any Welsh local authority area. The average life expectancy for women born in Bridgend today is 81.8 years - lower than the Wales average of 82.3 years and the seventh lowest amongst Welsh local authorities.

Life expectancy has slightly increased for both men and women in Bridgend and across Wales between 2008 and 2014, but for both groups the increase has been smaller in Bridgend than in Wales as a whole.⁸⁹

Men and women born in the most deprived areas of Bridgend have an average life expectancy more than nine years shorter than those born in the least deprived areas.

The gap in life expectancy between people born in the most and least deprived areas of Bridgend is greater amongst males than females, and for both the gap is greater than the Wales average. Men born in the least deprived areas of Bridgend are expected to live 9.2 years longer than those born in the most deprived areas, slightly greater than the average in Wales, which is 8.9 years. Women born in the least deprived areas of Bridgend are expected to live 9 years longer than those born in the most deprived areas; greater than the 7.3 years gap which is the average in Wales.

The gap has increased for both men and women in Bridgend between 2005-09 and 2009-13. In comparison, across Wales during the same timeframe, the gap increased slightly for men but remained the same for women.⁹⁰

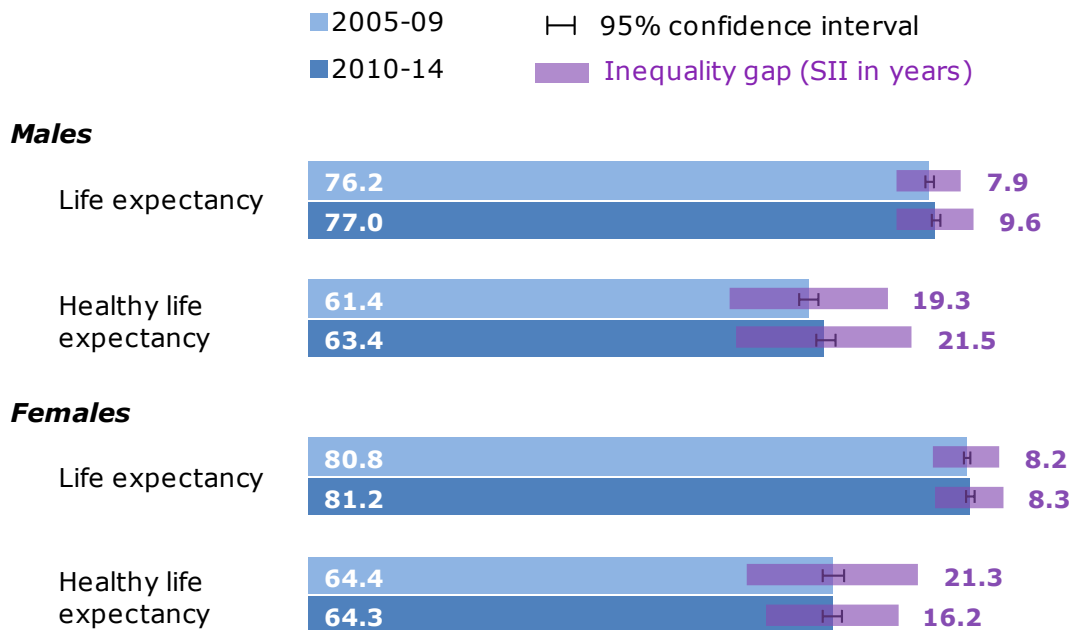
NATIONAL INDICATOR
Gap in life expectancy (years) at birth of males/females born in the most and least deprived areas.
In Bridgend, men born in the least deprived areas are expected to live 9.2 years longer than those born in the most deprived areas. Across Wales, the gap is 8.9 years. In Bridgend, women born in the least deprived areas are expected to live 9 years longer than those born in the most deprived areas. Across Wales, the gap is 7.3 years.

Healthy Life Expectancy

Figure 21 Comparison of life expectancy and health life expectancy at birth, with Slope Index of Inequality (SII), Bridgend, 2005-9 and 2010-4.

⁸⁹ [ONS, Life expectancy of females/males](#)

⁹⁰ [Public Health Wales Observatory, Gap in years in the life expectancy at birth of females/males \(between most and least deprived](#)



Source: Public Health Wales Observatory, using PHM and MYE (ONS), WHS and WIMD 2014 (WG).

Healthcare

Bridgend has a good record on Delayed Transfers of Care with a consistently lower proportion than across Wales.

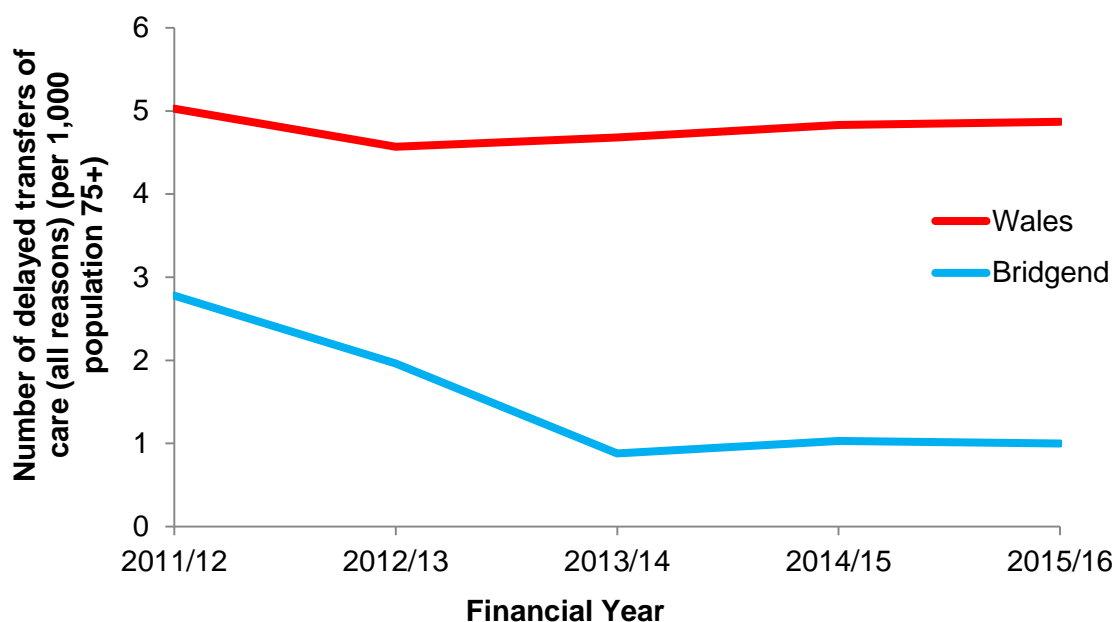
Delayed Transfers of Care (DToCs) occur when an adult inpatient in hospital is prevented from going home or moving to a less acute stage of care, despite them being assessed as ready to do so. They have a negative impact both on the hospital (pressure on resources) and the patient (a longer stay in hospital and the potential effects associated with this)⁹¹ and are regarded as a particular problem for older patients.

Each year between 2011/12 and 2015/16, Bridgend saw a lower number of DToCs per 1,000 of the population aged 75 and over than on average across Wales. Furthermore, as shown in Figure 23, services specifically developed by Bridgend to reduce DToCs appear to have been successful, as the proportion of DToCs in Bridgend has decreased substantially (from 2.78 to 1 per 1000) throughout this period, whereas across Wales there has been only a very slight decrease (5.03 to 4.87 per 1000).⁹²

91 [Delayed transfers or care: a quick guide, The King's Fund, 2015.](#)

92 [National Strategic Indicators, Welsh Government, Number of delayed transfers of care \(all reasons\) \(per 1,000 population 75+\).](#)

Figure 22 Delayed Transfers of Care per 1,000 of the population 75+ in Bridgend and Wales, 2011/12 to 2015/16.



Source: National Strategic Indicators, Welsh Government.

Underweight Births

Evidence suggests that low birth weight is linked the mother's lifestyle and health, and that a low birth weight increases a baby's risk of chronic illness in later life. The WIMD uses low birth weight (i.e. births under 2.5kg) as one of its indicators of deprivation.

Between 2006 and 2015, the percentage of live single babies weighing less than 2.5kg in Bridgend (5.4 per cent) was slightly lower than in Wales as a whole (5.5 per cent). This figure has decreased in both Bridgend and Wales between 2000 and 2015, but by a greater amount for Wales as whole.⁹³

NATIONAL INDICATOR
Percentage of live single births less than 2.5 kg
Between 2006 and 2015, 5.4 per cent of live single babies born in Bridgend weighed less than 2.5kg, compared to 5.5 per cent in Wales as a whole.

Childcare Provision and Play Provision

As of February 2014, there were 213 providers of childcare identified on the Family Information Service database.⁹⁴ More than half of these were in the Bridgend East community area.

93 [WIMD, Percentage of live single births less than 2.5 kg.](#)

94 Wavehill Ltd. for Bridgend County Borough Council, Bridgend Childcare Sufficiency Assessment Full Report 2014, March 2014.

Table 16 Number of childcare providers by type in Bridgend, February 2014.

	Total	Day Nurse ry	Pre- School Playgr oup	Cylch Meithri n	Out of School Clubs	Crèch e	Childmi nder	Flying Start
Bridgend North	48	3	5	6	15	0	13	6
Maesteg	27	2	3	2	11	0	4	5
Garw Valley	4	1	0	1	0	0	1	1
Ogmore Valley	5	0	0	1	1	0	3	0
Valleys Gateway	12	0	2	2	3	0	5	0
Bridgend East	120	12	10	3	26	1	67	1
Pencoed	19	1	2	1	4	0	11	0
Bridgend East	41	4	2	0	7	0	27	1
Bridgend West	60	7	6	2	15	1	29	0
Bridgend West	45	5	1	2	18	0	18	1
Porthcawl	26	4	0	1	14	0	7	0
Cynffig and Cefn Cribw	19	1	1	1	4	0	11	1
Bridgend Total	213	20	16	11	59	1	98	8

Source: Family Information Service and Bridgend Childcare Sufficiency Assessment Full Report 2014 for Bridgend County Borough Council.

In line with the Play Sufficiency Assessment (Wales) Regulations 2012, Bridgend CBC conducts Play Sufficiency Assessments that establish a baseline of play provision in Bridgend and provide an opportunity to engage with local citizens, in particular children and young people.

Children's Health

Children living in Bridgend have similar levels of health to children across Wales as a whole.

Childhood obesity remains a significant issue in Bridgend, with 26.3 per cent of children aged 4-5 years being classified as overweight or obese in 2014-15, similar to the figure for Wales as a whole (26.2 per cent). This figure has decreased in both Bridgend and Wales since 2011-12, but the decrease in Bridgend was greater (3.4 percentage points).⁹⁵

The average number of decayed, missing or filled teeth amongst children aged 5 years in 2014-15 was slightly higher in Bridgend than across Wales as a whole, despite it being lower

⁹⁵ [Public Health Wales, Percentage of children aged 4-5 years who are overweight or obese.](#)

in 2007-08 and 2011-12. Between 2007-08 and 2014-15, the average number fell substantially in Wales as a whole (1.98 to 1.29), but only slightly in Bridgend (1.68 to 1.61).⁹⁶

Young People's Health⁹⁷

Young people in Bridgend are generally as healthy and have similar lifestyle habits as young people across Wales, but Bridgend has the highest rate of conceptions amongst young women in Wales.

Table 17 shows young persons' health data for the wider Abertawe Bro Morgannwg University Health Board area, as data for the PSB area is not available separately.

Table 17 Young People's health behaviours, ABMUHB and Wales.

Indicator	ABMUHB (%)	Wales (%)
Percentage of young people who eat breakfast five days a week	57	55
Percentage of young people that are physically active 60 minutes a day every day	13.5	15
Percentage of young people that are overweight/obese	16	18
Percentage of young people self-reported fair or poor health status	17	20
Percentage of young people that play games on a device for 2+ hours a day on weekdays	54	53
Percentage of young people that undertake general computer use for 2+ hours a day on weekdays	64	64

Source: 2013/14 Health Behaviours in School-aged Children (HBSC) Wales: key findings, Welsh Government.

The above data shows that:⁹⁸

- A larger proportion of young people in ABMUHB eats breakfast (more than a glass of milk or fruit juice) five days a week than across Wales. A greater proportion of young men eats breakfast than do young women.
- A slightly smaller proportion of young people is physically active for 60 minutes each day in ABMUHB than across Wales. The proportion is greater amongst young men than young women (18 to 9 per cent respectively).
- A smaller proportion of young people in ABMUHB is overweight/obese than across Wales, and a smaller proportion in ABMUHB reported their health only to be fair or poor.

Young people engaged in the workshop sessions felt they were relatively active: almost all of the participants in the school focus groups undertook sporting activities in addition to their compulsory Physical Education classes. These ranged from attending rugby training or karate three times a week to students using the leisure centre gym 'every now and again'.

The proportion of young people in ABMUHB playing games on a device or using a computer for two or more hours a day on weekdays is similar to that of young people across Wales.

⁹⁶ [Welsh Oral Health Information Unit, Average number of decayed, missing or filled teeth in children aged 5 years.](#)

⁹⁷ Young people include males and females aged 11–16 years.

⁹⁸ [Health Behaviour in School Children 2013-14, Percentage of young people who eat breakfast five days a week.](#)

Young people consulted were very aware of the benefits and risks of social media. Secondary school students used social media as a tool to keep in contact with friends and peers and saw this as an important part of social well-being.

The rate of conceptions amongst women under 18 in Bridgend is an important health issue: In 2014, Bridgend saw the highest rate of conceptions amongst those aged 15-17 across the whole of Wales – 32.1 conceptions per 1000 people – compared to the Wales average of 25.4.

Between 2010 and 2014, the rate of conceptions amongst this group has decreased in Bridgend (from 40.4 conception per 1000 to 32.1 conceptions), as it has across Wales (36.9 per cent to 25.4 per cent). Each year in this period, however, the rate of conceptions amongst this group in Bridgend was higher than the Wales average.

The rate of conceptions in Bridgend amongst those aged 13-15 was also the highest in Wales in 2014 (7.5 conceptions per 1000 females). The rate has, however, decreased since 2010 (when it was 10.3).⁹⁹

Adult Health

Adults living in Bridgend have similar health habits and are generally as health conscious as adults living in Wales as a whole.

Table 18 Adult health indicators in Bridgend and Wales.

Indicator	Bridgend	Wales (Average)	Source
Average number of days of 30 minutes or more moderate to vigorous physical activity (capped) reported by adults, age standardised.	2.2	2.4	Our Healthy Future Interactive Tool 2015 (2013-14 data)
Percentage of adults who reported eating five or more portions of fruit and vegetable the previous day (per cent)	30	32	Welsh Health Survey (WG) (2014-2015 data)
Percentage of adults observed to be overweight or obese (per cent)	59	58	

The above data shows that:

Adults living in Bridgend undertook moderate to vigorous physical activity for 30 minutes or more on 2.2 days a week on average, but this was slightly below the Wales average.¹⁰⁰

In all of the community areas, residents acknowledged that physical exercise contributed to their social well-being, but the evidence shows that they may not be acting on this. Being physically active and healthy helped participants to feel relaxed, aided sleep and improved their overall physical fitness. Residents also mentioned that joining active clubs also improved their social networks, with one survey respondent from Bridgend East stating their social well-being was built on:

‘Going to the gym, going walking, making use of the countryside and local beaches to have a feeling of well-being, doing this with family or friends...’

⁹⁹ [ONS, Conception Statistics.](#)

¹⁰⁰ [NHS Wales Informatics Service, Our Healthy Future Interactive tool 2015, Average number of days of 30 mins or more moderate to vigorous physical activity \(capped\) reported by adults, age standardised.](#)

For older people, maintaining a good level of health and physical fitness was also identified as strongly contributing to their social well-being;

'...being unwell can influence one's ability to engage with life in a positive and fulfilling way.'
- Survey respondent

Good levels of health and fitness were more difficult to maintain for some groups, with carers of older people citing numerous physical and mental disabilities amongst their cared-for as barriers to fitness. At the same time, however, respondents with a learning disability or Autism Spectrum Disorder reported frequently visiting local sports clubs and leisure centres. They tended to undertake these activities with friends and family; strengthening their social networks and maintaining positive relationships.

