Vale of Glamorgan
Local Service Board
Unified Needs Assessment

Priority Outcome Seven – Regeneration

December 2013

Produced by the
Business Intelligence Group

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Priority Outcome Seven

The underlying causes of deprivation are tackled and the regeneration of the Vale continues, opportunities for individuals and businesses are developed and the quality of the built and natural environment is protected and enhanced.

Approach

In order to explore the extent to which the Vale supports local businesses to provide a diverse range of sustainable employment opportunities enabling the local economy and individuals to prosper, we need to identify suitable indicators upon which to make a judgement. Since no single indicator exists to measure this outcome we have identified a number of proxy indicators which might serve to assess the position in the Vale.

Indicators

Disposable income;

Economic activity rates;

Business success rates;

Employment;

Work based learning;

Benefit claimant rates;

Impacts of welfare reform; and

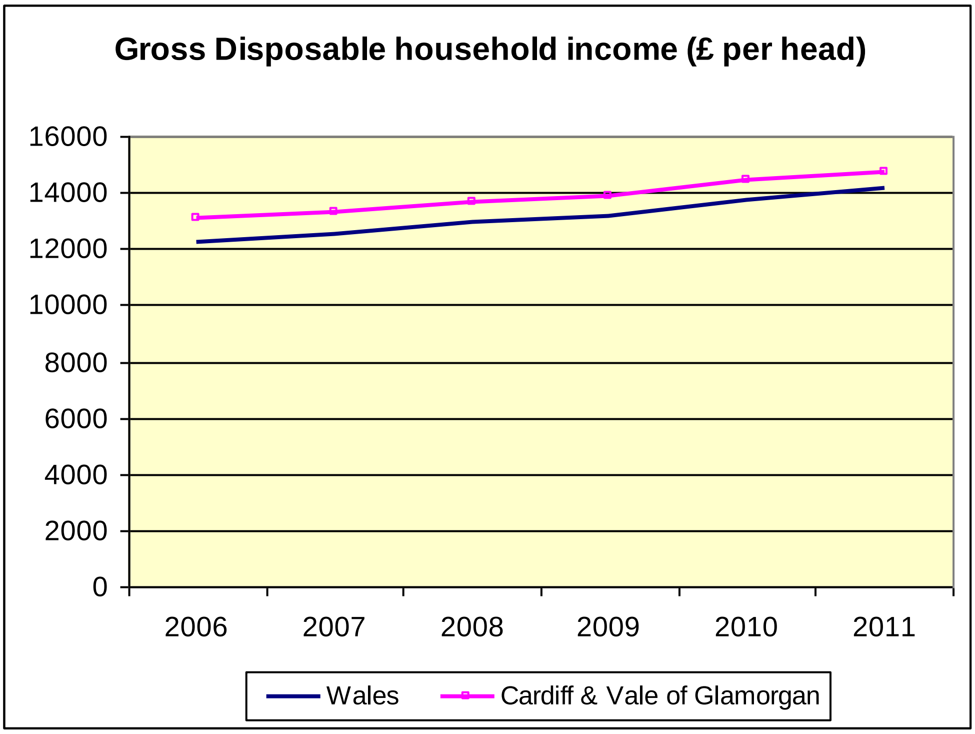
Housing.

Disposable income

Wales has the lowest level of disposable income in the UK, however Cardiff and the Vale of Glamorgan's[1] average gross disposable household income per head is above the Welsh average. This suggests that the Vale of Glamorgan is relatively prosperous.

[1] Data only available at Cardiff and Vale of Glamorgan level

Figure 1: Gross disposable household income, 2006-11

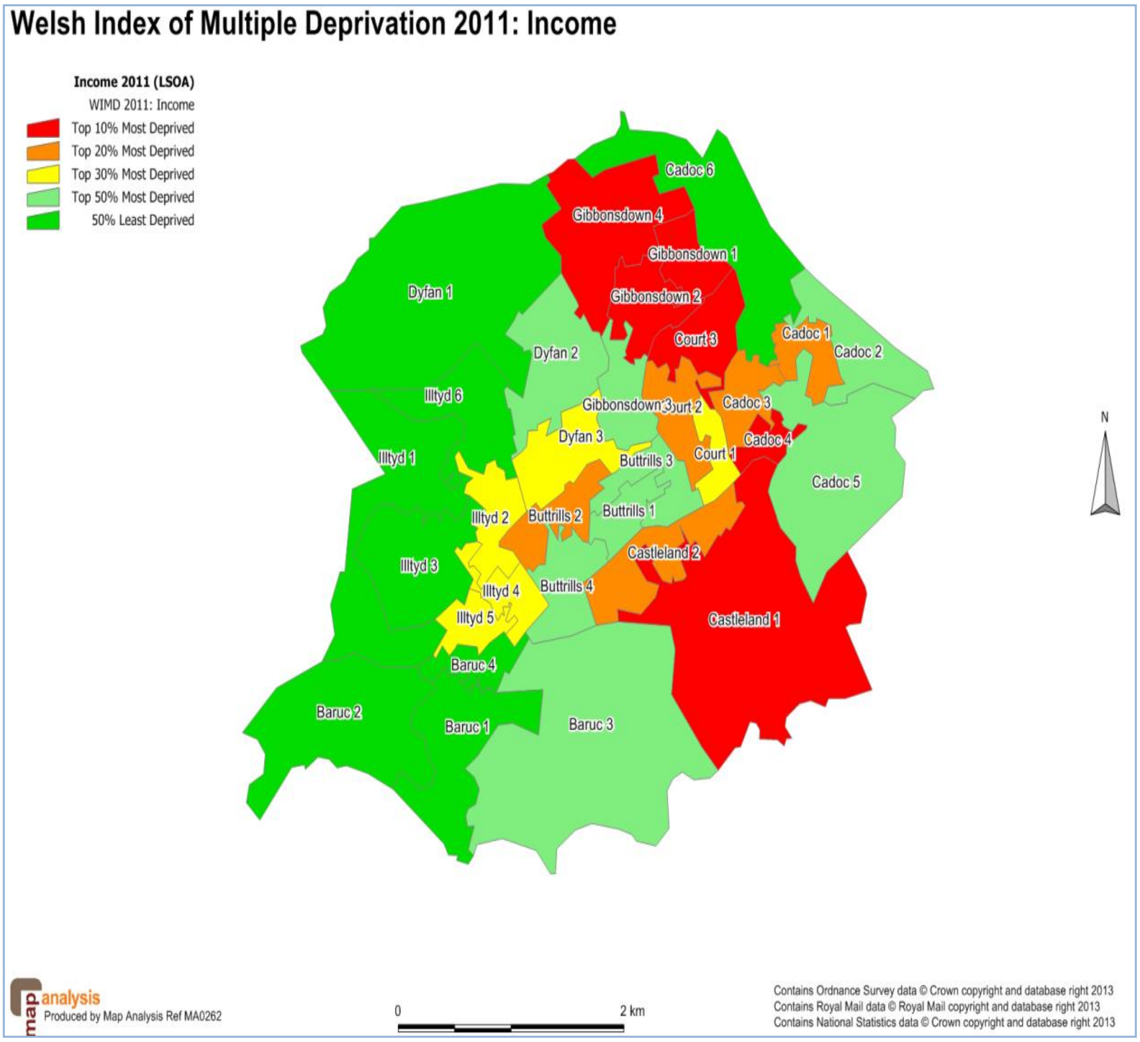


Source: Stats Wales

In respect of patterns of deprivation across Wales, the Vale compares favorably, with 80.8% of Vale Lower Super Output Areas (LSOAs) outside the bottom 20% most deprived in Wales. Monmouthshire has 98.3% of its LSOAs outside the most deprived 20% LSOAs and Merthyr has just 30.6% of LSOAs outside the bottom 20%.

However, it is important to remember that there are pockets of deprivation within the Vale of Glamorgan and particularly Barry. There is a clear picture of inequality throughout the Vale of Glamorgan and the following graphic highlights that six of Barry's LSOAs lie within the top 10% most deprived in Wales, these are located to the east of Barry. The Vale has 10 LSOAs in the bottom 20% of the most deprived LSOAs in Wales according to the Welsh Index of Multiple Deprivation (WIMD).

Figure 2: Welsh Index of Multiple Deprivation Income, by Ward, 2011.

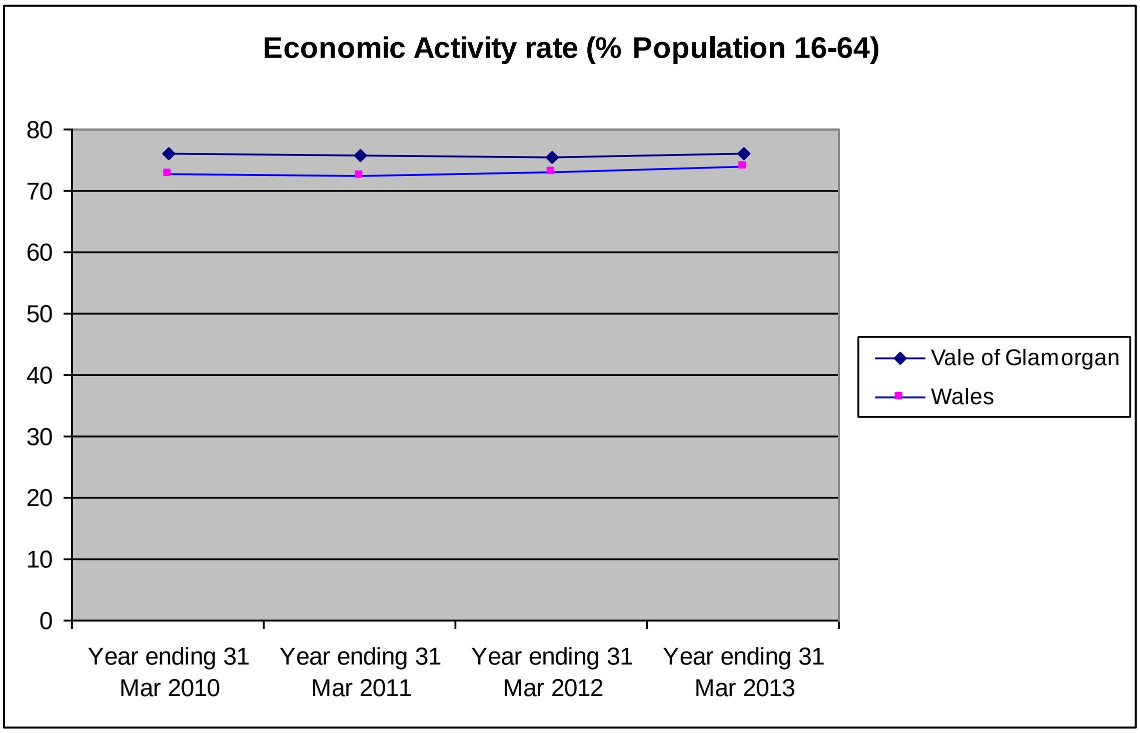


Economic activity rate

The Annual Population Survey definition of economic activity is the percentage of working age people (16-64) who are employed or looking for work. In the Vale of Glamorgan, in 2011 62.9% of the population (79,700 people) were of working age compared to the Welsh average of 63.4%.

