

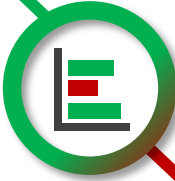
# #BetterBridgend

Bridgend County Borough's Public Services Board has been working to improve wellbeing across the county borough. We're working together to create a place we all want to live in now, and in the future. We've outlined the following strengths and challenges, do you agree?

## Strengths

- Employment & economic activity.
- Decreasing number of NEETS\*.  
\*Young people not in education, employment or training
- Rising children's educational achievements.
- Good opportunities for business start-ups.

## ECONOMIC

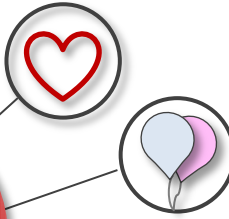
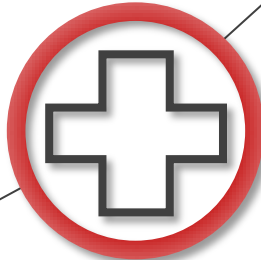


## Challenges

- Improving qualifications of working age residents.
- Decrease number of workless households.
- Divide in economic well-being.
- Economic opportunities for young people.

## SOCIAL

- Strong sense of community, family and friends' network.
- Decreasing burglary, vehicle theft and anti-social behaviour.
- Delayed transfer of care decreasing.
- Childhood obesity decreasing.



- High conception rate amongst under 18s.
- Cancer rates are higher than Welsh average.
- The impact an ageing population has on demand for services.

Public transport.

Perception of crime.

Healthy life expectancy.

## CULTURAL

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



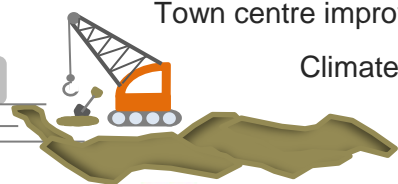
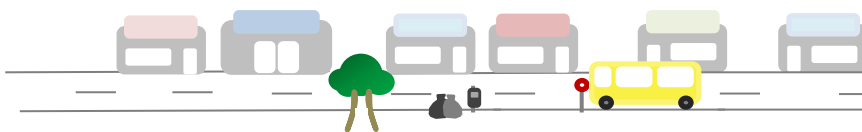
- Preserving cultural and historic assets to instil pride.
- Keeping local cultural activity affordable.
- Few residents can speak Welsh.
- Digital inclusion.

## ENVIRONMENTAL

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



- Linking up public transport systems and green infrastructure.
- Improving recycling, borough waste and litter.
- Communities at risk of flooding.
- Town centre improvements.
- Climate change.



We want to hear from you to help shape how we support wellbeing now, and for future generations.

Visit: [www.bridgend.gov.uk/BetterBridgend](http://www.bridgend.gov.uk/BetterBridgend)



bridgend county  
sir pen-y-bont