In all of the community areas, participants reported that they would like to see improvements in facilities, a reduction in costs and more accessible activities. In particular, residents of Bridgend West would like to see increased opportunities to participate in sport and social activities through the establishment of facilities in smaller communities.

The percentage of adults who were reported to have eaten five or more portions of fruit and vegetables the previous day in Bridgend (30 per cent) was slightly below the Wales average (32 per cent) in 2014-15.¹⁰¹

Between 2010-11 and 2014-15, the figure for Bridgend was at its lowest in 2012-13 (26 per cent). Since then, it has increased steadily, whilst the Wales average slightly decreased in this period. However, the Bridgend figure was lower than the Wales average each year between 2010-11 and 2014-15.

NATIONAL INDICATOR
Percentage of persons aged 16 or over who reported consuming five or more portions of fruit and vegetables the previous day (age standardised)
In 2014-15, 30 per cent of adults in Bridgend reported to have eaten five or more portions of fruit and vegetables the previous day. Across Wales this figure was 32 per cent.

The percentage of adults observed to be overweight or obese in 2015-15 in Bridgend (59 per cent) was slightly greater than the Wales average (58 per cent).¹⁰²

NATIONAL INDICATOR
Percentage of adults reported to be overweight or obese
In 2014-15, 59 per cent of the adult population of Bridgend was observed to be overweight or obese. Across Wales, this figure was 58 per cent.

Each year between 2010-11 and 2014-15, the Bridgend figure was equal to or greater than the Wales average. The percentage has remained relatively constant in the both Bridgend and Wales in this period.

A number of Bridgend residents demonstrated awareness of this issue, mentioning a variety of ways to 'get fit' and eat more healthily.

Safeguarding of Children and Adults at Risk

¹⁰¹ [Welsh Government, Welsh Health Survey, Percentage of adults who reported eating five or more portions of fruit and vegetable the previous day.](#)

¹⁰² [Welsh Government, Percentage of adults observed to be overweight or obese.](#)

Safeguarding refers to taking actions and raising awareness to keep people safe from harm, abuse and neglect. In Bridgend, 115 people aged 16-64 years and 320 people aged 65 years or over were alleged victims of abuse in 2013-14. This was an increase on 2012-13, when 65 people aged 16-64 and 160 people aged 65 or over were alleged victims of abuse. Further information about Safeguarding and Deprivation of Liberty Safeguards can be found in the Western Bay Population Assessment.¹⁰³

Mental Health

The World Health Organisation defines mental health as ‘a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community’.¹⁰⁴

In Wales, one in four adults will experience some kind of mental health problem or illness within their lifetime. It is projected that 27,095 people in Bridgend had at least one mental disorder in 2015, and this number will increase to 27,289 in 2035. For further information on Mental Health in Bridgend, see the Western Bay Population Assessment.¹⁰⁵

Adult Lifestyle Choices

Table 19 Adult lifestyle indicators in Bridgend and Wales.

Indicator	Bridgend	Wales (Average)	Source
Percentage of adults who reported being a current smoker (%)	18	20	Welsh Health Survey (WG) (2014-2015 data)
Percentage of adults who reported binge drinking alcohol on at least one day in the past week (%)	25	24	Welsh Health Survey (WG) (2014-2015 data)
Percentage of adults drinking above the daily guidelines (%)	39	40	Welsh Health Survey (WG) (2014-2015 data)
Rate of alcohol misuse per 100,000 population	153	241	NHS Wales Informatics Survey (2015-16 data)
Rate of drug misuse per 100,000 population	137	215	NHS Wales Informatics Survey (2015-16 data)
European Age Standardised Rates for admission following poisoning by a named illicit drug(per 100,000)	102	120	Patient Episode Database Wales, Substance Misuse Programme, Public Health Wales
European Age Standardised Rates for admission following poisoning from opioids (per 100,000)	32	48	Patient Episode Database Wales, Substance Misuse Programme, Public Health Wales

¹⁰³ Western Bay Population Assessment, Safeguarding and Deprivation of Liberty Safeguards, 2017.

¹⁰⁴ [World Health Organisation, Mental Health Factfile, August 2014.](#)

¹⁰⁵ [Western Bay Population Assessment, Mental Health, 2017.](#)

In 2014-15, a lower percentage of adults reported being a current smoker in Bridgend (18 per cent) than in Wales as a whole (20 per cent).¹⁰⁶

Between 2010-11 and 2014-15, this figure decreased in both Bridgend (from 23 to 18 per cent) and across Wales (from 23 per cent to 20 per cent). Each year in this period, the percentage of adult smokers in Bridgend was equal or lower than across Wales.

NATIONAL INDICATOR
Percentage of persons aged 16 or over who reported being a current smoker
In 2014-15, 18 per cent of adults in Bridgend reported being a smoker. Across Wales, this figure was 20 per cent.

Adults in Bridgend are less likely to have been assessed for alcohol or drug misuse.

In 2014-15, a slightly greater percentage of adults reported binge drinking alcohol on at least one day in the past week in Bridgend (25 per cent) than across Wales (24 per cent).

Between 2010-11 and 2014-15, this figure decreased in both Bridgend (from 30 to 25 per cent) and across Wales (from 27 per cent to 24 per cent). Every year during this period, the percentage of adult binge drinkers in Bridgend was higher than the Wales average, but the gap appears to have narrowed in recent years.¹⁰⁷

Local data for 2014/15 also shows that the proportion of adults drinking above the daily guidelines in Bridgend is slightly below the national level (39 per cent, compared to 40 per cent across Wales).¹⁰⁸ However survey measures of drinking behaviour are generally acknowledged to underestimate consumption. Comparisons of the survey data with HM Revenue & Customs data suggest that survey estimates of consumption represent between 40 per cent and 60 per cent of the true figure.

Chronic health harms from alcohol are a result of drinking over a number of years, so while reported consumption has been going down, this has not translated into a reduction of health harms.¹⁰⁹

In 2015-16, Bridgend was the local authority with the lowest proportion of individuals accessing treatment for alcohol misuse per 100,000 population in Wales, with 153 per 100,000; substantially below the Wales average of 241.¹¹⁰ Between 2011-12 and 2015-16, the rate in Bridgend ranged substantially between 94 to 198 individuals per 100,000 population, but each year it was substantially below the Wales average rate.

In 2015-16, the rate of individuals accessing treatment for drug misuse per 100,000 population in Bridgend (137) was also far lower than the Wales average (215). Again, between 2011-12 and 2015-16, the rate in Bridgend ranged substantially between 107 and 170, but each year it was below the Wales average rate.¹¹¹

For further information about substance misuse in Bridgend, see the Health/Physical Disability section of the Western Bay Population Assessment.¹¹²

¹⁰⁶ [Welsh Government, Welsh Health Survey, Percentage of adults who reported being a current smoker.](#)

¹⁰⁷ [Welsh Government, Percentage of adults who reported binge drinking alcohol on at least one day in the past week.](#)

¹⁰⁸ [Welsh Government, Percentage of adults who reported who reported drinking alcohol above guidelines on at least one day in the past week.](#)

¹⁰⁹ [Alcohol Concern 2016.](#)

¹¹⁰ [NHS Wales Informatics Service, Rate of alcohol misuse per 100,000 population.](#)

¹¹¹ [NHS Wales Informatics Service, Rate of drug misuse per 100,000 population.](#)

¹¹² [Health/Physical Disability, Western Bay Population Assessment.](#)

Illness and Mortality

Incidence of death liver disease (including those related to alcohol) was significantly above the Welsh average.

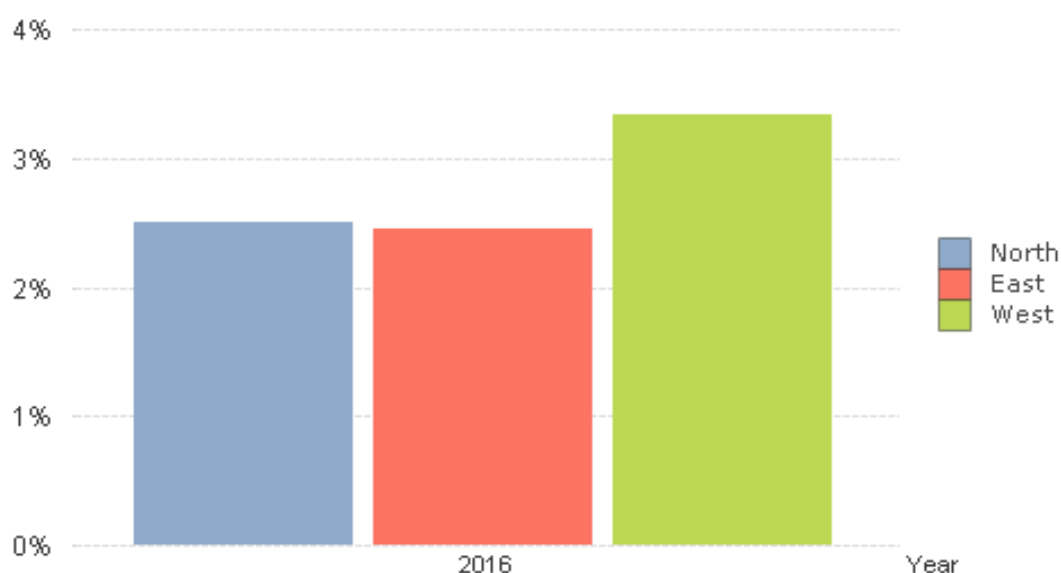
Across 2013-15, Bridgend recorded the highest rate of death from liver disease amongst local authorities in Wales, at 28.1 per 100,000 population aged under 75. The Wales average over this time was 21.1 deaths. Also across 2013-15, the death rate from alcoholic liver disease per 100,000 population in Bridgend was the second highest in Wales, at 15 per 100,000 population, above the Wales average of 10.6 deaths.¹¹³ This infers that while fewer individuals in Bridgend access treatment for alcohol misuse and data suggests that it is below the Welsh average, there has clearly been a history of regular and sustained consumption of alcohol across the population which has resulted in chronic health harms.

Overall cancer rates were higher than the Welsh average, especially amongst males, whilst incidence of cardiovascular disease was slightly lower than that for Wales as a whole.

The rate of male cancer registration per 100,000 of the population in 2014 was 721.5 in Bridgend, higher than the Wales average of 697.3. In contrast, the rate of female cancer registration was one of lowest amongst Welsh local authorities at 483.4, compared to the Wales average of 560.3. Between 2010 and 2014, the male cancer registration rate in Bridgend ranged between 628 (in 2011) and 757.5 (in 2013), and it was above the Wales average in three of the five years. The female rate ranged between 483.4 (2015) and 588.7 (2012) in this time period, and it was below the Wales average in four of the five years.¹¹⁴

In 2016, Bridgend West saw the greatest proportion of GP recorded diagnoses of cancer in Bridgend, as shown in Figure 23 below. It is important to note that Bridgend West has a higher rate of older people resident within it compared to the other areas.

Figure 23 GP Cancer Diagnoses as proportion of all diagnoses in 2016, by Bridgend community area.



Source: ABMUHB.

¹¹³ [NHS Wales](#).

¹¹⁴ [Welsh Cancer Intelligence and Surveillance Unit \(WCISU\), Rate of male/female cancer registrations per 100,000 population](#).

In 2015, all cancers accounted for 290.2 per 100,000 population in Bridgend, more than the Wales average of 278.4. Between 2011 and 2015, the Bridgend figure was above the Wales average in three of the five years.¹¹⁵ In 2015, all cardiovascular diseases accounted for 281.2 per 100,000 population in Bridgend, below the Wales average of 289.2. The Bridgend rate was also lower than the Wales average in 2014, but above it between 2011 and 2013.¹¹⁶ As such, in 2015, cancers accounted for slightly more deaths per 100,000 population in Bridgend than cardiovascular diseases.

Across 2013-15, Bridgend recorded the highest rate of death from liver disease amongst local authorities in Wales, at 28.1 per 100,000 population aged under 75. The Wales average over this time was 21.1 deaths. Also across 2013-15, the death rate from alcoholic liver disease per 100,000 population in Bridgend was the second highest in Wales, at 15 per 100,000 population, above the Wales average of 10.6 deaths.¹¹⁷ This is somewhat surprising in view of the relatively low recorded rates of alcohol misuse.

Community Safety

The rate of crime in Bridgend is lower than the Wales average.

Between 2011-12 and 2015-16, the rate of offences per 1,000 population was lower than the Wales average in Bridgend in each year apart from 2014-15, when the Bridgend rate was slightly above the Wales average. Apart from 2014-15, the trend has been one of a decrease in the rate of offences in Bridgend, from 57.93 offences per 1,000 population in 2011-12 to 45.25 offences in 2015-16.¹¹⁸

Amongst young people in Bridgend, 95 per cent state that they feel safe in their neighbourhood during the day, but only 65 per cent state that they feel safe in their neighbourhood during the night.¹¹⁹

A comparison of recorded offences for Bridgend for 2006/07 and 2016/17, shows that the rate of crime in Bridgend Borough council has reduced in a number of key areas, notably this decrease means there were 1251 fewer victims of vehicle theft and 254 fewer victims of burglary.

Figure 24 Recorded Offences for Bridgend, 2006/07 and 2016/17.

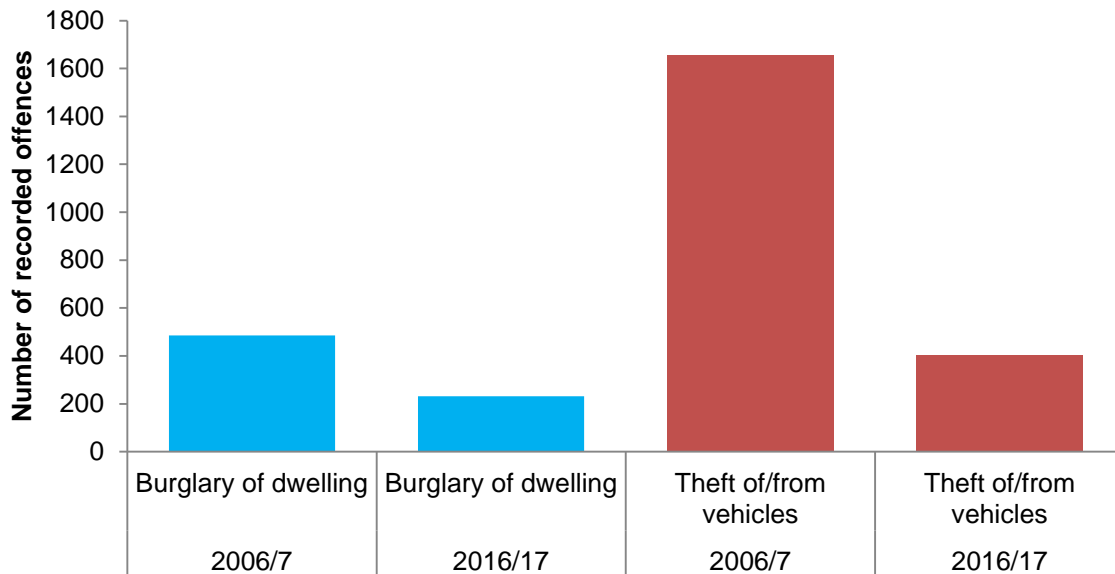
115 [NHS Wales](#).

116 [NHS Wales](#).

117 [NHS Wales](#).

118 [ONS, Rate of all offences per 1,000 population](#).