With regards to economic activity rate the Vale of Glamorgan sits above the Welsh average. Economic activity rate increased for Wales as a whole from 72.5 in March 2011 to 73.8 in March 2013. Economic activity in the Vale of Glamorgan decreased marginally from 75.8 in March 2011 to 75.5 in March 2012, and then increased to 76.1 in March 2013. This means that a high proportion of the Vale of Glamorgan citizens are working or are available for work or training.

Figure 3: Economic activity rate (% population 16-64)



Source: Stats Wales

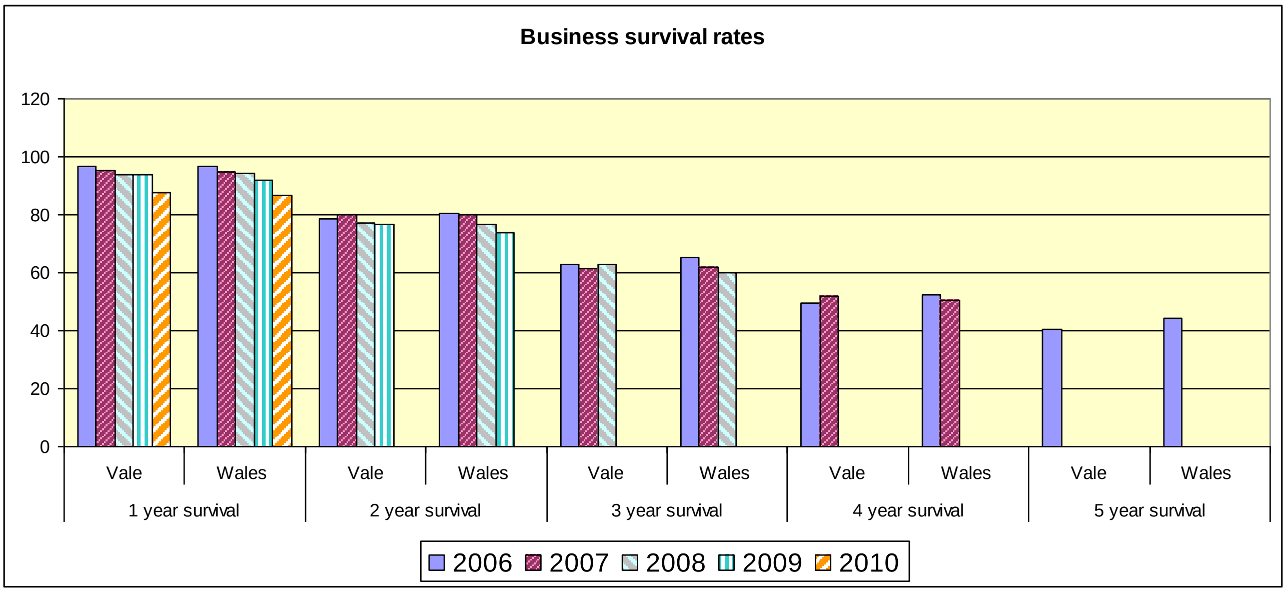
Business success rates

Employment may be regarded as a route out of deprivation and the establishment of new businesses, as well as the success of those that already exist, can help to ensure employment opportunities remain sustainable. Businesses that are looking to start up might look at business survival rates for the areas they are considering and if an area has a good survival rate, it could make it a more attractive prospect for new businesses.

Business survival rates are defined as new business start-ups which have been active in terms of employment or turnover within the first year. Business survival rates tell us how long a business has continued to exist since its birth and includes all new businesses registered for VAT or PAYE tax scheme in a given year.

Business survival rates have been steadily falling in the Vale of Glamorgan and Wales as a whole. Survival rates of businesses in their first year in the Vale of Glamorgan declined from 2006 to 2008, remained stable from 2008 to 2009 and then began to deteriorate again in 2009 to 2010.

Figure 4: Business survival rates, 2006-10

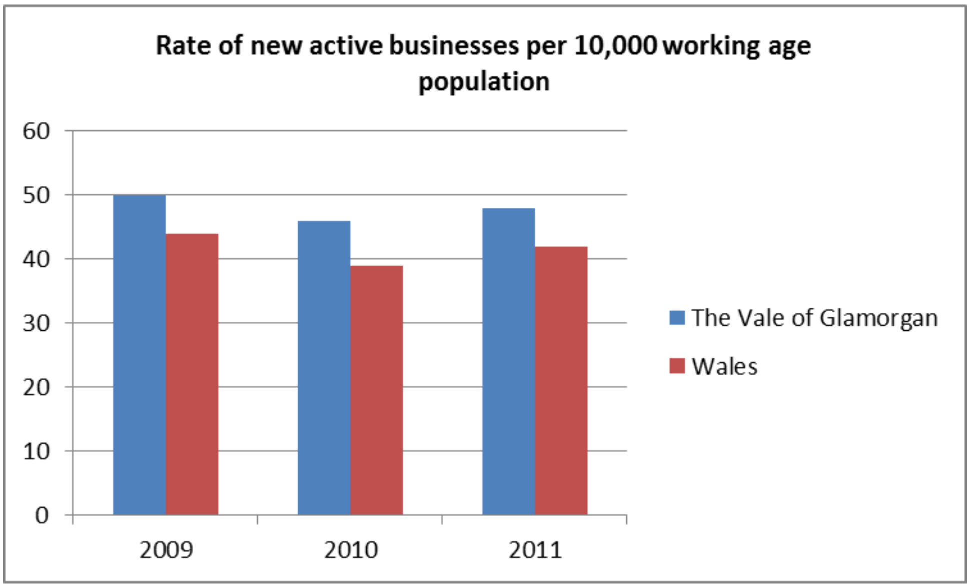


Source: Stats Wales

Along with business survival rates it is important to consider the number of new active businesses in the Vale of Glamorgan. As stated previously business survival rates, which have been declining in the Vale, may impact on the number of new businesses who choose to set up in the area and this will affect the number of job opportunities available.

Stats Wales recorded that there were 481 active business enterprises per 10,000 population in the Vale of Glamorgan in 2011; this is a decrease from 504 in the previous year, and the lowest since 2002 however the rate of new active businesses has remained higher than the Welsh average. Although there was a reduction in the rate of new active businesses during 2010 this was consistent with the national trend and has increased again in 2011 to a rate of 48 businesses per 10,000 working age population which is slightly above the national average.

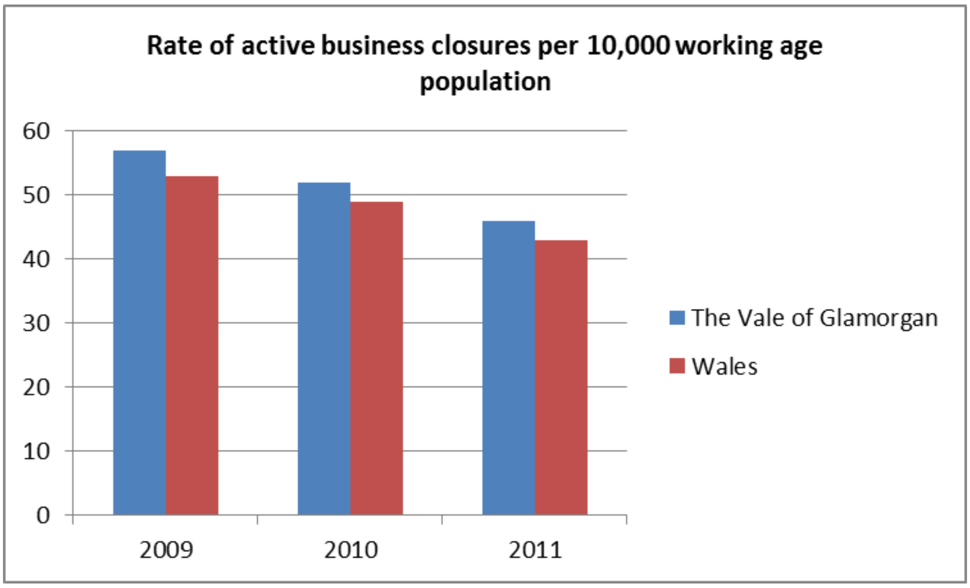
Figure 5: Rate of new active businesses per 10,000 working age population, 2009-11



Source: InfoBase Vale

Conversely, the rate of active business closures has been higher than the national rate during 2009-2011. However, in line with the national trend the rate has been reducing year on year. The latest available data highlights that during 2011 there was a rate of 46 active business closures per 10,000 working age population compared with a national rate of 43 active business closures per 10,000 working age population.

Figure 6: Rate of active business closures per 10,000 working age population, 2009-11



Source: InfoBase Vale

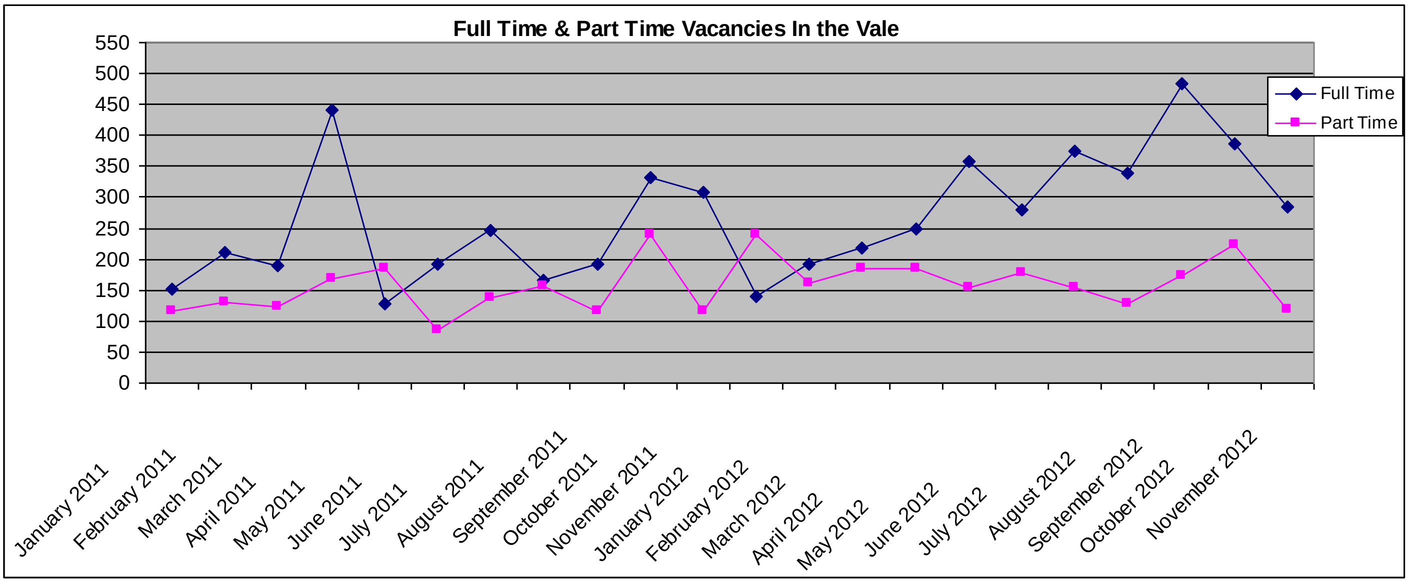
Further analysis of business success rates can be found under priority outcome 8.

Employment

Business success rates can impact on the number of job opportunities available in the Vale of Glamorgan and when considering indicators regarding the causes of deprivation, types of employment and unemployment rates may be considered key indicators.

Jobs can be broken down into full and part time and during times of recession the number of full time jobs is likely to decrease. However, part time jobs may increase as employers attempt to retain skills whilst reducing labour costs. In June 2012 the part time employment rate in the Vale of Glamorgan was 28.1%; this is an increase from June 2011. Full time work has been declining leading to the reduction of hours which can lead to reduced income for families and an increase in people claiming working benefits.

Figure 7: Number of vacancies in the Vale of Glamorgan, January 2011 – November 2012



Source: Nomis

The graph above illustrates the fluctuation of full time and part time vacancies in the Vale of Glamorgan between January 2011 and November 2012. The data was taken from Jobcentre Plus (JCP) who hold approximately 25% of the job market data. The job market was somewhat erratic in 2011, full time vacancies peaked at 440 in April 2011 and this figure dramatically dropped to 129 vacancies in May 2011. In 2012 full time vacancies demonstrated a fairly consistent increase, until the final quarter where jobs showed a decline. However part time vacancies increased during the same period, which may be attributable to seasonal recruitment over the Christmas period.

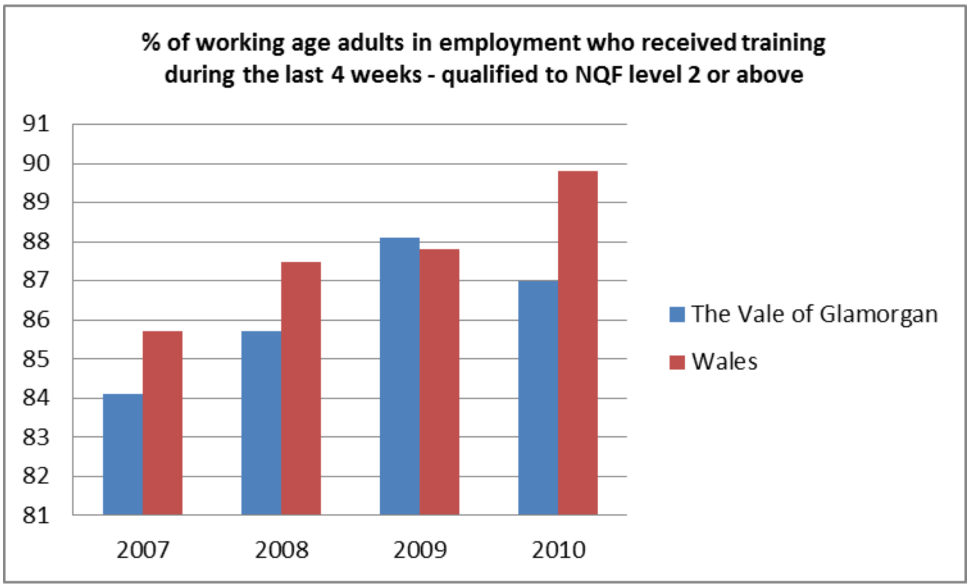
Further statistics regarding employment can be found under priority outcome 8.

Work based learning

The extent to which a business invests in its employee's development might be an indicator of how well it is doing presently and its confidence in the future. Providing work based learning and training opportunities encourages staff to develop, gain new skills and prosper and may improve future job opportunities. It is important not just to consider the number of people in the Vale of Glamorgan in employment but to consider the training they receive and the skill set they have to ensure people in the Vale are in a good position to gain future employment both here and in neighbouring areas. Ensuring people within the Vale have the opportunity to improve their skills is also important as a higher skilled workforce may be attractive to new businesses when deciding on an area to set up.

With regards to work based learning, the most recently available data highlights that during the last four years, with the exception of 2009, the % of working age adults who had undertaken job related training in the last four weeks who were qualified to NQF level 2 or above was below the Welsh average. In 2010, for adults qualified to NQF level 2 or above, approximately 87% of adults in employment had received training in the last four weeks from when the information was collected. This was below the Welsh average of approximately 90%.

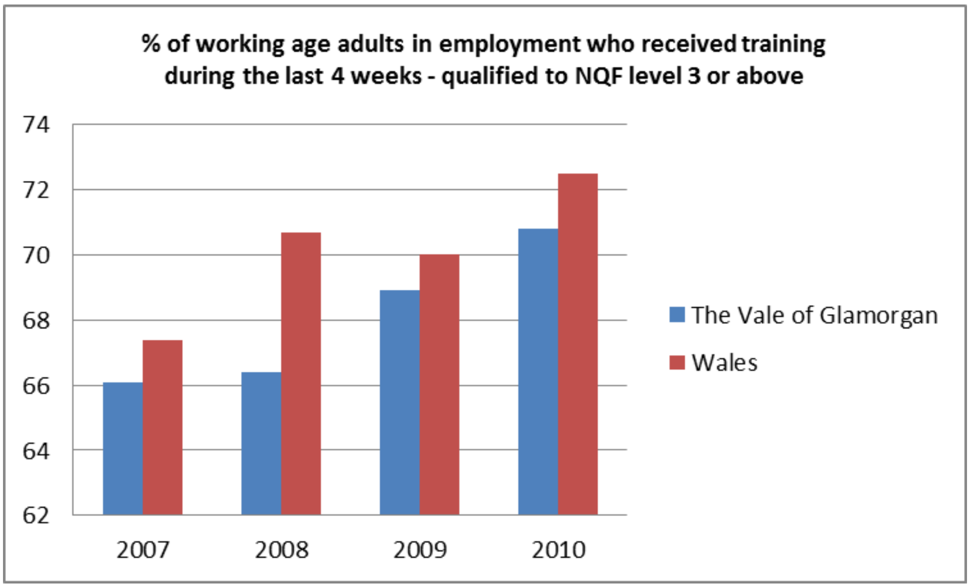
Figure 8: Percentage of working age adults in employment who received training in the last four weeks, qualified to NQF level 2 or above, 2007-10



Source: InfoBase Vale

It is a similar picture for the % of working age adults who had undertaken job training in the last four weeks who were qualified to NQF level 3 or above, with the overall percentage in the Vale of Glamorgan being below that of the Welsh average. In 2010, for adults qualified to NQF level 3 or above, approximately 70% of adults in employment had received training in the last four weeks from when the information was collected. This was below the Welsh average of approximately 72%.