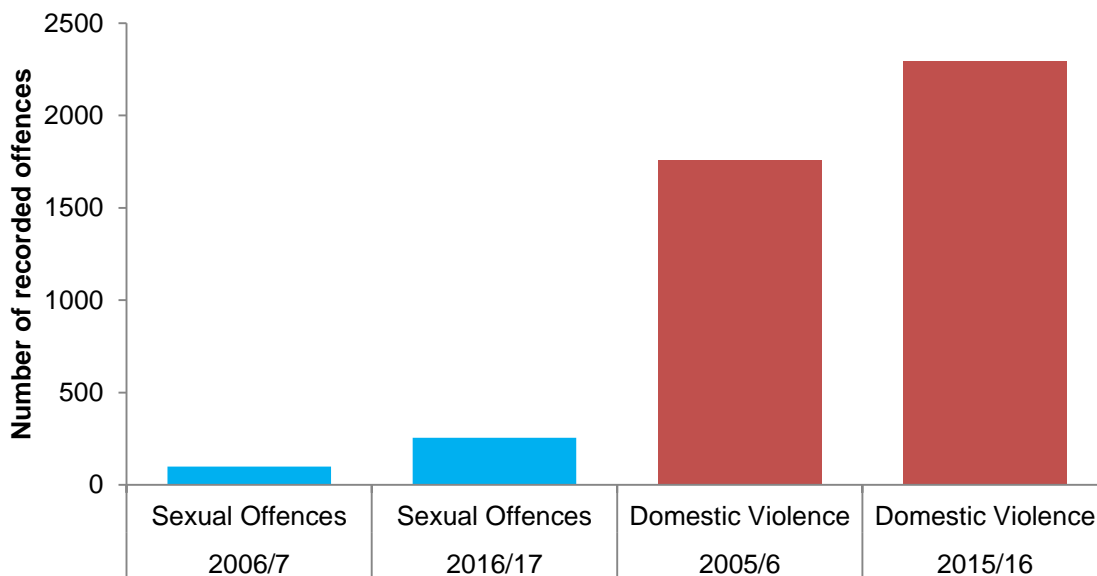
119 Bridgend Big Youth Survey.



Source: Bridgend Community Safety Partnership.

During the same period there has been a significant increase in reporting of sexual offences and domestic violence cases.

Figure 25 Sexual Offences in Bridgend, 2006/07 and 2016/17; and Domestic Violence Offences in Bridgend, 2005/6 and 2015/16.

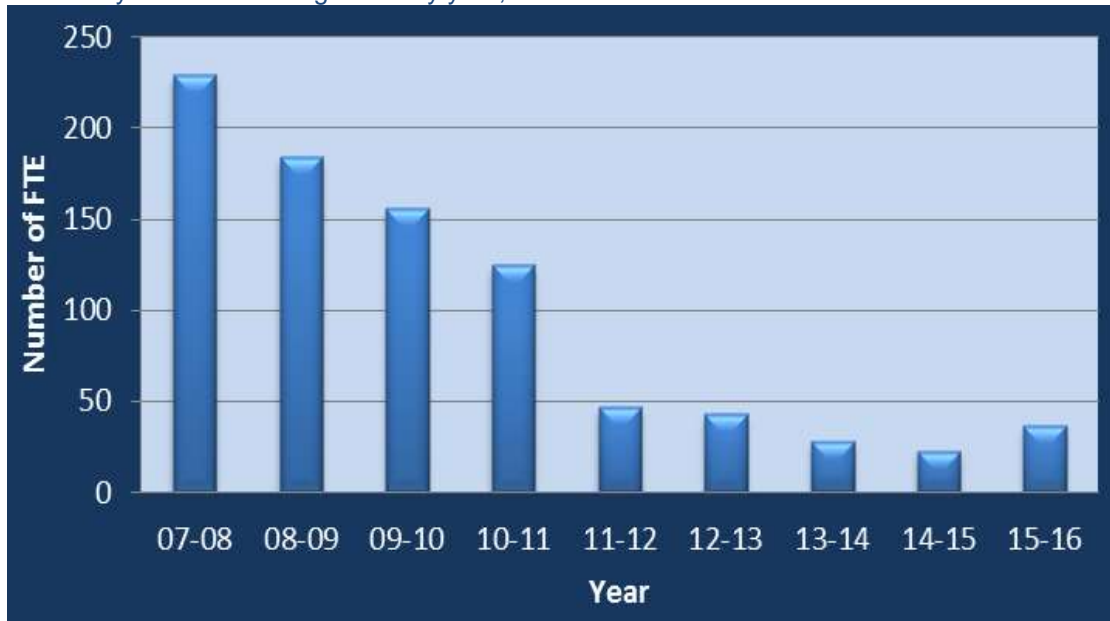


Source: Bridgend Community Safety Partnership.

The increase in the number of recorded offences may reflect an increase in public trust and confidence in the Police and victim support and domestic abuse support agencies.

Since 2007-08, the number of First Time Entrants into the criminal justice system for the Bridgend locality of Western Bay Youth Offending Team has decreased. This reduction is largely due to the interventions and signposting being offered by partner agencies. Early intervention is key, and joint visits and restorative approaches are used to attempt to repair the harm done to the victim and make the subject aware of their impact, thereby increasing confidence and improving victim satisfaction

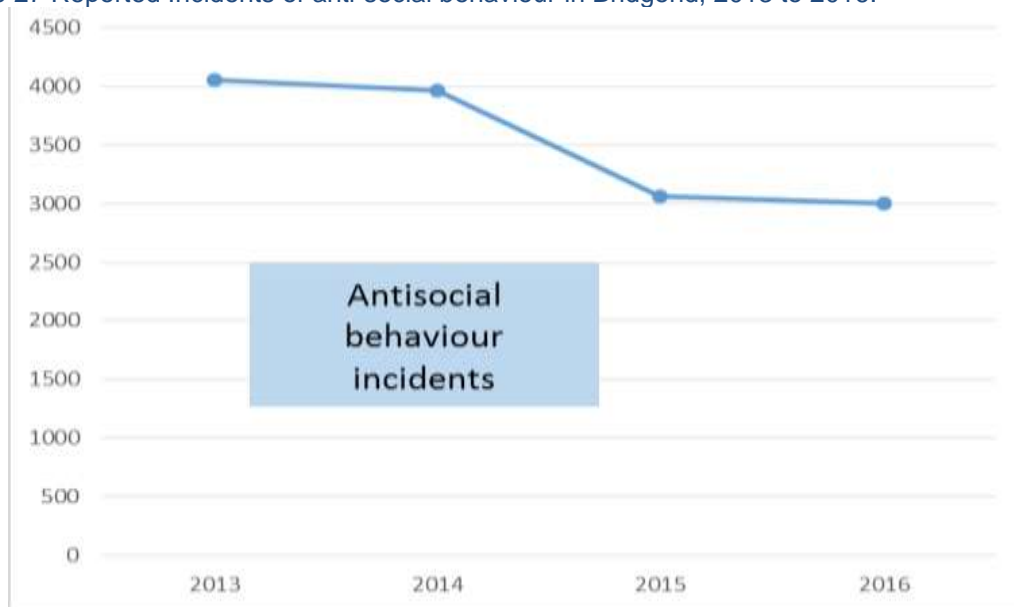
Figure 26 Number of First Time Entrants into Criminal Justice System in Bridgend locality of Western Bay Youth Offending Team by year, 2007-08 to 2015-16.



Source: Bridgend Community Safety Partnership.

No residents of Bridgend mentioned crime as a significant worry. When mentioned, participants typically discussed antisocial behaviour, often relating to the misuse of alcohol in public areas. The latest figures available from ASBIT (local partnership recording) reflect this, showing a decrease in reported anti-social behaviour from 01/01/15 to 31/12/16 of 715 incidents. Since 2013, the number of recorded incidents has fallen steadily.

Figure 27 Reported Incidents of anti-social behaviour in Bridgend, 2013 to 2016.



Source: Bridgend Community Safety Partnership.

Amongst young people in Bridgend, 59 per cent stated that they had tried alcohol. Also, 3.4 per cent state that they have tried an illegal drug, and 2.1 per cent state they have tried a legal high.¹²⁰

In order to provide a fuller picture of crime and disorder in Bridgend in the future, the Bridgend PSB and the Community Safety Partnership will work closely with the South Wales Police and the South Wales Police and Crime Commissioner to produce a 'baseline audit' by mid-2018.

Violence against Women, Domestic Abuse and Sexual Violence

The UK Government defines domestic violence and abuse as 'any incident or pattern of incidents of controlling, coercive, threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality. The abuse can encompass, but is not limited to: psychological, physical, sexual, financial, and emotional.'¹²¹

Due to a stigma that surrounds domestic violence and abuse, it is likely that many victims do not seek help and therefore the available data may not reflect how prevalent it is in all social groups and communities.

In Bridgend, a number of services are available to those affected, including:

- One stop Shop/multiagency hub
- Temporary Supported Emergency Housing Services – 8 units
- Refuge for 8 families in need of safety – temporary accommodation
- Move on/Supported Accommodation –10 units
- Target hardening – enabling victims to remain in their own homes
- Evidence based support services for children and young people
- Counselling service.

For further information on violence against women, domestic abuse and sexual violence in Bridgend, see the Western Bay Population Assessment section on Violence.¹²²

Secure Estate

The Secure Estate in Bridgend comprises Her Majesty's Prison Parc and Young Offender Institution Parc (HMP and YOI Parc), which can accommodate up to 2,000 Category B male prisoners.

'Category B' prisoners do not need to be held in the highest security conditions but the potential for escape should be made very difficult. HMP and YOI Parc is privately managed on behalf of the Prison Service.

The prison directly provides Education, Industries, Vocational Training, Substance Misuse, Offender Management, Interventions and Programmes, whilst external funding provides services such as Child and Adolescent Mental Health Services, Mental Health In-Reach, the Community Restorative Centre and Social Care.

120 Bridgend Big Youth Survey.

121 [UK Government, Domestic Violence and Abuse Guidance, 2016.](#)

122 [Western Bay Population Assessment, Violence, 2017.](#)

For further information on the HMP and YOI Parc, including prisoner demographics and information about prisoner emotional health and well-being, see the Secure Estate section of the Western Bay Population Assessment.¹²³

Housing

A lower proportion of Disabled Facilities Grant applications were successful in Bridgend than the Wales average. In addition, Bridgend are less likely to assess and resolve hazards in homes.

In 2014-15, 86 per cent of Disabled Facilities Grant applications were approved in Bridgend, compared to 99 per cent across Wales as a whole.¹²⁴

Housing conditions were a concern for citizens from Bridgend East in particular in terms of their social well-being. The survey responses suggested challenging housing conditions in areas such as Pyle, Cornelly, Wildmill and Pencoed.

To ensure housing is safe for its occupants local authorities assess and potentially resolve issues such as damp, excess cold and fall risks. In 2014-15 in Bridgend, two thirds of the homes assessed¹²⁵ were classed as containing category 1 hazards,¹²⁶ such as risk of carbon monoxide poisoning. Bridgend CBC successfully pursued action to resolve half of these; a lower rate than was achieved on average across Wales, where three quarters of category 1 hazards were resolved.

As assessment of the affordability of private housing and provision of affordable and social housing can be found in the Economic Well-being section.

An important issue concerning social, environmental and economic well-being that needs further exploration is that of fuel poverty and the Energy Performance Certificate ratings of properties in Bridgend.

Transport

Residents of Bridgend are less happy with the state of the transport system in Wales than the Wales average.

On average, residents of Bridgend rated the transport system 5.5, the joint-fourth lowest score amongst local authorities in Wales and below the Wales average of 5.9.¹²⁷ The state of public transport in Bridgend was identified as an issue by various different groups of residents. Older people frequently talked about their reliance on public transport, but raised concerns about timetabling cuts that make return journeys more difficult. Carers also emphasised the need for reliable public transport, especially those who did not live with the person they care for. Within the community areas, residents of Bridgend North felt they had better public transport links than other areas of Bridgend, whereas some residents in Bridgend West perceived public transport in their area to be poor due to its infrequency and shortage of services late in the evening.

It takes longer to travel – both by public and private transport – to a GP surgery, pharmacy, post office and leisure centre in Bridgend than on average in Wales. In 2013-14, for

123 [Western Bay Population Assessment, Secure Estate, 2017.](#)

124 [Welsh Government, Number of dwellings improved through Disabled Facilities Grants \(2014-15\).](#)

125 [Stats Wales, Assessments which contained category 1 hazards.](#)

126 [Stats Wales, Percentage of assessments that were cat 1.](#)

127 [National Survey for Wales results, 2013–14: Transport.](#)

example, on average in Wales it took 22 minutes to travel by public transport to a leisure centre, whereas in Bridgend it took 41 minutes.¹²⁸

A smaller proportion of residents aged over 60 hold a concessionary bus pass than the Wales average.

A smaller proportion of people aged over 60 hold a concessionary bus pass in Bridgend than across Wales. In 2015-16, 85.6 per cent of Bridgend residents over 60 held a bus pass, compared to 93.1 per cent across Wales.¹²⁹

Future Trends in Social Well-being

Population growth is likely to have a profound effect on the factors associated with social well-being in Bridgend. By 2039, the population of Wales is predicted to increase to 3.28 million people—a 6.1 per cent increase—and the number of people aged 65 and over is projected to increase by 44 per cent.¹³⁰

This larger and older population will present severe challenges to the social well-being of people in Bridgend and across Wales, relating to:

- health and social care services,
- public transport systems,
- housing stock (private and social),
- community resilience,
- age-friendly communities,
- loneliness and isolation.

Opportunities for improved transport systems are currently in discussion. Bridgend could greatly benefit from the South Wales Metro and from further rail electrification.¹³¹ The Metro will provide a fast way to travel within South Wales and the valleys, linking areas such as Pembrokeshire, Monmouth and Chepstow. Rail electrification will allow quick passage to destinations nationally. Flexible public transport was called for amongst workshop participants. Self-driving cars may be key to this improvement, with prototypes being introduced in London within two years a new flexible public service could benefit the area. The use of self-driving cars could also allow older people easier access to services and without the need to drive, allow them to live in their homes for longer.

As the population increases there will be further demands on housing. Culturally, there has been a shift to people living on their own. With improved health care, longer life expectancy and potential for the elderly to stay living in their homes, more and more of the population are living independently. Steps need to be taken to ensure the housing stock can keep up with the future demand in terms of numbers and types of housing.

People's social networks are ever-changing, but in recent years there has been a shift from physical to digital networks with the increase in popularity of social media sites. This move to

128 [Welsh Index of Multiple Deprivation, Average time taken by public/private transport to travel to a GP surgery/pharmacy/post office/leisure centre.](#)

129 [Welsh Government, Concessionary bus pass holders aged 60+ \(per cent\).](#)

130 [ONS National Population Projections, 2015.](#)

131 [Welsh Government.](#)

a digital society may cause older people to be isolated from current events and networking opportunities.

Stress and pressure amongst school children has been increasing in recent years. Childline documented an increase of 9 per cent of calls about exam stress and an increase of 20 per cent of calls about exam results in the academic year 2015-16 compared to 2014-15.¹³² Young people are concerned about disappointing their parents, they fear failure and have general worries linked to academic achievement. Support from schools, parents and mental health services need to be in place to ensure these pressures are managed.

Emerging Themes in Social Well-being

Strengths

- Strong sense of community and strong family and friends' network
- Burglary, vehicle theft and anti-social behaviour is decreasing
- Delayed transfers of care decreasing
- Childhood obesity decreasing

Challenges

- Ageing population
- High conception rates amongst those under the age of 18
- Public transport
- Healthy Lifestyle choices
- Cancer rates higher than the Wales average

132 [Childline](#).