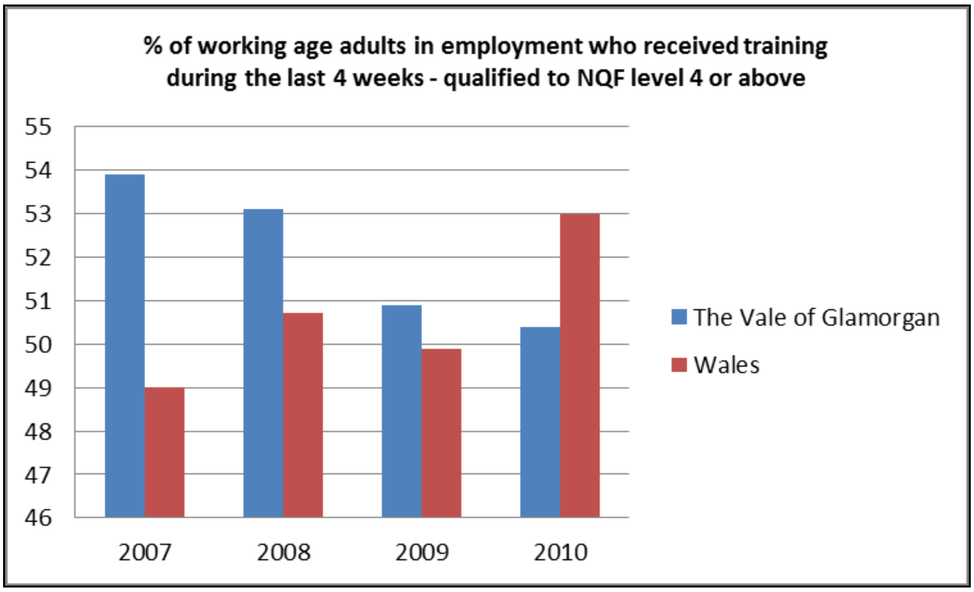
Figure 9: Percentage of working age adults in employment who received training in the last four weeks, qualified to NQF level 3 or above, 2007-10



Source: InfoBase Vale

The Vale of Glamorgan is consistently below average for adults qualified to NQF levels 2 and 3, however this differs for the % of working age adults who had undertaken training in the last four weeks who were qualified to NQF level 4 or above. From 2007 to 2009 the percentage was higher than the Welsh average however during 2010 the Vale of Glamorgan was again below the Welsh average with approximately 50% receiving training compared to the Welsh average of 53%.

Figure 10: Percentage of working age adults in employment who received training in the last four weeks, qualified to NQF level 4 or above, 2007-10



Source: InfoBase Vale

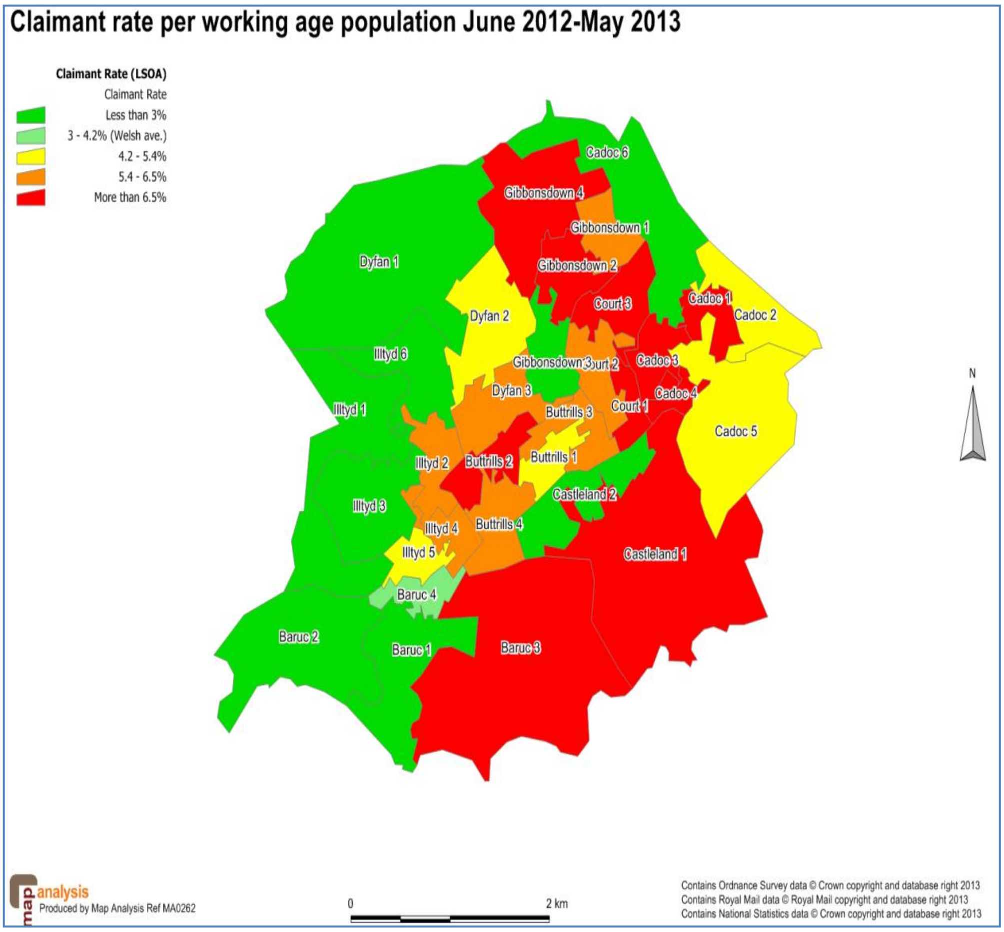
Claimant count

In addition to considering training provision for people in employment, it is also important to consider unemployment within the Vale of Glamorgan as this can be considered a key indicator in relation to deprivation. The unemployment rate in the Vale of Glamorgan was 3.9% in November 2011. However, again there are certain pockets within the Vale of Glamorgan which are more deprived than others, and a trend can be observed that the highest rates in 2011 were found in Barry, particularly in the wards of Castleland (8.6%), Gibbonsdown (6.4%), Court (7.5%), Cadoc (6.2%) and Buttrills (6.0 %).

Job Seekers Allowance (JSA) is payable to the working age population (aged 16-64) who are available for and actively seeking work. The rate of people claiming JSA in the Vale of Glamorgan in July 2013 was 2.9%. The highest rates were found in Castleland (7.5%), Gibbonsdown (5.4%), Butrill (5.1%) and Cadoc (4.7%).

The average claimant rate in Barry over the most recent yearly period available (June 2012 – May 2013) is 5.4% which is higher than the Welsh average (4.2%) and the Vale of Glamorgan as a whole (3.4%). This overall figure includes ten LSOAs (areas of around 1,500 people) where the rate is higher than 6.5% which is significantly higher than the Welsh average. These variances are illustrated in the following graphic. LSOAs in the west of Barry have rates below the Welsh and Vale of Glamorgan average, bringing the overall rate in Barry down.

Figure 11: Rate of working age people claiming Job seekers Allowance, by Ward in Barry, June 2012 – May 2013

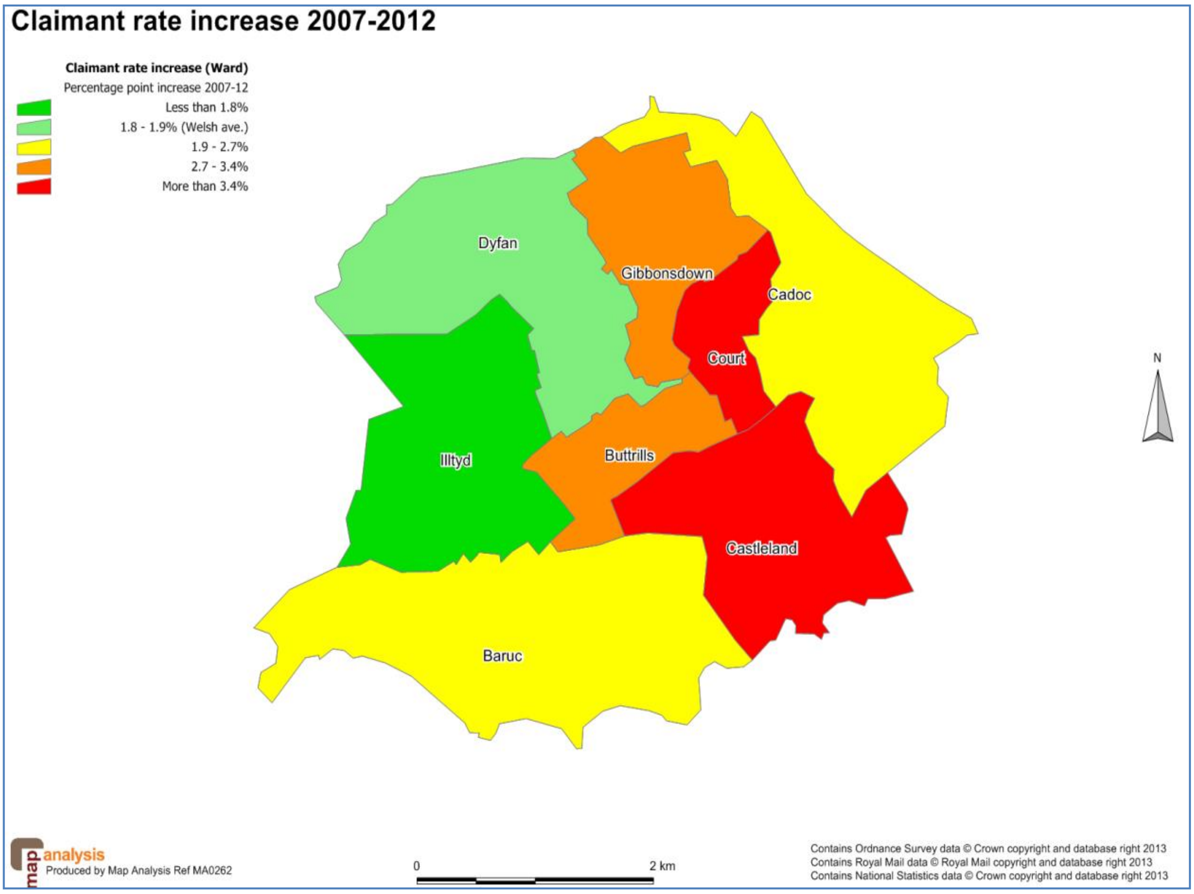


Source: Wavehill Research Survey

During the key recession period (2007-12), the yearly average claimant rate in Barry has risen from 3.1% in 2007 to 5.9% in 2012. Over the same period, the overall rate for the Vale of Glamorgan rose from 2% to 3.6% and the rate for Wales rose from 2.2% to 4.1%.

The figure below shows the increase in percentage of the working age population claiming JSA by ward in Barry and demonstrates that over the 2007-2012 time period, a number of the wards identified earlier as being both the most deprived and having the highest levels of unemployment and JSA claimants have also experienced some of the greatest increases in unemployment over this time period. In order to tackle the underlying causes of deprivation the high levels of unemployment in these areas is an issue which must be addressed.

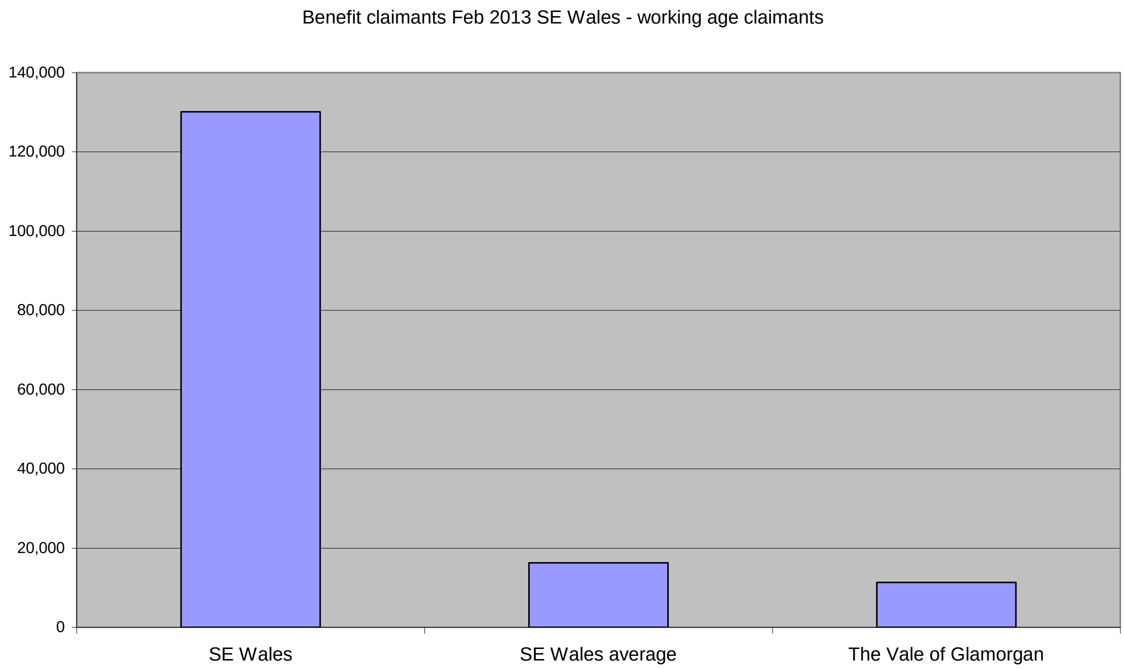
Figure 12: Increase in percentage of working age people claiming Job seekers Allowance, by Ward in Barry, 2007-12



Source: Wavehill Research Survey

The following graph shows the total number of working age benefit claimants as at February 2013. The Vale of Glamorgan figure compares to the average for South East Wales (an area that includes Cardiff 37,230 and Caerphilly 24,500). This category includes the following benefits; ESA, lone parent, carer and other income related benefits e.g. disabled and bereaved and may be seen as the benefits most people suffering deprivation are likely to claim.

Figure 13: Benefit claimants Feb 2013 S E Wales – working age claimants



Source: JCP Labour market statistics for SE Wales Feb 2013

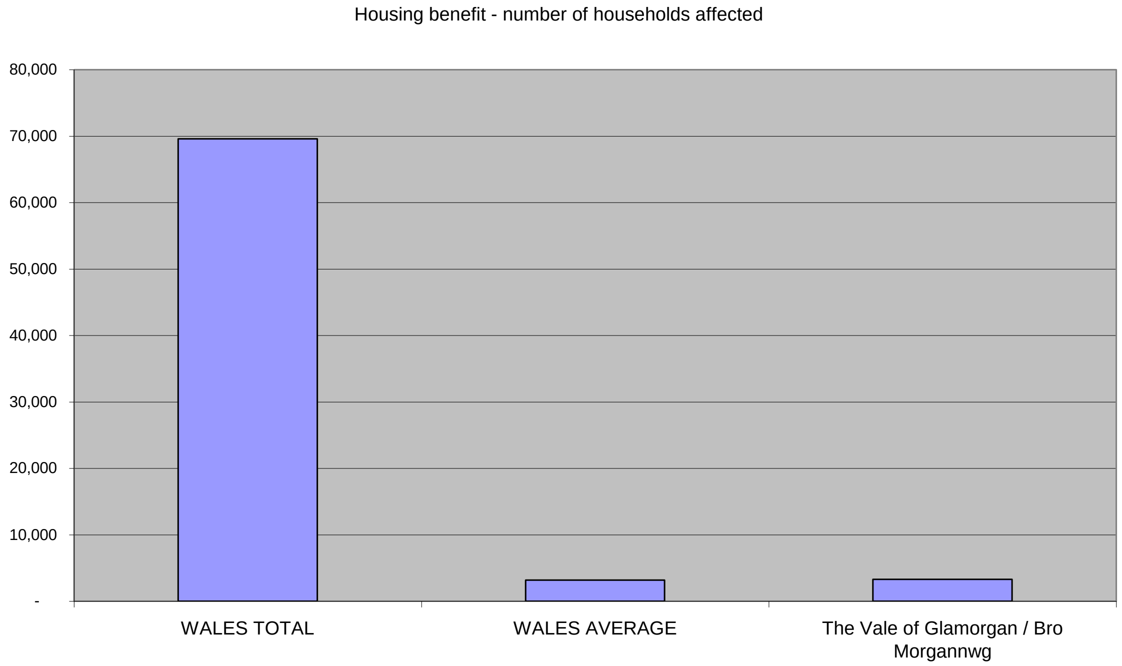
Impact of welfare reforms

The Welfare Reform Act 2013 took effect from April 2013 and made a number of changes to the welfare benefits system. As demonstrated earlier, there is a strong link between deprived areas and the number of benefit claimants and it can therefore be suggested that those already living in deprivation will be most affected by the reforms.

New research by Sheffield Hallam University (Professor Steve Fothergill and Professor Christina Beatty) 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform', (April 2013) documents for the first time the impact of the reforms on local areas across the whole of Britain and seeks to quantify the impact of the changes.

The research shows that when the welfare reforms have come into full effect they will take almost £19billion a year out of the UK economy, with the impact of the reforms varying a great deal from region to region. The following graphs show the predicted numbers affected in the Vale of Glamorgan and estimated loss per year in relation to a number of benefit types.

Figure 14: Housing benefit – number of households affected

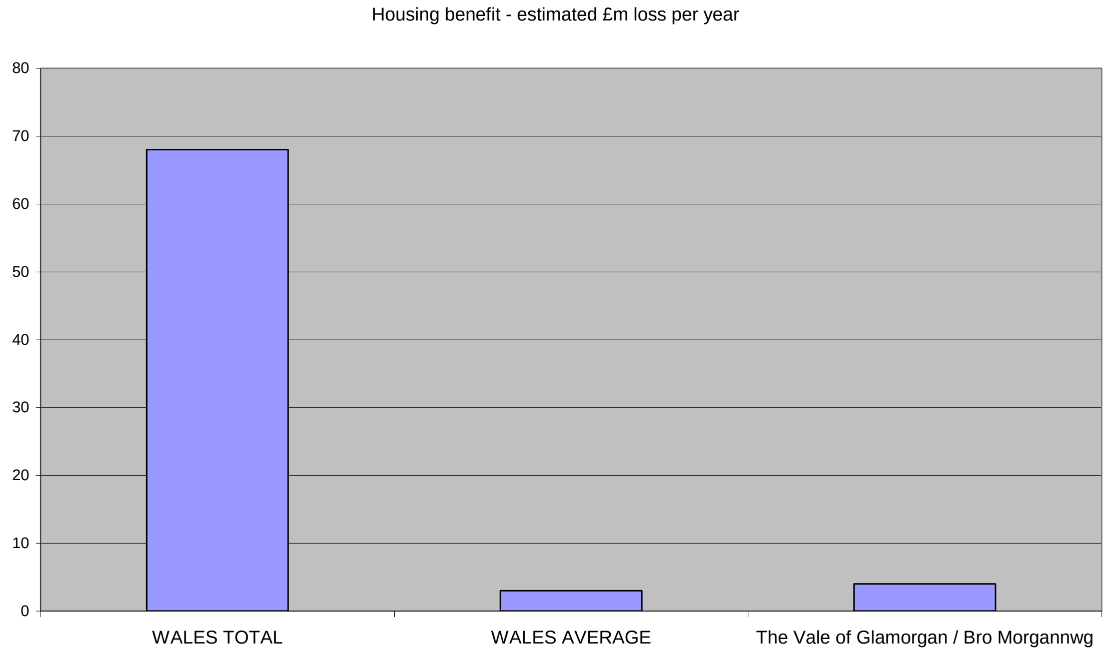


Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

In respect of housing benefit a high number households in the Vale of Glamorgan are affected with an estimated 3,300 affected in the Vale compared to the Welsh average of 3,164 households.

In respect of the estimated £million loss per year to the Vale of Glamorgan's economy, the report estimates that approximately £4million will be lost per year, compared to the Welsh average of £3million.