Cultural Well-being

Summary of Cultural Well-being

Cultural well-being focused on a sense of place and access to Welsh history, traditions and culture. Arts, theatre, cinema and sport were, however, key access points and extremely important for cultural well-being. Volunteering was seen as an excellent means of building well-being. Support for the Welsh language was mixed, but with strength in some communities.

A high proportion of residents of Bridgend use English or Welsh as their main language, although it is worth noting that in the consultations and survey, very few individuals made any negative references to immigration or people from other cultures and this is to be welcomed, although it was not an overt focus for the research.

An increasingly small proportion of people in Bridgend can speak Welsh, although the age group with the greatest proportion of Welsh speakers is children aged between 3 and 15 and a greater proportion of people in Bridgend consider themselves to be Welsh than do people across Wales.

Citizens' Understanding of Cultural Well-being

The term 'cultural well-being' has a variety of meaning amongst residents of Bridgend.

Four in ten respondents define cultural well-being in terms of heritage, language, traditions and beliefs, whilst more than one in three believes that cultural well-being refers to the arts, theatre, and literature etc. One in six people believe that cultural well-being refers to sports and leisure; whilst around one in ten believe education and learning are an aspect of cultural well-being.

Figure 28 The meaning of cultural well-being - survey respondents in Bridgend.



Source: Online Survey.

Figure 29 Factors that improve cultural well-being - survey respondents in Bridgend.



Source: Online Survey.

Bridgend North

Definitions of cultural well-being put forward by survey respondents from Bridgend North generally aligned with those from other areas of Bridgend. These centred on:

- Accessing and participating in activities to create a sense of belonging in the community area;

- Having access to cultural provision in terms of heritage, arts, libraries, cinema, theatre and music;
- Engaging with Welsh language (more than in other parts of Bridgend), history and culture, including access to adult education and local interest clubs.

This was summarised by one respondent as:

‘A sense of belonging and pride in my community, my Welshness, language and history’.

In terms of factors that contribute to cultural well-being in Bridgend North, respondents suggested the celebration of Welsh heritage and culture as central factors; especially through ‘schools teaching welsh, celebrating St David’s day, the National Eisteddfod’ and Welsh language events. The speaking of Welsh and it being valued as a language were important to those attending the drop-in sessions, although one workshop attendee was concerned that she was losing the ability to speak Welsh through lack of opportunity to practice. The need for continuing adult education was widely-raised as an issue for maintaining cultural well-being in the area.

Another workshop attendee noted the significance of sport to the local culture, citing the number of rugby clubs in the area and the social cohesion created around these institutions. The range of sports and the volunteering opportunities they brought were seen as contributing to cultural well-being in Bridgend North.

In response to the survey question ‘what two things do you think could improve your level of cultural well-being?’ the most common responses related to ensuring access to cultural activities in the area. This was an area of concern to some of those consulted with, who cited issues such as threatened facilities (especially libraries), the cost of attending the cinema or theatre and the need for improved promotion to provide information on what is available. Further suggested improvements from survey respondents in Bridgend North are outlined below.

- More events to bring communities together and celebrate equality and diversity;
- Improved availability and choice of local adult education courses;
- Development of more local activities in the evening, including in areas such as literature and archaeology;
- More information on events in the area;
- More social events for Welsh speakers (adults and children);
- Maintain libraries (such as Maesteg Library).
- Lower priced access to theatre / cinema and more offered locally (rather than travelling to Cardiff to access culture);

Workshops attendees were also concerned about a lack of facilities (cinema, theatre and bowling) and the library moving to beneath the Town Hall, as well as the lack of communication about the move.

Bridgend East

In Bridgend East, consultation showed a broad understanding of the term cultural well-being. The online survey respondents acknowledged the value of access to and participation in cultural activities;

'Having a sense of belonging and being part of a Welsh community'.

Whilst there was acknowledgement of the importance of Welsh heritage, as part of cultural well-being, there was relatively little reference to Welsh language.

Respondents also saw cultural well-being in terms of art galleries, theatre, music and outdoor events, especially with an emphasis on learning or experiencing new ideas. One online survey respondent summarised cultural well-being as:

'Individuals and communities participating in recreation, creative and cultural activities and the freedom to retain, interpret and express their arts, history, heritage and traditions.'

There was also a smaller group of citizens who referred to having beliefs and traditions respected - whatever they may be.

Survey respondents noted volunteering as a significant contributor to their cultural well-being, especially when volunteering with children. Also, being a member of a community group such as a sports club or activity group could enhance the social connection with others and hence develop a sense of building cultural well-being. The workshops with members of the community noted good historical sites nearby, and beaches and walking are all available locally, which could contribute to their cultural as well as physical well-being. However, sport was seen by many people as too expensive due to the perceived high cost of charges for sports fields.

There were a number of suggestions for improvements to cultural well-being within Bridgend East that align with the broader suggestions for the Bridgend area. These included: improvements in local transport to improve access to local services, also ideas around more events, developing a theatre in Bridgend and increased promotion and support for volunteering in the area. This was supported by those engaged through the workshops, which noted the need for youth shelters, cooking and Welsh courses to engage and inspire people in the area.

Bridgend West

Respondents to the online survey were most likely to discuss access to cultural services in response to the survey question: 'Thinking of cultural well-being, what you think this means or refers to?' The activities and services that were identified with cultural well-being included public libraries, music events, life-long learning, museums, theatres, cinemas and art. Being able to understand and appreciate Welsh culture, language and history were seen as an important part of cultural well-being, as was a more active sense of citizenship in terms of sharing values, social practices and behaviours with others in the community.

In terms of factors that contribute to social well-being in the area, there was an emphasis on activities such as volunteering and the benefits it brings to volunteers as well as beneficiaries, celebration of religious events, access to education, and opportunities to practice the use of Welsh language.

The key improvements for cultural well-being in Bridgend West identified from the survey were about improving access to arts, culture and education and strengthening a sense of local culture:

- More events to celebrate culture;
- 'Adult education linked to culture rather than employment';
- 'Less apathy and more involvement by every level of the community.'

- Local amateur dramatic groups to perform at local Pavilion - reduced costs for booking centres;
- Increased funding for public libraries and a holistic pan-Wales library service.

There were two responses which referred to concerns about Welsh culture becoming diluted by immigration, which are mentioned for the fact that they stood out in terms of this not being an issue for the majority of those consulted.

Assessment of Cultural Well-being

Language Diversity

A high proportion of residents of Bridgend use English or Welsh as their main language.

Across Bridgend, 98.4 per cent of people¹³³ use either English or Welsh as their main language. This is a marginally greater proportion than for Wales as a whole (97.14 per cent). Behind English or Welsh, the next most common main language spoken in Bridgend is Polish - the main language of just 0.54 per cent of residents - followed by Tagalog/Filipino - the main language of 0.1 per cent of the residents.

Across the three community areas, Bridgend East is the most linguistically diverse and has the largest proportion of residents who do not use English or Welsh as their main language - though it is still less diverse than Wales as a whole, as these residents account for just 2.6 per cent of the population of the community area. Again, the Polish language is the most common main language behind English or Welsh - 0.98 per cent of the population of Bridgend East consider it their main language. An even smaller proportion of Bridgend West and Bridgend North residents - 1 per cent and 0.8 per cent respectively - do not consider English or Welsh to be their main language.¹³⁴

Use of the Welsh Language

An increasingly small proportion of people in Bridgend can speak Welsh. The age group with the greatest proportion of Welsh speakers is children aged between 3 and 15.

In 2011, a smaller proportion of the population of Bridgend could understand spoken Welsh; speak Welsh; read Welsh; write Welsh; or speak, read or write Welsh than in Wales as a whole - for example, just 9.7 per cent of the population of Bridgend could speak Welsh, compared to 19 per cent for Wales as a whole.¹³⁵

NATIONAL INDICATOR
Percentage of people who can speak Welsh
In 2011, 9.7 per cent of people aged 3+ could speak Welsh in Bridgend, compared to 19 per cent for Wales as a whole.

The proportion of residents able to speak Welsh is similar in each of Bridgend's community areas, with 9.8 per cent of the population able to speak Welsh in Bridgend North, 9.6 per cent in Bridgend East, and 8.8 per cent in Bridgend West. It is perhaps unsurprising,

¹³³ 'Usual residents aged 3 or over'.

¹³⁴ ONS Census 2011, QS204EW - Main language (detailed).

¹³⁵ [InfoBaseCymru. per cent of people aged 3+ who can speak Welsh.](#)

therefore, that residents of Bridgend North gave greater weight to engaging with the Welsh language when defining cultural well-being.

The proportion of the population of Bridgend who can speak Welsh has declined since 2001 by 1.1 percentage points, but this is a smaller decline than across Wales as a whole (1.79 percentage points).¹³⁶

In Bridgend, as in the rest of Wales, the greatest proportion of Welsh speakers is among people aged 3 to 15 - 25.3 per cent of this group can speak Welsh, but these speakers make up just 3.88 per cent of the total population. In every age band, a smaller proportion of people in in Bridgend can speak Welsh than in Wales as a whole. The difference is greatest in the age 3 to 15 age band, where the proportion of those who can speak Welsh across Wales is more than 12 percentage points greater than the figure for Bridgend (37.6 to 25.3 per cent).¹³⁷

Perhaps surprisingly, given the proportion of the population of Bridgend who can speak Welsh, the Welsh language was frequently mentioned by survey respondents and those who attended the drop-in sessions both as part of their definition of cultural well-being but also as a something that contributes to their personal cultural well-being.

Across Wales, 67 per cent of adults ('sometimes', 'usually' or 'always') speak Welsh with colleagues at work, with most doing so 'sometimes', and a third of adults do not speak Welsh with colleagues at work.¹³⁸ In Bridgend, however, more than half (53 per cent) of adults do not speak Welsh at work.¹³⁹

Cultural Identity

A greater proportion of people in Bridgend consider themselves to be Welsh than across Wales.

The concept of cultural identity was indirectly referred to by many Bridgend residents when they were asked to define cultural well-being. For example, people talked about 'identifying with a culture' and 'having a sense of belonging'.

In each of the past ten years, a greater proportion of the population of Bridgend has considered themselves to be Welsh compared to the population of Wales as a whole. In 2015, for example, 78.8 per cent of the population of Bridgend considered themselves to be Welsh, 15 percentage points more than for Wales as a whole.¹⁴⁰ Although the graph below shows the overall trend in both Bridgend and Wales has been one of decline in Bridgend the proportion of the population who consider themselves to be Welsh is once again gradually increasing.

136 [InfoBaseCymru, per cent of people aged 3+ who can speak Welsh](#).

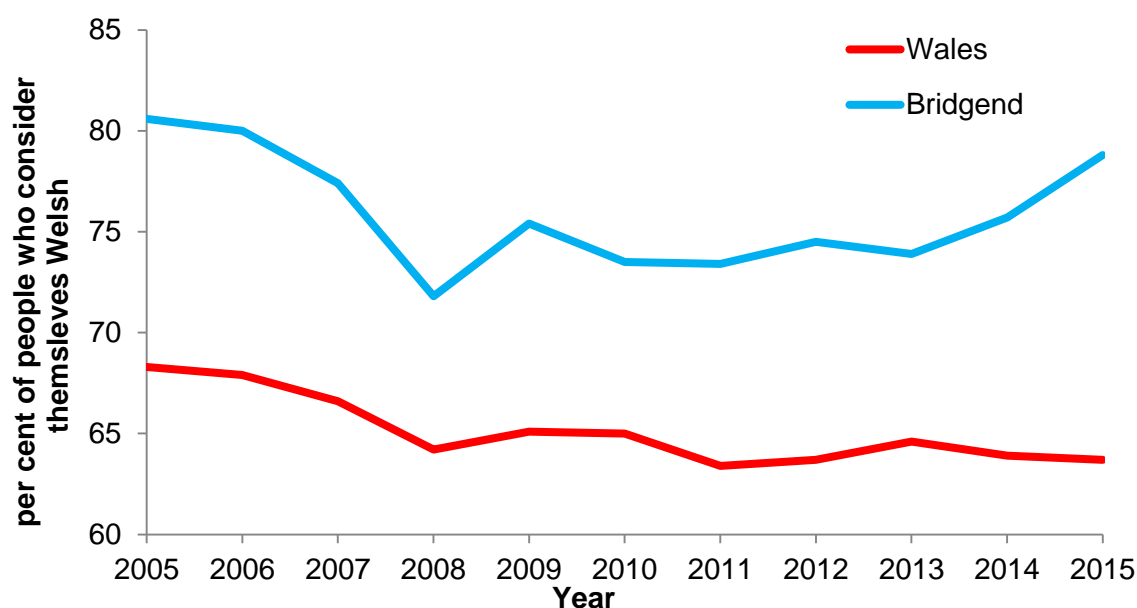
137 ONS Census 2011, LC2106WA Welsh language skills by sex and age.

138 Welsh Language Use Survey 2013-15, Table 1: Speaking Welsh with colleagues at work.

139 Welsh Language Use Survey 2013-15, Table 4: Speaking Welsh with colleagues at work, by local authority.

140 [InfoBaseCymru, per cent of people who consider themselves Welsh](#).

Figure 30 Proportion of population who consider themselves to be Welsh in Bridgend and Wales, 2005 to 2015.



Source: Miller Research, based on InfoBase Cymru, per cent of people who consider themselves Welsh.

Cultural Heritage

Awareness of cultural heritage and access to places that celebrate it are important to the people of Bridgend - more than half visited a historic place in Wales in the past twelve months.

The concept of cultural heritage was mentioned directly and indirectly by residents of Bridgend both as an element of cultural well-being and also as something that, when celebrated, contributes positively to their personal well-being.

Thirty-nine per cent of people in Bridgend visited a museum¹⁴¹ in Wales in the twelve months before 2014-15,¹⁴² the same as the average figure across Wales,¹⁴³ whilst 57 per cent of people in Bridgend have visited a historic place¹⁴⁴ in Wales in the same period,¹⁴⁵ slightly below the average for Wales (59 per cent).¹⁴⁶

In terms of local facilities available to residents for exploring and celebrating the cultural heritage (of the area), there are no Local Authority Museums located in Bridgend, but there is one independent museum that holds a Full Accreditation Award by CyMAL—the Porthcawl Museum.¹⁴⁷

141 Visited a museum; Used a museum café or shop; Heard a talk given by a museum curator; Attended an event or workshop in a museum; Made an enquiry to a museum about a subject or item of interest; Used a museum for research purposes.

142 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 54: Have you visited a museum in Wales, by local authority.

143 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 48: Have you visited a museum or museum event in Wales in the last 12 months.

144 A historic park or garden open to the public; A historic place of worship attended as a visitor (not to worship); A monument such as a castle, fort or ruin; A site of archaeological interest (e.g. Roman villa, ancient burial site); Other historic / heritage site.

145 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 32: Have you visited any historic places in Wales, by local authority.

146 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 26: Have you visited any of these heritage sites in Wales in the last 12 months.

147 Expert Review of Local Museum Provision in Wales 2015, pp. 66-68.

There are, however, within Bridgend:

- 15 Conservation Areas,¹⁴⁸
- 359 listed buildings, most of which are Grade II listed (as of 2013),¹⁴⁹
- 57 Scheduled Ancient Monuments (as of 2012),¹⁵⁰
- 6 registered parks and gardens.¹⁵¹

[Access to the arts \(Theatre, Music, Dance, Drama, Visual Arts, Festivals\)](#)

More than half of the residents of Bridgend attended an arts event in Wales in the past twelve months, but residents want there to be more local cultural activity.

Access to the arts (Theatre, Literature, Museums, Cinema, Film, Poetry and History) was mentioned by more than a third (36 per cent) of residents of Bridgend, across the three community areas, when they were asked to explain what cultural well-being meant to them from the primary engagement.