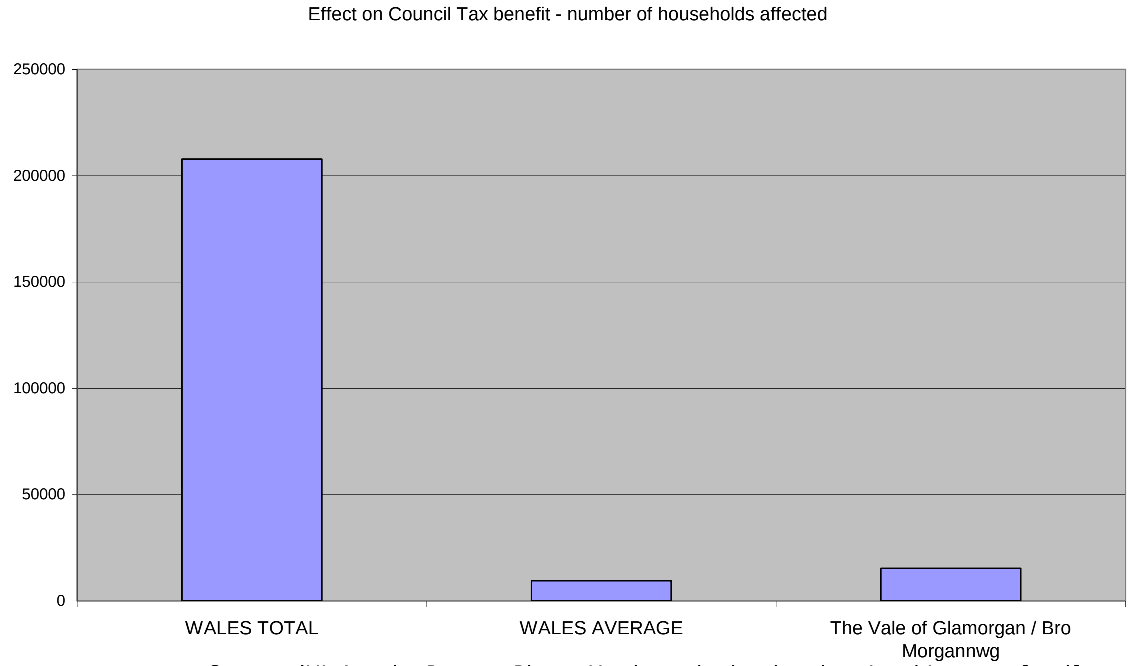
Figure 15: Housing benefit – estimated £m loss per year



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

A similar pattern emerges when considering the impact to the Vale of Glamorgan's economy in respect of council tax benefit. Although for 2013/14 the Welsh Government funded Council Tax Reduction Scheme has offset the impact of the changes, it is unknown whether this will continue and the significant estimated impacts of welfare reform on council tax benefit should therefore be considered. The report estimates that 15,300 households will be affected in the Vale compared to the Welsh average of 9,445.

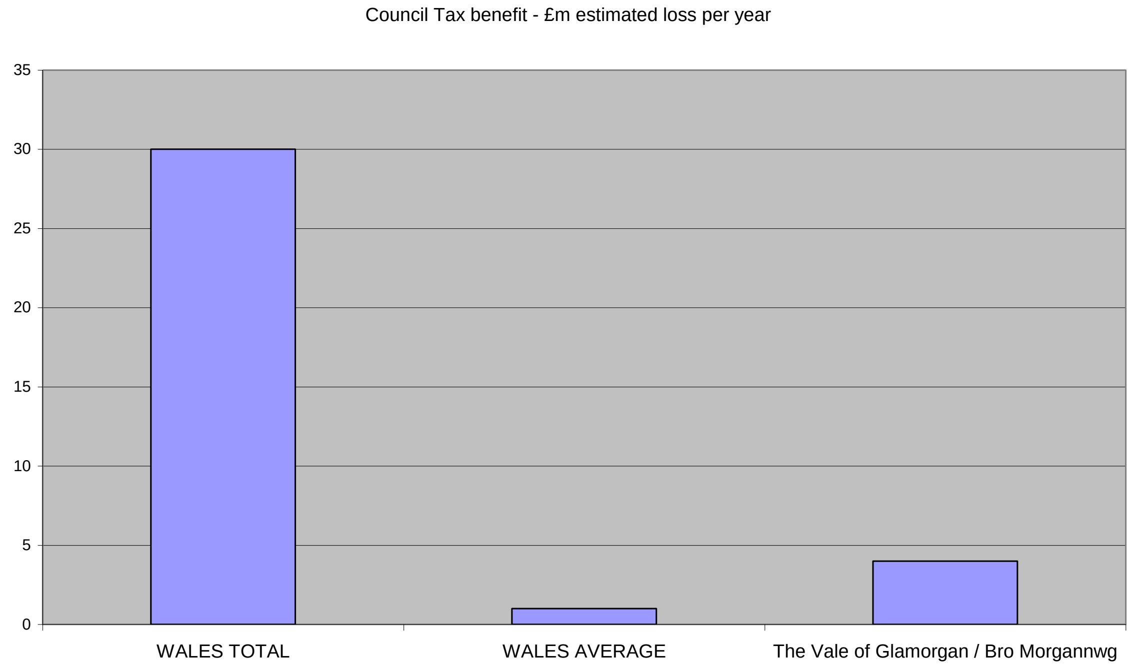
Figure 16: Effect on Council Tax benefit – number of households affected



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

It is estimated that this will amount to a significant loss to the Vale's economy with an estimated £4million lost per year compared to the Welsh average of £1million.

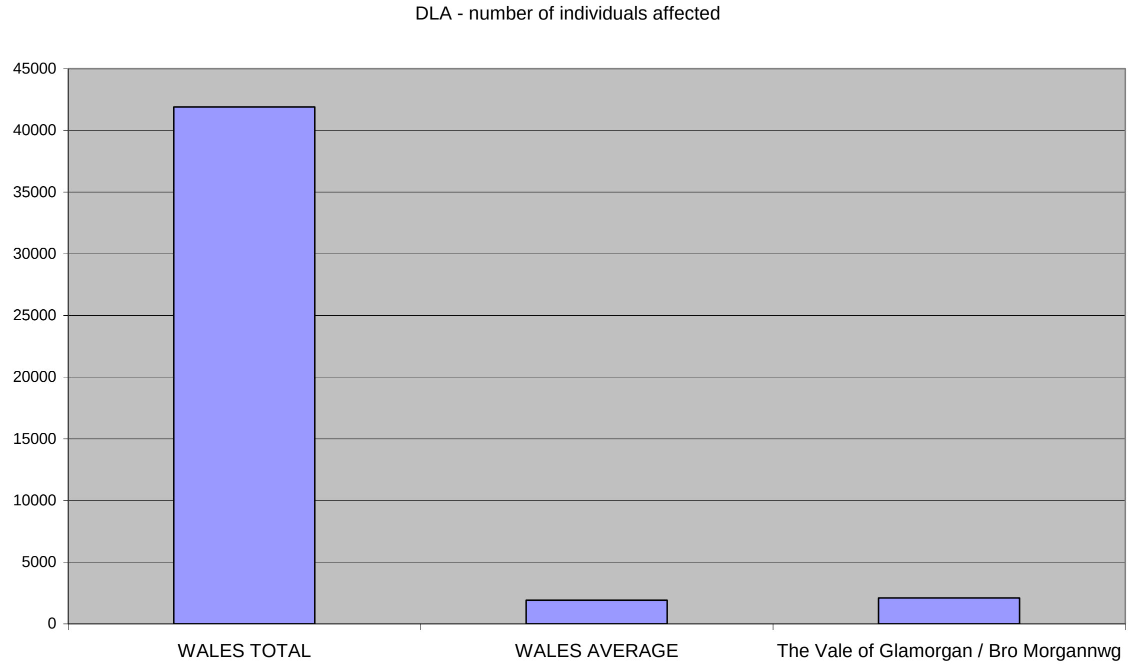
Figure 17: Council Tax benefit - £m estimated loss per year



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

As identified in the Introduction and Executive Summary chapter, the ONS Annual Population survey showed that at March 2013, 22.7% of the Vale of Glamorgan's working age population had a disability. This included both DDA disabled (where the health problem is covered by the Disability Discrimination Act 1995) and work-limiting disabled (which affects the kind and quantity of paid work a person can do). This is in line with the Welsh average of 22.6% and the research estimates that approximately 2,100 individuals in the Vale will be affected by the changes to Disability Living Allowance compared to the Welsh average of 1,905.

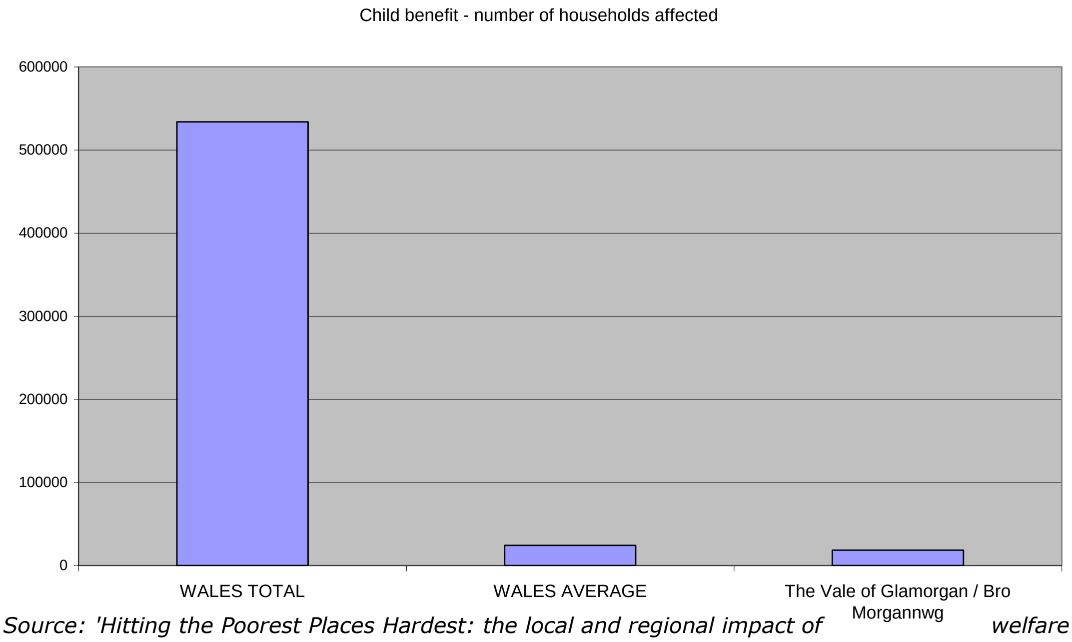
Figure 18: DLA – number of individuals affected



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

With regards to the number of households affected by the changes to child benefit, the research estimates approximately 18,500 households will be affected in the Vale of Glamorgan compared to the Welsh average of 24,268. It can be suggested that the number of households affected in the Vale is significantly less than the Welsh average due to the aging population found in the Vale of Glamorgan compared to other areas in Wales and these older residents do not claim child benefit.