Fifty-eight per cent of residents of Bridgend attended an arts event¹⁵² in Wales in the past twelve months,¹⁵³ the same proportion as in Wales as a whole (58 per cent).¹⁵⁴ Across Wales, the most-frequently cited reason (provided as an answer by 34 per cent of respondents) for not visiting an arts events in Wales was that the person was 'not really interested' and the second most-frequently cited reason (provided by 28 per cent of respondents) was 'it's difficult to find the time'.¹⁵⁵ Such responses suggest that access to the arts has to be local and engaging to contribute to people's well-being.

Amongst young people in Bridgend, the cinema is the activity most commonly taken part in outside school (besides visiting friends) – 64 per cent of Big Youth Survey respondents state that they go to the cinema, more than those who state that they use social networking (MSN, Facebook, Twitter etc.) – 59.3 per cent.¹⁵⁶

(Affordable) cinema was mentioned by residents from across the community areas as an important cultural asset. Despite this, there is only one cinema (complex) in Bridgend, located out of the town at a retail park (McArthurGlen Designer Outlet). Libraries were also mentioned by residents as an important cultural (and social) asset. There are ten libraries located in Bridgend (Aberkenfig, Bettws, Bridgend, Maesteg, Ogmores Vale, Pencoed, Pontycymmer, Porthcawl, Pyle, Sarn), as well as a mobile library that serves the wider community.¹⁵⁷

148 [Bridgend County Borough Council, Conservation Areas.](#)

149 [Bridgend County Borough Council, Listed Buildings.](#)

150 [FOI Request, Cadw, 2012.](#)

151 [Parks and Gardens Data Services Ltd.](#)

152 Play / drama / pantomime / musical / comedy event; Opera / classical music performance / other live music event; Film at an arts centre Carnival / street arts / arts festival (e.g. music, dance, Eisteddfod); Exhibition or collection of art, craft, photography or sculpture; Event including video art or electronic art; Event connected with books or writing; Circus (not involving animals); Dance performance; Other arts/music/cultural event.

153 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 8: Have you been to any arts events in Wales, by local authority.

154 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 1: Visited any of these arts events(1) in Wales in the last 12 months.

155 [National Survey for Wales 2014-15 Arts, heritage, museums](#), Table 20: Reasons didn't visit this type of arts event in Wales.

156 Bridgend Big Youth Survey.

157 [Bridgend County Borough Council, Local Libraries.](#)

In terms of live theatre, Awen Cultural Trust, established in 2015, is a charitable organisation that aims to enhance cultural opportunities in Bridgend and the wider region. Arts venues in Bridgend include the Grand Pavilion Porthcawl, Maesteg Town Hall and Blaengarw Workmen's Hall. Residents of Bridgend noted that it was important that local arts events are affordable and accessible.

Community

More than eight in every ten residents of Bridgend have a feeling of belonging to the local area, but more than a quarter of residents worry that people from different backgrounds do not get on well together.

The desire to feel a part of a community was one of the ideas most often used by residents of Bridgend to explain cultural well-being.

In Bridgend, 84 per cent of residents feel that they have a feeling of belonging to the local area.¹⁵⁸ This is slightly above the average for Wales of 82 per cent.¹⁵⁹ However, a smaller proportion of Bridgend residents (74 per cent)¹⁶⁰ both agree that people in the local area from different background get on well together than in Wales as a whole (79 per cent),¹⁶¹ and agree that people in the local area treat each other with respect and consideration (71 per cent in Bridgend¹⁶² to 79 per cent for Wales).¹⁶³

Amongst young people, 67 per cent agree that people get on well together in their neighbourhood and only 18 per cent disagree.¹⁶⁴

The Bridgend Community Cohesion group works to improve this feeling of inclusivity. Encompassing Bridgend Council, South Wales Police and third-sector Community Groups, it aims to strengthen links and further develop inclusive communities.

In terms of community assets, there are 19 community centres across Bridgend,¹⁶⁵ three of which are managed by Awen Cultural Trust: Awel-y-Mor in Porthcawl, Bettws Life Centre in Bettws and the Coity Higher and Litchard Community Centre in Litchard.¹⁶⁶

Belief and Religion

Almost four in ten people in Bridgend have no religion. Of those that do, most are Christian.

Belief was amongst the terms used most often by residents of Bridgend to describe cultural well-being. The proportion of the population of Bridgend who identify as Christian decreased by over fifteen percentage points between 2001 and 2011, from 70.2 per cent to 55.1 per cent. In the same period, the number of people identifying as having no religion increased by

158 [National Survey for Wales 2014–15 Community Cohesion](#), Table 2: Feeling of belonging to local area, by local authority.

159 [National Survey for Wales 2014–15 Community Cohesion](#), Table 1: Feeling of belonging to local area.

160 [National Survey for Wales 2014–15 Community Cohesion](#), Table 7: People in the local area from different backgrounds get on well together, by local authority.

161 [National Survey for Wales 2014–15 Community Cohesion](#), Table 6: People in the local area from different backgrounds get on well together.

162 [National Survey for Wales 2014–15 Community Cohesion](#), Table 12: People in the local area treat each other with respect and consideration, by local authority.

163 [National Survey for Wales 2014–15 Community Cohesion](#), Table 11: People in the local area treat each other with respect and consideration.

164 Bridgend Big Youth Survey.

165 [Bridgend County Borough Council, Community Centres](#).

166 [Awen Wales, Community Centres](#).

fifteen percentage points, from 21.3 per cent to 36.7 per cent of the population. This change is similar to that observed across Wales.^{167 168}

People who practice a religion other than Christianity make up just 1.2 per cent of the population of Bridgend. This is a smaller proportion than for Wales as a whole (2.7 per cent). As in Wales, the second most practiced religion in Bridgend is Islam, though Muslims only account for 0.4 per cent of the population.¹⁶⁹

Sports and Outdoor Activity

Whilst four in every ten people aged 15 and above are ‘hooked on sport’ in Bridgend, another four in ten do not frequently undertake sporting activity.

In 2015, 41.7 per cent of people aged 15 and above in Bridgend were ‘hooked on sport’ and participated in sport three times a week or more on average.¹⁷⁰ This is slightly greater than the Welsh average of 40.5 per cent, and an increase of 4.8 percentage points from 2012.¹⁷¹

NATIONAL INDICATOR
Percentage of people participating in sporting activities three or more times a week
In 2015, 41.7 per cent of people (aged 15 and above) in Bridgend participated in sport three or more times a week. Across Wales, the average was 40.5 per cent.

However, 40.8 per cent of people aged 15 and above in Bridgend did not participate in a sporting activity frequently, more than two percentage points higher than the Wales average (38.4 per cent).

Amongst children in years 3 to 11 in Bridgend, 74.3 per cent participated in extracurricular sport in the past year, compared to 77.4 per cent in Wales.¹⁷² At the same time, 47.3 per cent are ‘hooked on sport’ and participate three times a week or more, slightly below the Welsh average (48 per cent). A greater proportion of male children are ‘hooked’ compared to female children in Bridgend - 51.2 per cent compared to 43.2 per cent.

For both male and female school pupils in Bridgend, the proportion who are ‘hooked’ is greater amongst those in years 3 to 6 compared to those in years 7 to 11 in Bridgend. Contrastingly however, in Wales as a whole, a slightly greater proportion of males in years 7 to 11 are ‘hooked’ compared to those in years 3 to 6. Amongst females, the decrease in those ‘hooked’ between year groups is much greater in Bridgend (a 10.2 percentage point decrease) than across Wales (a 2 percentage point decrease).¹⁷³

58.6 per cent of pupils in Bridgend are members of a sports club, a slightly greater proportion than across Wales (57.3 per cent).¹⁷⁴

In terms of sports and outdoor activities assets, Bridgend manages 104 outdoor sports facilities (soccer, rugby, cricket pitches and tennis courts etc.).¹⁷⁵

167 ONS Census 2011, QS208EW - Religion.

168 ONS Census 2001, KS007 - Religion.

169 ONS Census 2011, QS208EW - Religion.

170 Active Adults Survey 2014, Table 2: Hooked on sport - Average number of occasions of participation per week by area.

171 Active Adults Survey 2012, Table 2: Hooked on sport - Average number of occasions of participation per week by area.

172 Schools Sports Survey 2015, Table 8b: Participation and enjoyment in learning - by area.

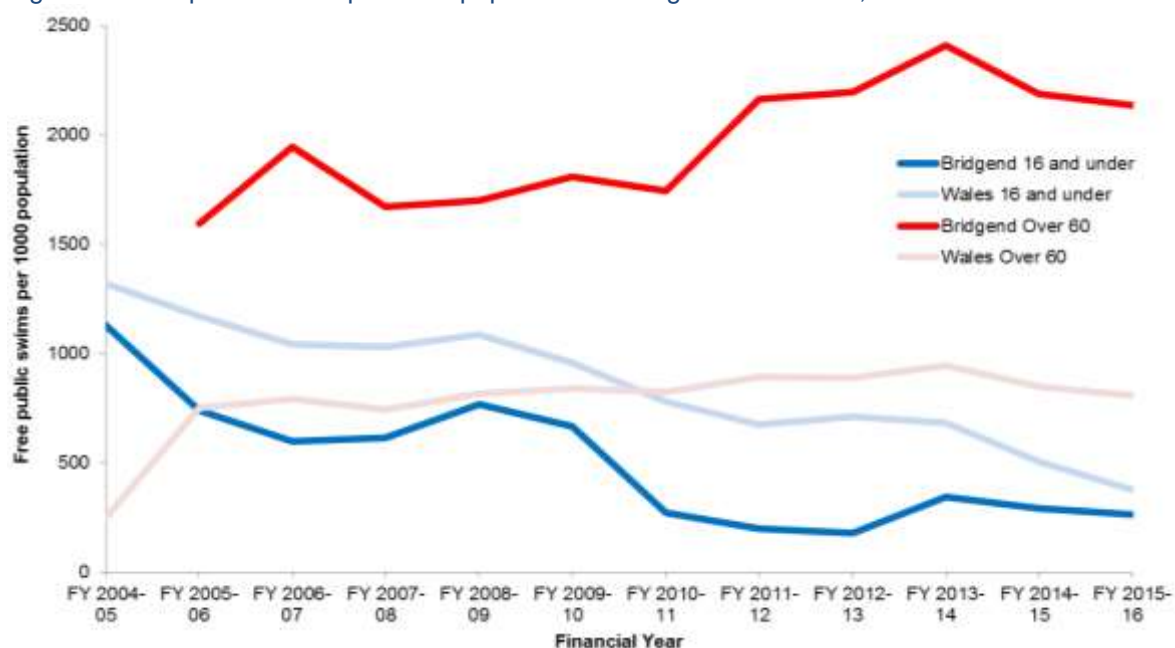
173 Schools Sports Survey 2015, Table 3: Hooked on sport - at least three occasions of activity per week - by area, year groups and gender.

174 Schools Sports Survey 2015, Table 16: Sports club membership.

Beyond sport, there is Love2Walk Bridgend, an annual walking festival that has run for the past seven years.¹⁷⁶ In Bridgend, there are over 750 individual public rights of way which have a combined length of 584 km, including 81 km of bridleways.¹⁷⁷

There are also six public swimming pools in Bridgend which offer free swimming to young people and those over 60. In Bridgend, as across the whole of Wales, the rate of free swims taken up by people under 16 has declined substantially in the past ten years. Contrastingly, the rate of free swims taken up by people over 60 in Bridgend has increased in the past ten years (though it has decreased since 2013-14), and the rate in Bridgend in 2015-16 was more than two times that of Wales (2132 free swims per 1000 population, compared to 806).¹⁷⁸

Figure 31 Free public swims per 1000 population in Bridgend and Wales, 2004-05 to 2015-16.



Source: Miller Research based on Free Swimming Wales data.

Volunteering

In 2015/16, Bridgend Association of Voluntary Organisations (BAVO) Volunteer centre staff:

- responded to 1,266 volunteer enquiries,
- held 494 interviews and matched and placed 266 volunteers,
- 242 of these interviewed were youth volunteers (aged 14-25) and 132 were placed into volunteering roles.

This represents an interview to placement rate of almost 1 in 2, in comparison to National Council Voluntary Organisations figures for Volunteer Centres in England that shows they have a 1 in 7 ratio.¹⁷⁹

Electoral Turnout

¹⁷⁵ [Bridgend County Borough Council, Parks.](#)

¹⁷⁶ [Love2Walk Bridgend.](#)

¹⁷⁷ [Bridgend County Borough Council, Rights of Way and Countryside Access.](#)

¹⁷⁸ Free Swimming Wales, Rate of free swims.

¹⁷⁹ [Bridgend Association of Voluntary Organisations.](#)

The proportion of people in Bridgend who cast a vote in elections varies according to the election in question. However, it usually reflects average turnout across Wales, and it has increased in recent years.

Perhaps surprisingly (given the period during which residents of Bridgend were engaged with) political engagement and voting in elections were rarely considered by the people of Bridgend to be part of their cultural well-being.

Table 20 Electoral Turnout in Bridgend, Ogmore and Wales, 2010 to 2016.

Year	Election	Bridgend Turnout (%)	Ogmore Turnout (%)	Wales Turnout (%)
2016	National Assembly for Wales Elections	45.02	43.39	46.05
2011	National Assembly for Wales Elections	41.20	37.40	42.40
2015	UK Parliament General Election	66.20	63.90	66.20
2010	UK Parliament General Election	65.68	62.76	65.45

Source: Miller Research, based on Electoral Commission data.

Bridgend Council electoral wards fall into two parliamentary constituencies: Bridgend CC and Ogmore CC. Ogmore CC have elected a Labour Member of Parliament at every election since its creation in 1918. Bridgend CC, formed in 1983, has elected a Labour MP since 1987.

Voter turnout in Bridgend CC has been similar to the turnout across Wales in the past four National Assembly and UK Parliament elections. In both elections, voter turnout was greater at the most recent election than the previous election. This is also the case for Ogmore CC, although turnout in this constituency was lower than across Wales each time.

In the 2016 Referendum on the UK's membership of the European Union, the local authority area of Bridgend voted to Leave by a margin of nine percentage points (Leave 54.6 per cent versus Remain 45.4 per cent), based on a turnout of 71.2 per cent. This turnout and result is close to that of Wales as a whole.¹⁸⁰

The Boundary Commission for Wales 2018 is currently undertaking a review of Parliamentary constituencies in Wales. Current proposals see the number of constituencies in Wales reduced from 40 to 29 - the most significant change in a century. Changes that affect the wards of Bridgend include:

- The creation of a new 'Bridgend and the Vale of Glamorgan West' constituency, formed of the existing Bridgend CC plus some electoral wards from the existing Vale of Glamorgan CC.
- The creation of a new 'Ogmore and Port Talbot' constituency, including the existing Ogmore CC (and thus the Bridgend electoral wards currently in Ogmore CC) plus some electoral wards from the existing Aberavon CC.¹⁸¹

¹⁸⁰ [Electoral Commission, Electoral Data.](#)

¹⁸¹ The 2018 Review of Parliamentary Constituencies in Wales, Initial Proposal Report (September 2016), Boundary Commission for Wales.

Future Trends in Cultural Well-being

Historic trend data suggests that the proportion of the population of Bridgend who will be able to speak Welsh will continue to decrease in future, despite many residents identifying the Welsh language as an important part of their cultural heritage and identity, and a greater proportion of Bridgend residents considering themselves Welsh compared to Wales as a whole.

However, the greatest proportion of Bridgend residents who can speak Welsh are young people, and therefore—should these people stay in Bridgend and opportunities exist for them to use their Welsh—there is the potential for a growth in Welsh language use in Bridgend.

Trend data suggests that there will be a continued decline in the proportion of the population who identify as having religious beliefs, particularly amongst Christians in Bridgend. This, along with other (wider) cultural changes, may lead to the fragmentation of traditional communities and potentially fewer people feeling that they 'belong' to their local area.