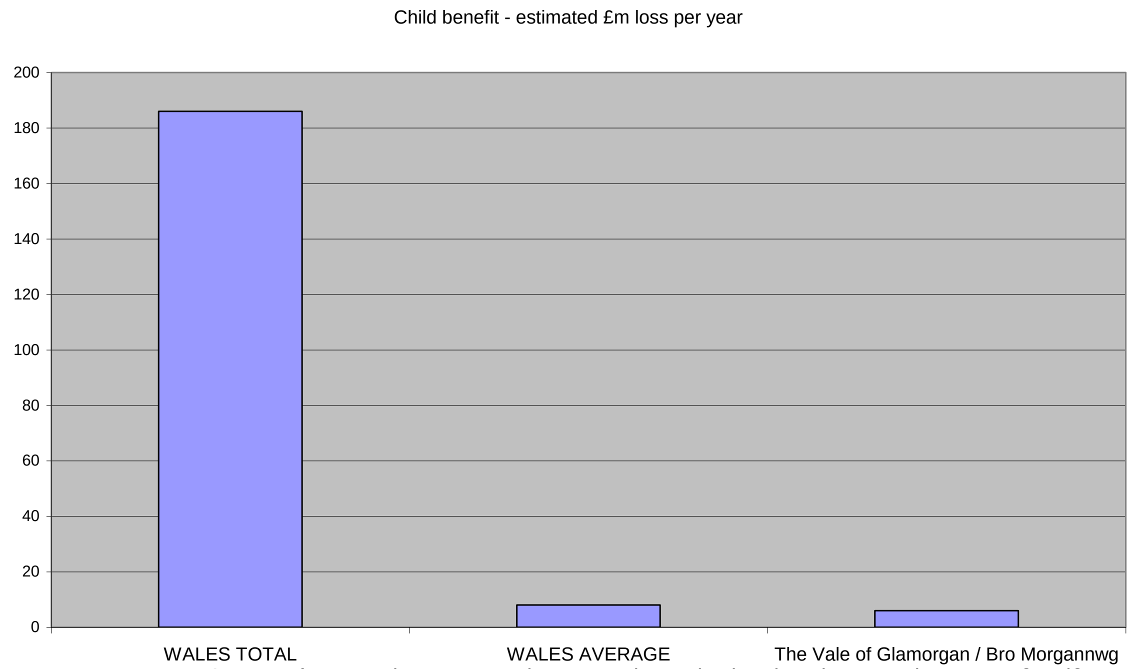
Figure 19: Child benefit – number of households affected



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

The research also estimates the loss per year to the economy arising from the changes to child benefit and in the Vale of Glamorgan the estimated loss is £6million per year compared to the Welsh average of £8million. However this must be considered in the context that Wales is considered to be one of the areas most affected by welfare reform in the UK and therefore although the loss in the Vale is less than the Welsh average, it is significant when compared to other areas in the UK.

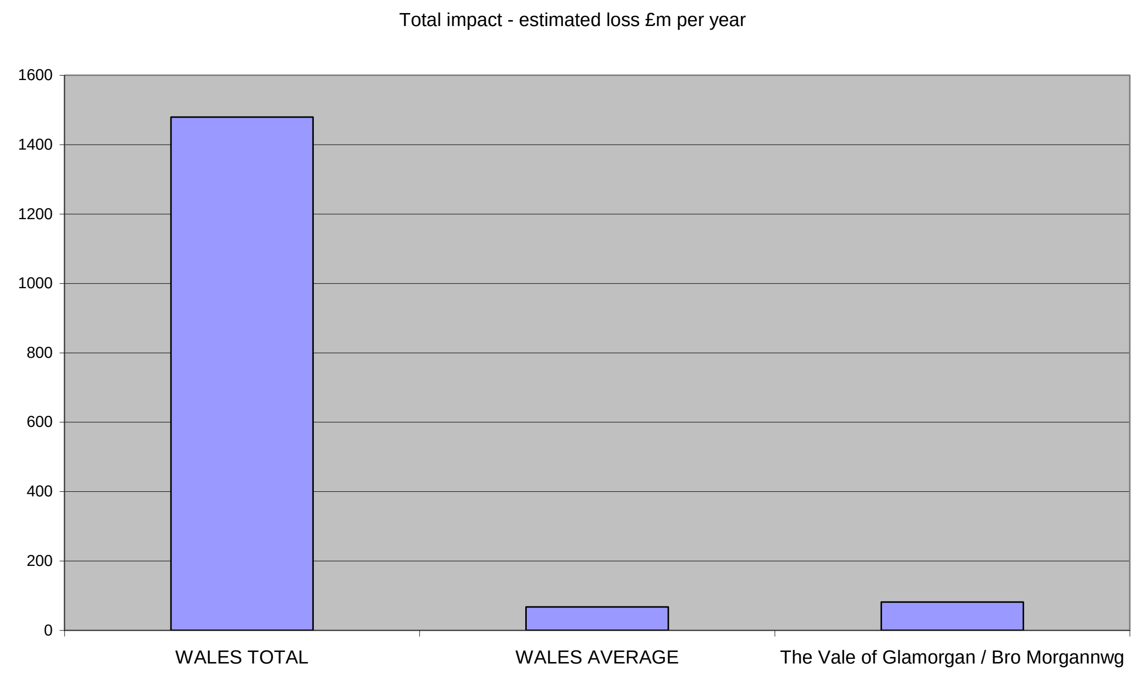
Figure 20: Child benefit – estimated £m loss per year



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

Overall, the research estimates that the total impact of welfare reforms is a highly significant £82million loss from the Vale of Glamorgan's economy over the course of a year compared to the Welsh average of £67million.

Figure 21: Total impact – estimated loss £m per year



Source: 'Hitting the Poorest Places Hardest: the local and regional impact of welfare reform'

Housing

It may be considered that housing plays a key role in tackling the causes of deprivation in terms of both the affordability and quality of housing.

Affordable housing is defined as 'social rented housing owned by local authorities, and registered social landlords' and 'intermediate housing whereby house prices and rent is above social rent and below market price and rent'. Affordable housing is for individuals whose income does not allow them to purchase or rent suitable housing that is on the open market due to a gap between income and market prices.

There is considerable demand for affordable housing in the Vale of Glamorgan; but there is also a significant mismatch between the number of people in housing need and the housing stock available. The Council manages Homes4U, a choice based lettings scheme which advertises all properties available from social landlords in the Vale of Glamorgan. Choice based lettings provides a greater opportunity for applicants to decide where they wish to live by allowing them to bid for homes in areas they would like to live in, helping to maintain sustainable communities. In April 2013, there were 2,495 people waiting for affordable housing, however during 2012/13 only 276 properties became available.

There is a significant need for new affordable homes to be built. The Vale of Glamorgan's Local Housing Market Assessment and Rural Affordable Housing Need Survey (2010) identify the need for an additional 915 units of affordable housing (social rented or intermediate housing) per year, of which 250 per year should be located in the rural Vale of Glamorgan (outside of Barry and Penarth).

In 2010/11, there were 140 new built affordable homes, in 2011/12 the number dropped to 48, and in 2012/13 this increased to 67.

The welfare reform changes are likely to have an impact on housing need, especially in terms of the need to develop smaller one and two bed properties at a social rent. The need for affordable housing is considerable as many households find private renting and home ownership increasingly unaffordable or inaccessible. Affordable housing is delivered in two ways; by registered social landlords using Social Housing Grant and through Section 106 agreements as part of the planning process. Meeting the target for affordable housing delivery is difficult for a number of reasons; the amount of Social Housing Grant made available by the Welsh Government is decreasing, Section 106 contributions rely on market house builders and in the rural Vale of Glamorgan land values and availability make delivery challenging.

Table 1: Affordable housing requirements by area and tenure, 2012/13

Number of Units of New Affordable Housing Required - BY AREA	
Sub-Area	No. Units
Barry	552
Penarth	153
Rural Vale	35
East Vale	-7
Coastal	182
Total	915

Number of Units of New Affordable Housing Required - BY TENURE	
Tenure	No. Units
Social Rented	746
Intermediate Housing	169
Total	915

Source: Local Housing Market Assessment Update 2010 & Rural Affordable Housing Need Survey 2010

The table above indicates that the Barry area has the highest need for new affordable housing, followed by Penarth. The Eastern Vale shows a negative need; however this is likely to be affected by the poor return of housing needs surveys in the area. The Eastern Vale also has a particular set of housing needs, for example property prices are relatively expensive and there are fewer affordable homes available. The housing waiting list in July 2013 indicated there were 173 households waiting for a property in the Eastern Vale, 18 of which were known as a high priority.

The following table from the Rural Affordable Housing Need Survey shows a breakdown of sub areas and the housing need for each area. Within the rural communities there are 250 units of new affordable housing required per year; Rhoose has the highest need for 81 new affordable housing units per year, followed by 65 in St Athan and 40 in Llantwit Major.

Table 2: Affordable housing requirements by rural community, 2012/13

Number of Units of New Affordable Housing Required - BY RURAL COMMUNITY			
Colwinston	0	Penllyn	15
Cowbridge with Llanblethian	16	Peterson-super-Ely	4
Dinas Powys	13	Rhoose	81
Ewenny	0	St Athan	65
Llancarfan	-4	St Brides Major	-2
Llandough	13	St Donats	0
Llandow	2	St Georges-super-Ely	0
Llanfair	4	St Nicholas and Bonvilston	0
Llangan	0	Sully	13
Llanmaes	0	Welsh St Donats	0
Llantwit Major	40	Wenvoe	-1
Michaelston	0	Wick	0
Pendoylan	-10	Total	250

Source: Rural Affordable Housing Need Survey

With an increasing ageing population, it is predicted that over the next 20 years the number of residents aged 65 and over and the proportion of people aged 85 and over is expected to double. As a result, the number of single person and lone parent households is set to increase considerably.

Housing plays a vital part in everyone's lives; it impacts on people's health, education, family, employment and community relations as well as being a vital part of the national and local economy. It also has a significant impact on the environment. Although the target for affordable housing is challenging, it is important that we continue to raise the profile of housing, increase the understanding around the need for new homes and strive to meet the Vale of Glamorgan's housing need for both market and affordable housing.

It is also important to consider the quality of housing provided as poor quality housing can have an impact on the quality of life in an area and on the health of occupants. Poor health may have an impact on a person's ability to gain employment showing the links between deprivation and poor quality housing. When ensuring that the property stock within the Vale of Glamorgan is of good quality, it is important to consider the condition of private sector housing also and recognise that some homeowners, particularly the elderly and most vulnerable, may not have the necessary resources to keep their homes in good repair.

The Vale of Glamorgan Private Sector House Condition Survey 2009 identified that there were approximately 52,000 household dwellings in the Vale, of which 48,000 were privately owned. Of the private sector housing stock 87.4% were owner-occupied and 11.4% were privately rented.

The survey revealed the overall level of unfitness in the Vale's private sector housing stock (defined by the Housing Health and Safety Rating System as set out under the Housing Act 2004) had reduced to 1.8%, compared to 6% in 2002. However, those properties that were seriously defective had increased to 10.5% compared to 6.8% in 2002.

The guidance to the Housing Health and Safety Rating System (HHSRS) sets out 29 hazards that most commonly occur in dwellings and in the Vale of Glamorgan, key hazards identified in the survey were associated with excess cold (57.1%), falls associated with stairs (9.6%) and falls on the level (8%). However it should be noted that the average dwelling built before 1980 produces a category 1 hazard in relation to the excess cold hazard and this has a significant bearing on the HHSRS results.

The Housing Act 2004 places a duty upon local authorities to seek to remedy category 1 hazards where they are found. Of the hazards identified in the Vale of Glamorgan, slightly more than a third (34.3%) were assessed as being category 1 hazards. Some 46.5 % of all excess cold hazards and 45.5% of falls associated with stairs were assessed as category 1 hazards. Additionally, 18% of falls on the level and 19.4% of fire hazards were assessed as category 1.

As a dwelling can contain a number of hazards further analysis of the survey considered the hazards per dwelling. It was found that 59.1% of dwellings had only one hazard, 23.3% two, 10% three and 7.6% more than 3 hazards. Slightly less than 1 in 2 dwellings in the private sector in Vale of Glamorgan were identified as having a category 1 hazard, representing about 23,600 dwellings. Practically all dwellings with a category 1 hazard were affected by the threat of excess cold and are often associated with older harder to heat dwellings. This may be considered an issue in light of rising energy bills, particularly given that the 2009 survey found 44.9% of residents in private sector housing were on an income of less than £15,200, 33% of private sector households were at risk of 'fuel poverty' (annual energy costs over 10% of income) and 19% of private sector households have a 'poor' energy rating (SAP under 39, band F&G).

The above survey results are significant when considering how to tackle the underlying causes of deprivation. As stated earlier there are significant links between the quality of housing and an occupant's health and poor health can be considered one of the determinants of deprivation. The Housing and Health Survey 2003 identified that asthma and bronchitis problems rated twice as highly in those homes where dampness was reported as a problem. The survey also highlighted an indication of a higher rate of anxiety and depression in those living in over-crowded conditions as well as in homes that reported low satisfaction with security measures. This also shows that the fear of crime has a significant impact on health and again the links to deprivation are clear to see with higher crime rates being observed in those areas of the Vale which are identified as being the most deprived.

Finally, in relation to housing, homelessness is a significant barrier to overcoming deprivation. From April-June 2013, the total number of statutorily homeless households accommodated in the Vale of Glamorgan was 70 (based on Welsh Government collected quarterly statistical returns from the local authority). This is based on the local authorities' actions under the homelessness provisions of the Housing Act 1996. This covers the decision as to whether or not there is an obligation under the Act for the local authority to help the household. That is whether the authority accepts that the household is eligible, unintentionally homeless and falls within a priority need group. In this case the household is accepted as statutory homeless. During this time period, 25 households were accommodated in private sector accommodation, 15 in public sector accommodation, 15 in hostels and women's refuges and 10 in bed and breakfast accommodation. The remaining 5 were categorised as 'other' or 'homeless at home'. These figures are a reduction on those seen during the same period (April-June) in 2012 when a total of 115 statutorily homeless households were accommodated. The reduction in households accommodated via the statutory route can be attributed to successful prevention initiatives; however Council officers are aware that there is currently significant demand for single person accommodation which continues to place equal demands upon single unit temporary accommodation.

Current regeneration initiatives

In order to address the pockets of deprivation found in the Vale of Glamorgan, a number of regeneration programmes have enabled targeted activity in different areas of the Vale. These include Creative Rural Communities which was established in 2003 and has delivered a range of rural development projects within the 10 rural wards of the Vale through partnership and engagement with communities and organisations. Funding for delivering the Rural Development Plan in the Vale of Glamorgan has been secured until December 2014 and the 2007-2013 programme totals £7.7 million in value.

The Barry Regeneration Area (BRA) was launched by the Welsh Government in March 2010 with a total of £9.8 million of Welsh Government funding allocated over a 3 year period (subsequently extended to 4 years). The programme has provided focused investment in Barry since inception with over £1 million of public realm improvements, £1.2 million investment in the Castleland renewal area, £1.5 million invested in the Council's Innovation Quarter and £1.8 million on improving indoor and outdoor leisure facilities.

Housing renewal is also fundamental to the regeneration of urban and rural areas and the Castleland Renewal Area in Barry was declared in April 2010 for a period of 12 years and is a key facet of regeneration activity. As seen, good quality housing is a key component of overcoming deprivation and the renewal area programme was implemented based on the findings of the Vale of Glamorgan Private Sector House Condition Survey 2009 discussed earlier.

Since January 2013 a broader Communities First Cluster programme has been designated across a large part of Barry and aims to tackle the cycle of deprivation in targeted areas. The health and wellbeing of residents has been central to this programme and the new Communities First Cluster action plan has three key themes, involving learning, health and wellbeing and prosperity.

All of these programmes have helped to tackle local deprivation and in considering how identified needs are addressed it will be important to consider how these programmes can contribute.

Conclusions

One of the major trends identified from the datasets above is that although on the whole the Vale of Glamorgan is often perceived as being fairly affluent, there are certain areas in the Vale which can be seen as suffering from high levels deprivation. The Welsh Index of Multiple Deprivation 2011 highlights 18 LSOAs in the Vale of Glamorgan which are amongst the 30% most deprived of all LSOAs in Wales and a number of these areas are located in Barry.

It is within the same LSOAs that high levels of unemployment can be found along with high numbers of benefit claimants. There is an issue that welfare reforms are expected to impact significantly on the Vale of Glamorgan's economy with those already suffering from deprivation being the worst affected by the changes.

The datasets above show that the rate of new active businesses in the Vale has been consistently above the national rate year on year, however the business closure rate has also been higher than the Welsh average rate. It is equally important that once businesses are attracted to the Vale of Glamorgan they remain active. Although the factors affecting business survival rates are often wider economic influences which are difficult to offset at a local level, one factor which can be relevant is the skill set of the workforce and it is therefore important that local people in the Vale receive the necessary training to improve job prospects and continue to attract businesses. As well as focusing on training for people who are not in employment, it is important to consider the number of people who are provided with work based training to further develop their skills. During the last four years, analysis of the percentage of working age adults in employment who received training in the last four weeks highlights that the Vale of Glamorgan is below the Welsh average for adults qualified to NQF level 2,3 and 4. It may be suggested that stronger links should be made with employers in the Vale to ensure employees are provided with training.

It has also been identified that there is a significant need for new affordable housing to be built in the Vale of Glamorgan, with the Vale of Glamorgan's Local Housing Market Assessment identifying the need for an additional 915 units of affordable housing per year, 250 of which should be located in the rural Vale. Along with providing affordable housing it is also important to consider the condition of housing as poor quality housing can have a significant impact on quality of life. Housing is vital as it impacts on people's health, education, family, employment and community relations as well as being a vital part of the national and local economy and is therefore a significant factor to consider when tackling the underlying causes of deprivation.

Overall it is clear that there a certain pockets within the Vale suffering most from deprivation and a holistic approach is required to tackle the issue. Deprivation is both the cause and effect of a high number of factors including low income, poor housing, poor health, low educational attainment and living in areas with higher crime rates and therefore a joined up approach is required in order to help people overcome deprivation.