The proposed constituency boundary changes, should they be implemented, may impact upon political engagement in the area by disrupting the existing relationship of Bridgend residents to their constituency. This threatens to disrupt the increasing turnout seen in Bridgend, Ogmore and Wales over the six years.

Emerging Themes in Cultural Well-being

Strengths

- Strong awareness of cultural heritage and national identity
- High percentage of residents feels they belong to their local area
- Strong commitment to volunteering
- Availability of local cultural activity

Challenges

- Increasingly small proportion in Bridgend can speak Welsh
- Preserving cultural and historic assets to instil a sense of civic pride
- Maintaining affordability of local cultural activity

Chapter 3: Progress towards WFGA Well-being Goals

Shown below are some qualitative and quantitative examples of the progress made by Bridgend towards the seven well-being goals that are set out in the Well-being of Future Generations (Wales) Act.

Goal	Progress made by Bridgend towards Goal
A globally responsible Wales	<p>Residents are concerned about litter and environmental degradation, especially in relation to the coastline.</p> <p>In 2014, residents of Bridgend emitted substantially fewer tonnes of CO₂ per person than the Wales average, and this amount has decreased steadily since 2005. In 2011, the ecological footprint of Bridgend residents was slightly lower than the Wales average.</p>
A prosperous Wales	<p>Job and financial security are issues for some residents. In-work poverty is a challenge to prosperity and economic well-being in some cases, with those at the margins taking on portfolio jobs or travelling significant distances to find employment.</p> <p>Each year between 2010 and 2015, a higher proportion of residents were economically active in Bridgend compared to the Wales average.</p> <p>Gross Disposable Household Income per head and Gross Value Added per head are lower in Bridgend than the Wales average, though the median weekly wage is higher.</p>
A resilient Wales	<p>Residents placed a high value on the natural environment and especially the coast, green spaces and hills. Residents would like to see a better connected network of cycleways in the area.</p> <p>A slightly smaller proportion of waste was sent for re-use, recycling and composting in Bridgend compared to the Wales average in 2015/16.</p> <p>Maesteg in Bridgend is one of the top ten communities in the Western Wales Flood River Basin District at risk of flooding from main rivers.</p> <p>There was 95 MW of installed renewable energy capacity in Bridgend in 2015. This is four per cent of the installed capacity in Wales.</p>
A healthier Wales	<p>Many people based their social lives with friends and family around keeping fit and active through sport or outdoor activity and recognised its value. More emphasis could be placed on growing food and healthy eating in the area.</p> <p>The life expectancy of men and women born in Bridgend today is slightly shorter than the Wales average.</p> <p>Live single babies are less likely to be underweight in Bridgend than the Wales average.</p> <p>The proportion of children aged 4-5 classified as overweight or obese is decreasing in Bridgend, but it remained similar to the Wales average in 2014-15.</p>

	<p>More than half the adults in Bridgend are overweight or obese, slightly above the Wales average.</p> <p>A smaller proportion of the population of Bridgend report to being a smoker than across Wales.</p> <p>The rate of deaths by suicide in Bridgend was greater in Bridgend than Wales each year from 2009-11 to 2013-15.</p>
A more equal Wales	<p>There are some sharp social and economic divides apparent within Bridgend, especially perhaps between the valleys communities and those nearer to the M4 Corridor.</p> <p>Those living in more deprived communities are less likely to live as long as those who live in less deprived communities in Bridgend and the gap in life expectancy has increased in recent years.</p> <p>The pay gap between men and women was smaller in Bridgend than the Wales average.</p>
A Wales of cohesive communities	<p>There are examples of strong, cohesive communities, where strong social and cultural networks enable many challenges to be overcome through mutual support. These are not universal, however and lessons could be learnt elsewhere. The more cohesive communities tend to exist at either end of the social scale; in more prosperous villages where some residents have the time and resources to arrange activities and events and also in more traditional valleys communities where there is a long tradition of collaboration.</p> <p>A greater proportion of Bridgend residents feel a sense of belonging to their local area compared to the Wales average. However, a smaller proportion than the Wales average both agree that people in the local area from different backgrounds get on well together and that people in the local area treat each other with respect and consideration.</p>
A Wales of vibrant culture and thriving Welsh language	<p>The Welsh language enjoys mixed support, but many residents feel that it is under threat from lack of critical mass. There was some resistance from residents who feel that the language is imposed on them in everyday life.</p> <p>A far smaller proportion of the population of Bridgend could speak Welsh in 2011 than on average in Wales. At the same time, however, a greater proportion of the population of Bridgend consider themselves to be Welsh.</p> <p>Aside from the Welsh language, the proportion of Bridgend residents who attend arts events is similar to the Wales average, and a high proportion of Bridgend residents feel a sense of community.</p>

Appendix 1: Abbreviations

Abbreviation	Meaning
AMBUHB	Abertawe Bro Morgannwg University Health Board
ASD	Autism Spectrum Disorder
BAVO	Bridgend Association of Voluntary Organisations
Bridgend	Bridgend County Borough / Council
CAMHS	Child and Adolescent Mental Health Services
FL	First Language
GCSE	General Certificate of Secondary Education
GDHI	Gross Disposable Household Income
GP	General Practitioner
GVA	Gross Value Added
JSA	Job Seekers' Allowance
LAC	Looked after children
LGDUW	Local Government Data Unit - Wales
LSOA	Lower Super Output Area
MSOA	Medium Super Output Area
NEET	Not in Education, Employment or Training
NHS	National Health Service
NQF	National Qualifications Framework
NRW	Natural Resources Wales
ONS	Office for National Statistics
PIP	Personal Independence Payment
PSB	Public Services Board
RPB	Regional Partnership Board
SSWBA	Social Services and Well-being (Wales) Act
UK	United Kingdom
V2C	Valleys to Coast
WBP	Western Bay Partnership
WFGA	Well-being of Future Generations (Wales) Act 2015
WG	Welsh Government
WIMD	Welsh Index of Multiple Deprivation
WLGA	Welsh Local Government Association

Appendix 2: Methodology

This assessment of local well-being draws upon a range of both quantitative and qualitative sources of data, as stipulated by the statutory guidance.

Sources of Quantitative Data:

Common Data Set

A common data set was produced by the Local Government Data Unit - Wales to assist PSBs with the production of their assessment of local well-being. The data set groups the indicators into themes—Social, Economic, Cultural and Environmental—as does this assessment. Intended as a starting point for the assessments,

Other Sources (non-exhaustive)

A variety of other sources of quantitative data have been assessed and used in the production of this assessment. They include data from:

- Office for National Statistics (Census data)
- Public Health Wales
- Natural Resources Wales
- Welsh Health Survey
- NHS Wales Informatics Service
- National Survey for Wales
- Department of Work and Pensions
- Careers Wales

The secondary review of literature and evidence included:

- Credible qualitative research and analysis relevant to the Well-being of citizens in the area; for example, evaluations, ethnographic studies and case studies;
- Qualitative evidence gathered from service user engagement, service evaluation or research into local issues, of relevance to local Well-being;
- Qualitative evidence obtained from citizen and service user surveys of relevance to local well-being.¹⁸²

Potential sources of evidence were identified through consultation with policy leads identified by PSB members and the Western Bay Engagement Officers Group; as well as other documented evidence collected from a variety of sources and formats.

Sources of Qualitative Data:

Community Engagement

The approach to the assessment in the Bridgend County Borough Council area comprised of the following elements:

- An online survey which received 95 responses from people who live in Bridgend;

¹⁸² This list is paraphrased from page 18 of Shared Purpose: Shared Future - Public services boards: Guidance on the use of evidence and analysis, available from: <http://gov.wales/docs/dpsp/publications/160225-spsf-5-non-stat-guidance-part-4-wfh-act-en.pdf>

- Six workshops with 26 attendees;
- Stakeholder consultation;
- Secondary review of literature and evidence; and
- Four focus groups with groups with a specific interest, a secondary school, a school group with additional learning needs, hearing impaired and elderly.

Each of these research approaches is outlined in more detail below.

Online Survey

The online survey received 95 responses from people who live in the County Borough. The community areas (Bridgend North, Bridgend East and Bridgend West) and distribution of survey responses by community area are shown in the map below.

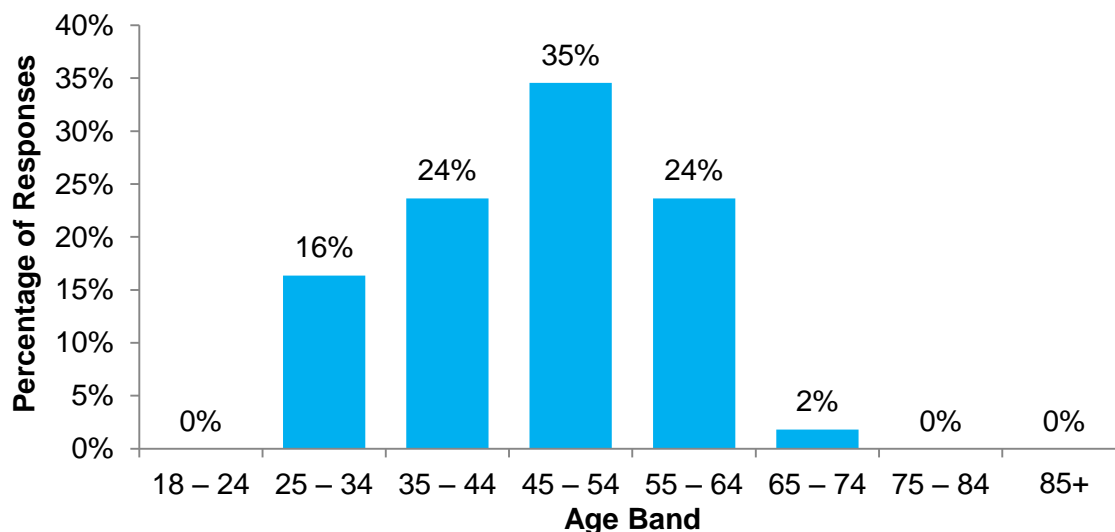


The map shows that the highest number of respondents lived in the Bridgend East area (40 responses), closely followed by Bridgend North (32 responses). Bridgend West had fewest responses (22 responses).

Of the survey respondents who provide information of their gender in the survey, 69 per cent were female and almost one third male (31 per cent).

Figure 33 illustrates the distribution of age bands from the survey responses with more than a third (35 per cent) coming from 45-54 age band and almost a quarter (24 per cent) from the 35-44 and 55-64 age bands respectively. However, no responses were identified from 18-24 year olds or those aged 75 or above.

Figure 32 Percentage of Survey Responses by Age Band.



Source: Analysis of survey responses by Miller Research (UK) Ltd.

Workshops

Six half-day drop-in workshops were run across the three community areas of Bridgend, attracting a total of 26 attendees. The workshops were run in accordance with National Principles of Public Engagement in Wales.¹⁸³ The aim of this consultation was to engage with a wide range of participants to gain their perspective on well-being in their community area.¹⁸⁴

Table 21 Bridgend Workshop Groups and Attendees.

Community Area	Community Location	Number of Attendees
Bridgend North	St Michaels Crypt	3
	Ogmore Valley Life Centre	1
	Blaengarw Workman's Hall	0
Bridgend East	Pencoed Welfare Hall	2
	Bridgend Life Centre	13
Bridgend West	Porthcawl Pavilion	7

Source: Miller Research (UK) Ltd.

The workshops, which were structured around the themes of the WFGA, lasted approximately an hour each and workshop attendees were asked to self-complete a short demographic questionnaire as part of the consultation. All workshop attendees also received a £10 incentive to cover any travel costs associated with attending the workshop, in order to ensure equality of access to all citizens.

¹⁸³ National Principles of Public Engagement in Wales

[http://www.participationcymru.org.uk/media/288784/national_principles_for_public_engagement_aug1_.pdf]

¹⁸⁴ Scope of participants included: General public; Older people; People in need of care and support; Carers (i.e.: those who provide care and support to family and friends); Citizens with health problems, physical/learning disabilities or autism and mental health conditions; Citizens with sensory impairment (with carers/translators); People with protected characteristics under the Equality Act 2010; Other group(s) including: Young farmers (representing the rural community); Housing association tenants.

Focus Groups

Focus groups were held in two schools (one additional learning needs school and one secondary school) in Bridgend; the aim was to gather views of young people from the ages of 10-12 (primary school) to 16 (secondary school), including those with special educational needs and those who are looked after children (LAC).

Each focus group comprised eight to ten individual students and lasted approximately 30 - 45 minutes. All fieldwork was carried out with close attention to the National Standards for Children and Young People's Participation guidelines,¹⁸⁵ ensuring full safe-guarding procedures were followed.

Two focus groups were also held with special interest groups in Bridgend, which included the hearing impaired and the elderly. A similar format was followed for these groups, but with an amended discussion guide to align with their specific requirements.

Bridgend Big Youth Survey

The Bridgend 'Big Youth Survey' is survey of children and young people within BCBC, carried out to establish their perception of crime, community safety, substance misuse, youth, sport and other facilities within their communities. Children and young people in all the secondary schools in the county were given the opportunity to complete the survey and extra support was offered to those with additional learning needs. Almost 3000 completed the questionnaire (a 30 per cent response rate).

2,800 surveys completed

2,554 surveys completed with postcodes supplied

2,364 surveys completed where the owner could be identified as resident within BCBC

111 surveys completed where the owner could be identified as resident outside BCBC

79 surveys completed where the owner provided a postcode that could not be traced

In total there were 1,167 verifiable postcodes supplied. These postcodes were grouped into their respective ward areas. The table below shows the ward areas and the number of surveys completed for each:

Ward Area	No. Surveys	Ward Area	No. Surveys	Ward Area	No. Surveys
Aberkenfig	16	Coychurch Lower	11	Nottage	123
Bettws	51	Felindre	44	Ogmore Vale	49
Blackmill	19	Hendre	52	Oldcastle	55
Blaengarw	40	Litchard	25	Pendre	19
Brackla	144	Llangeinor	23	Penprysg	46
Bryncethin	22	Llangewydd/Brynhafryd	64	Pen-y-fai	32
Bryncoch	42	Llangynwyd	71	Pontycymmer	40
Bryntirion/Laleston/Merthyr Mawr	221	Maesteg East	47	Porthcawl East Central	83
Caerau	75	Maesteg West	67	Porthcawl West Central	117
Cefn Cribwr	13	Morfa	45	Pyle	153
Cefn Glas	36	Nant-y-moel	39	Rest Bay	67
Coity	18	Newcastle	94	Sarn	38
Cornelly	136	Newton	88	Ynysawdre	39

¹⁸⁵ http://www.cypp.powys.gov.uk/uploads/media/Participation_Unit_presentation_bi.pdf

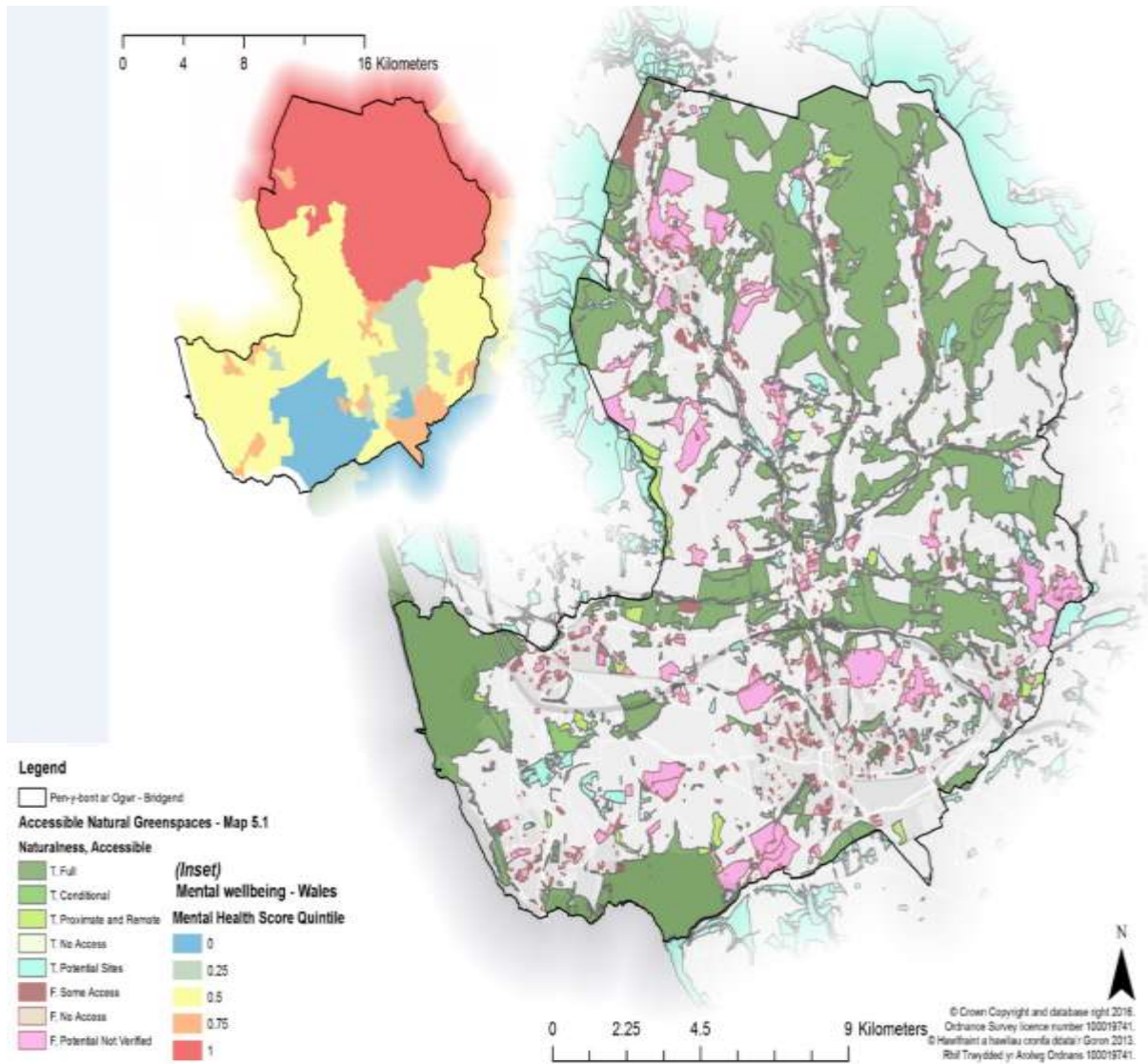
Methodological Challenges

A number of methodological challenges were encountered during the course of this Assessment. These included:

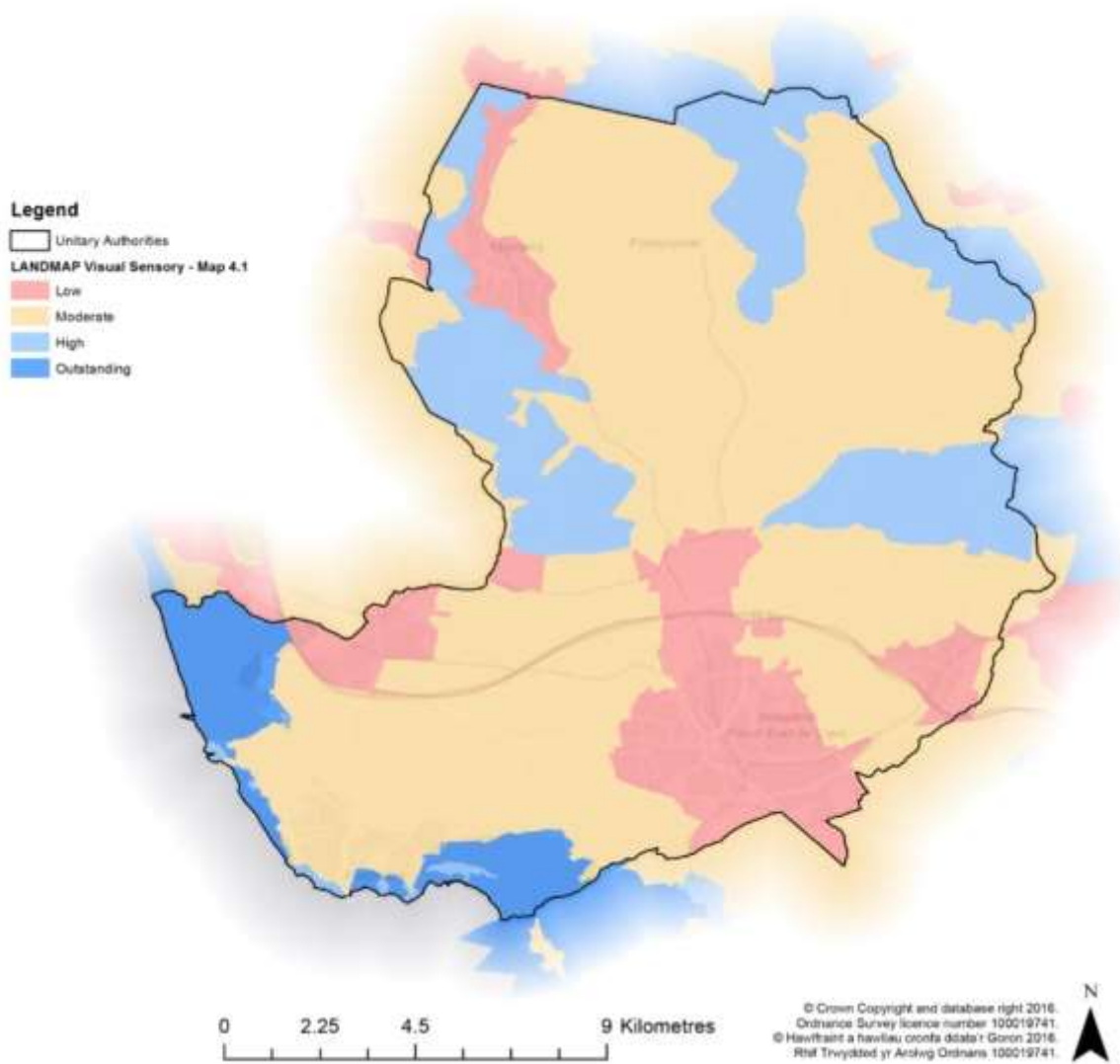
- The multiplicity of quantitative data sources - although this ameliorated by the production of the Common Data Set by the Local Government Data Unit - Wales.
- The scarcity of quantitative community area-level data.
- The shortage of data concerning future trends - this will be addressed by the Future Trends Report, to be published by Welsh Government in line with the Well-being of Future Generations Act.

Appendix 3: Natural Resources Wales Environmental Maps

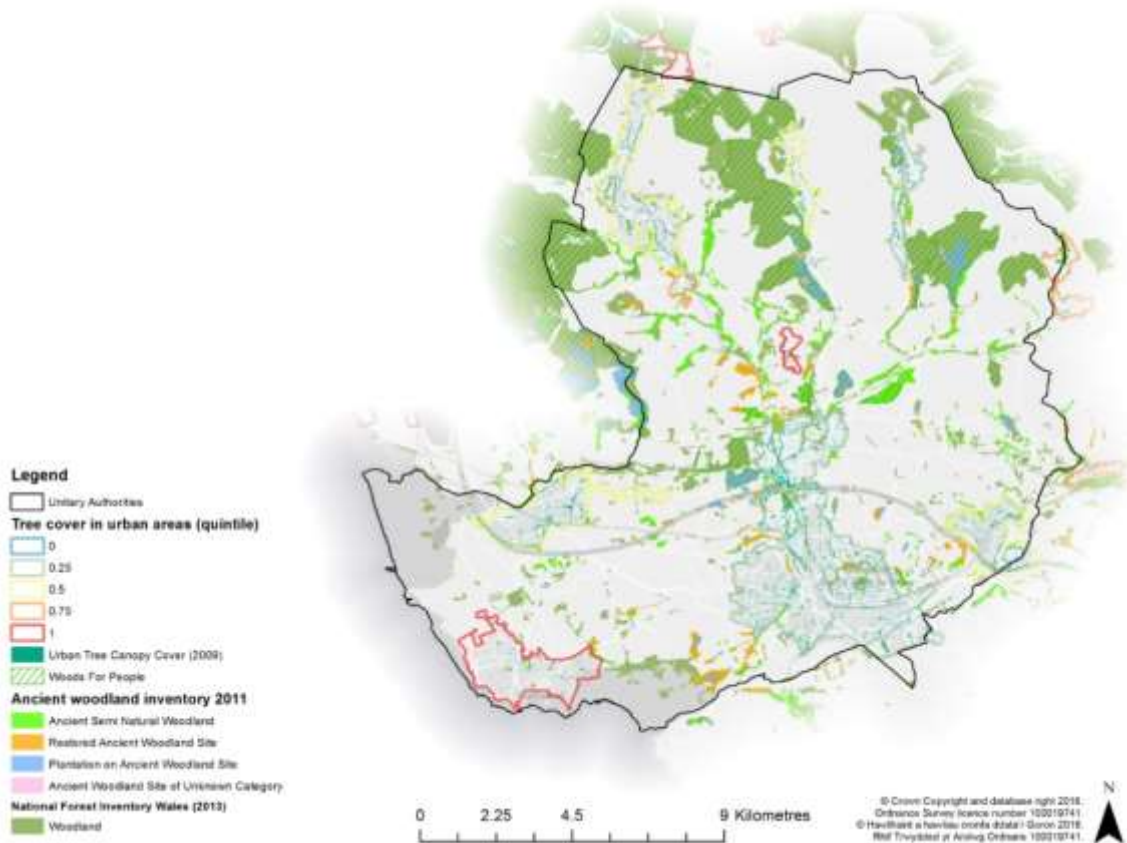
Map 1 Accessible Natural Green Spaces in Bridgend County Borough



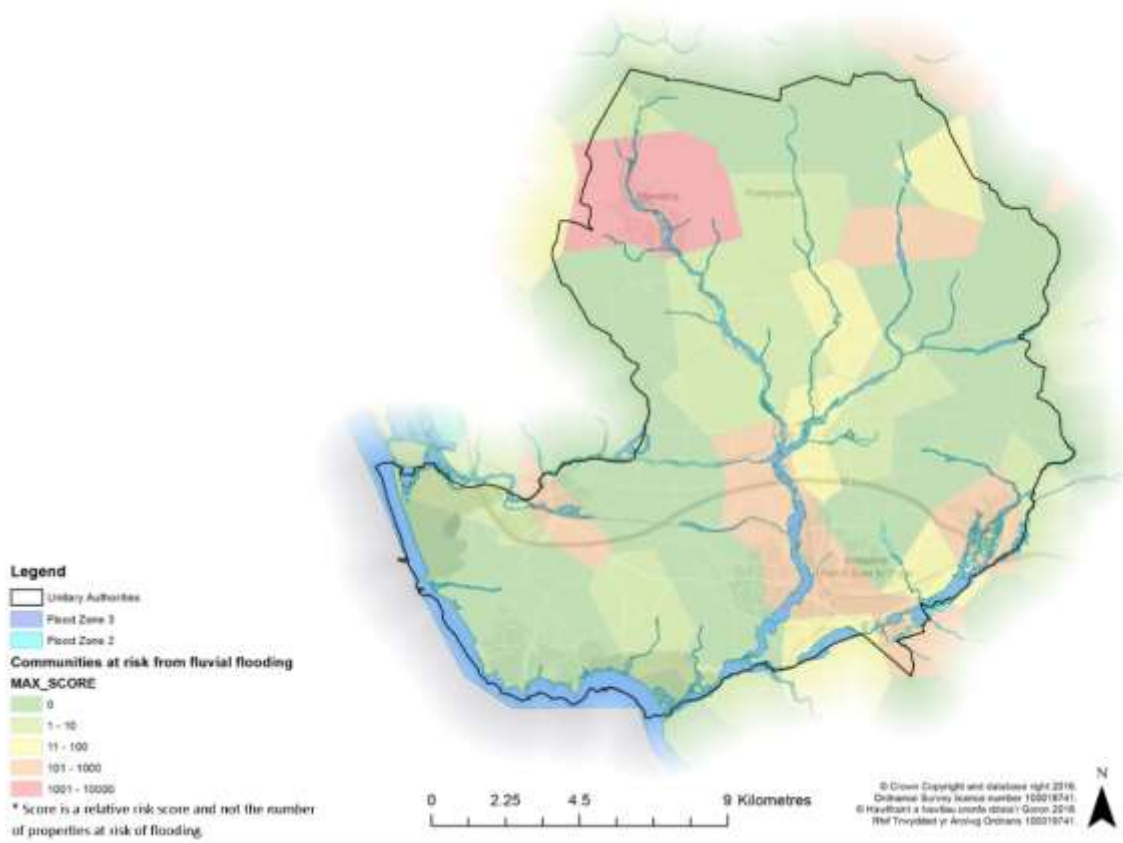
Map 2 Visual Sensory Land Map of Bridgend County Borough



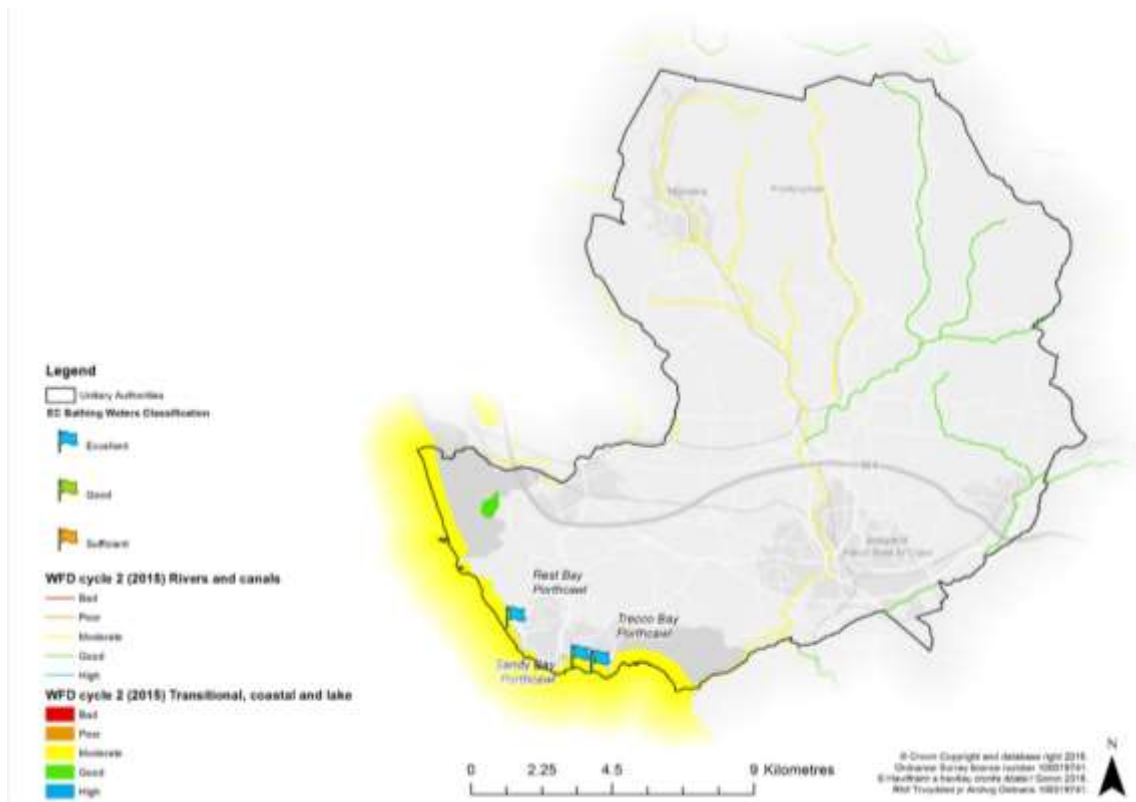
Map 3 Woodland Coverage Map of Bridgend County Borough



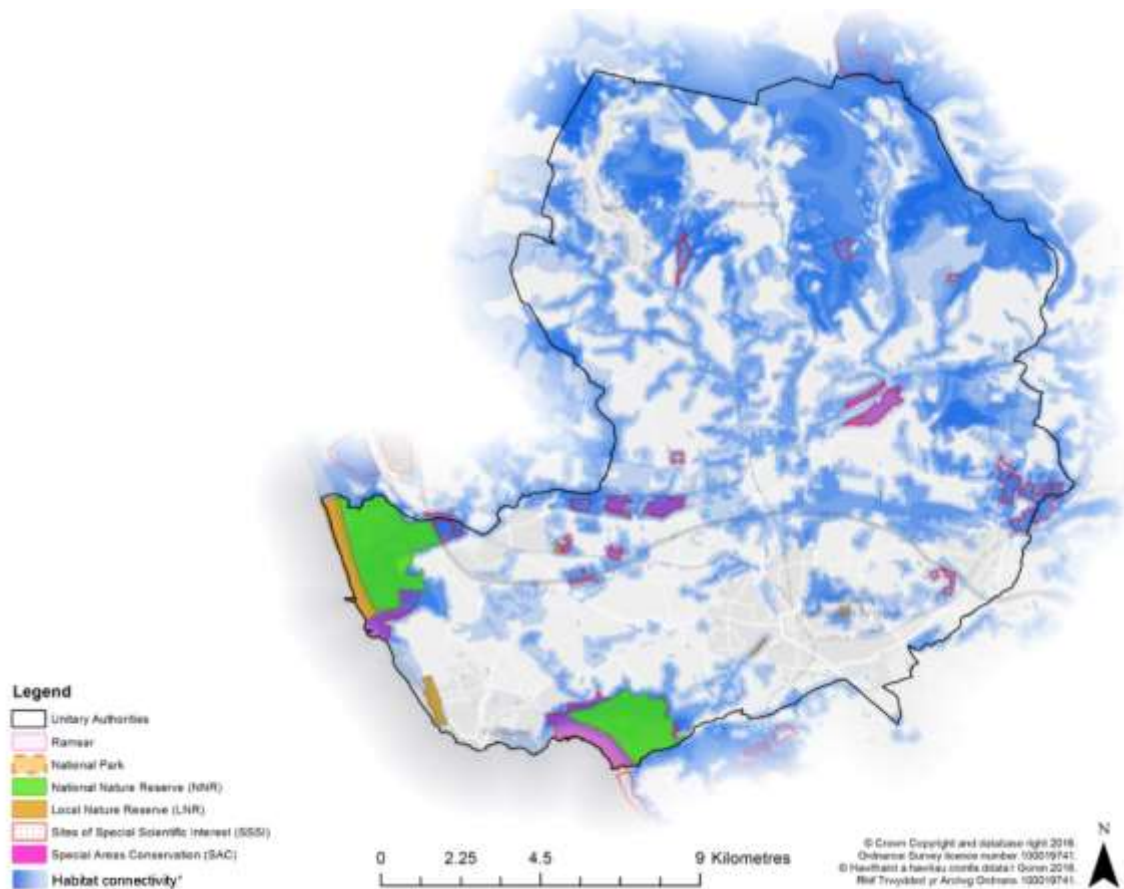
Map 4 Flood Risk Map of Bridgend County Borough



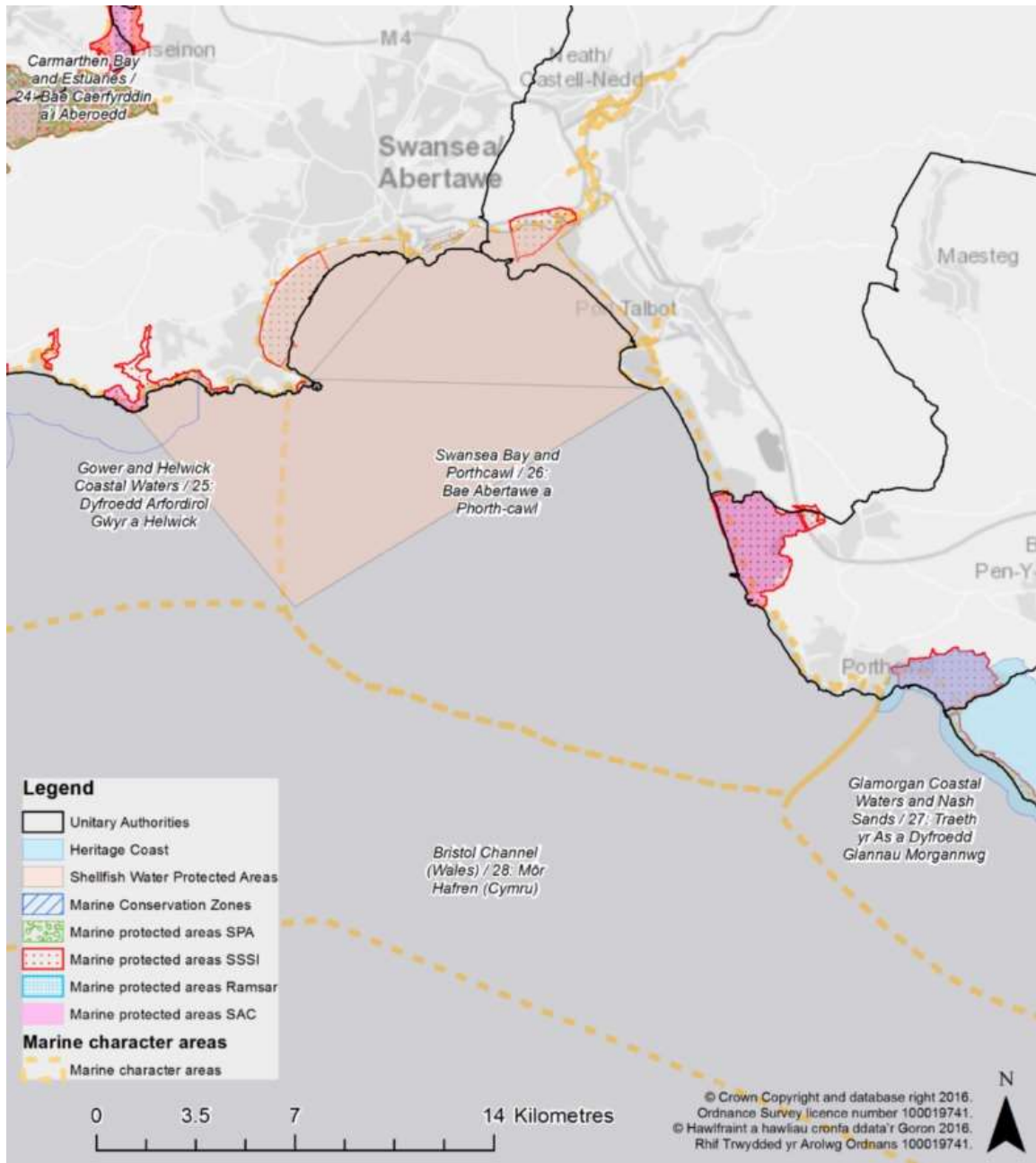
Map 5 Water Quality in Bridgend County Borough



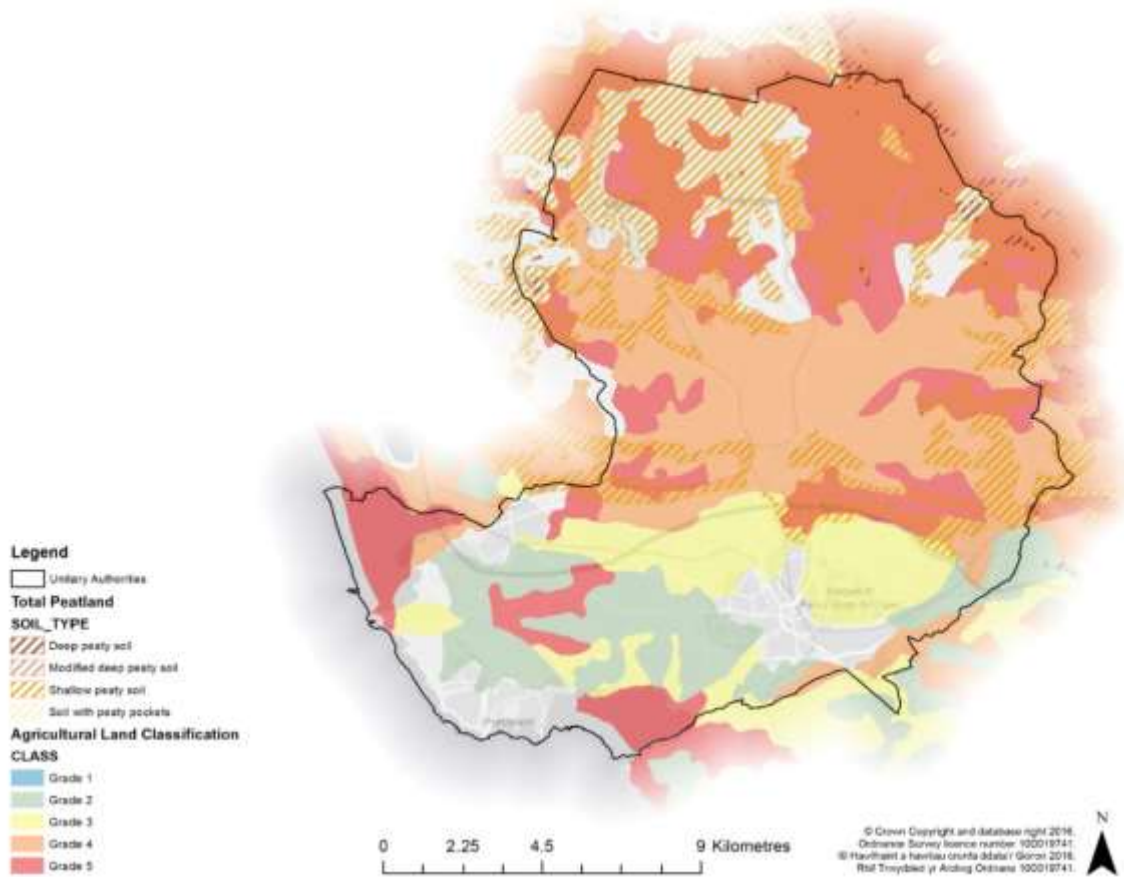
Map 6 Areas of designated or special wildlife sites in Bridgend County Borough



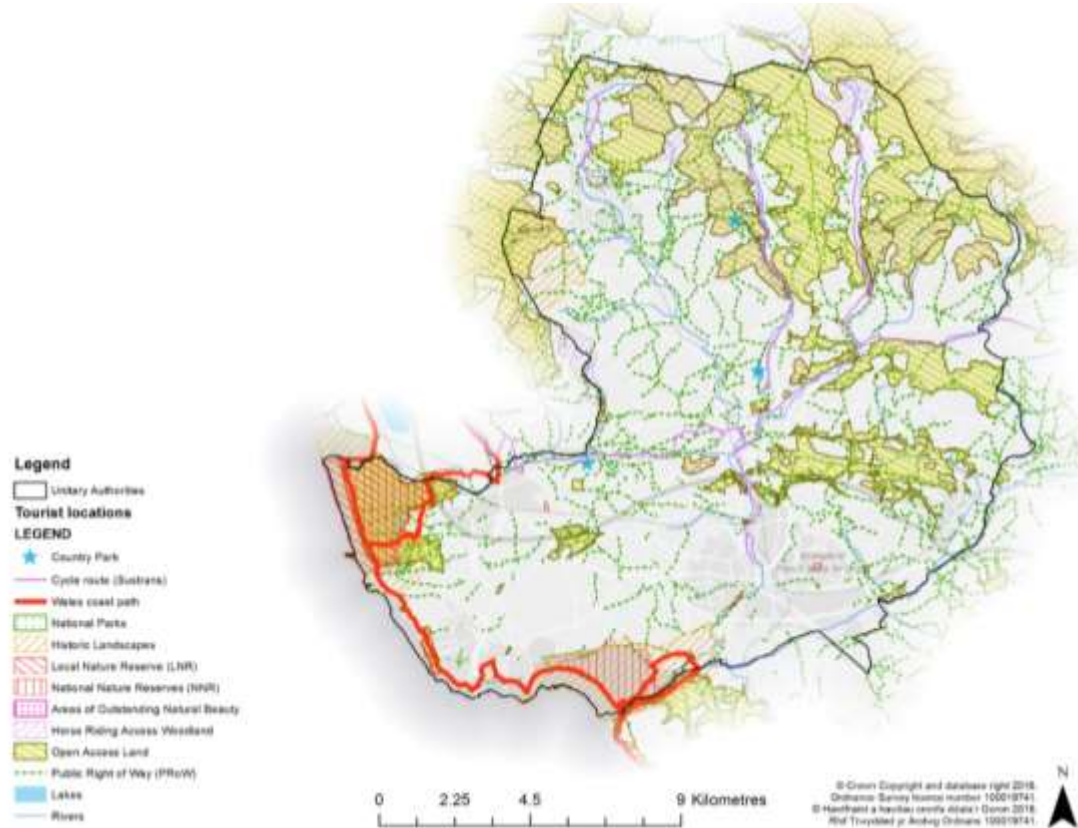
Map 7 Designated areas around the coast of Bridgend County Borough



Map 8 Soil type and agricultural land classification map of Bridgend County Borough



Map 9 Recreation and Tourist Locations in Bridgend County Borough



Appendix 4: Response to Consultation Feedback

You told us ...	Action	Timescale
Improve analysis of community areas	<p>Before publication provide more information and data at a community level to draw out the diversity of the area and enhance the ability to assess the differences or similarities within Bridgend</p> <p>Undertake more research at a community level to further improve well-being plan</p>	<p>May 2017</p> <p>Ongoing</p>
Improve community engagement	<p>Provide improved evidence of community engagement activities including the Big Youth Voice Survey</p> <p>Consult with local groups</p> <p>Develop more community engagement activities, including those across Western Bay to involve local residents in setting well-being objectives</p>	<p>May 2017</p> <p>May 2017</p> <p>Within 6 months</p>
Enhance Cultural well-being section	Provide more detail on Bridgend's art, music and cultural assets and their role in well-being in Bridgend	<p>May 2017 (partially completed)</p> <p>Completed within 6 months</p>
Amend strengths and challenges of the Environment Section	<p>Include:</p> <ul style="list-style-type: none"> • Improve the resilience of our ecosystems • Encourage communities and value the natural environment • Improve air quality • Move town centre improvement to 	May 2017

You told us ...	Action	Timescale
	place within the region including the potential influence of the Swansea Bay and Cardiff City Region	information on the City Deals is available
Include more on the impact of Future Trends	Include more information on the effect of forthcoming local projects The Future Trends report due to be published by Welsh Government will help with this	May 2017 Within 12 months
Provide clarity on the next steps	A clear description of how the assessment and the data will be used to inform the planning process is now included as part of the introduction to the assessment	May 2017
Is the data accurate?	Better understand why perceptions of residents do not match the data findings	On going
Too much technical language in the assessment	Limit technical language in the Wellbeing Plan	May 2018
Welsh Language	Investigate why number of Welsh speakers is decreasing	On going
Food banks	Include data on the use of foodbanks split into community areas	Within 12 months
Brexit	Further investigation of the potential impact of Brexit to include employment, and environmental wellbeing	Ongoing
Volunteering	Include Future Trends around volunteering	Within 6 months