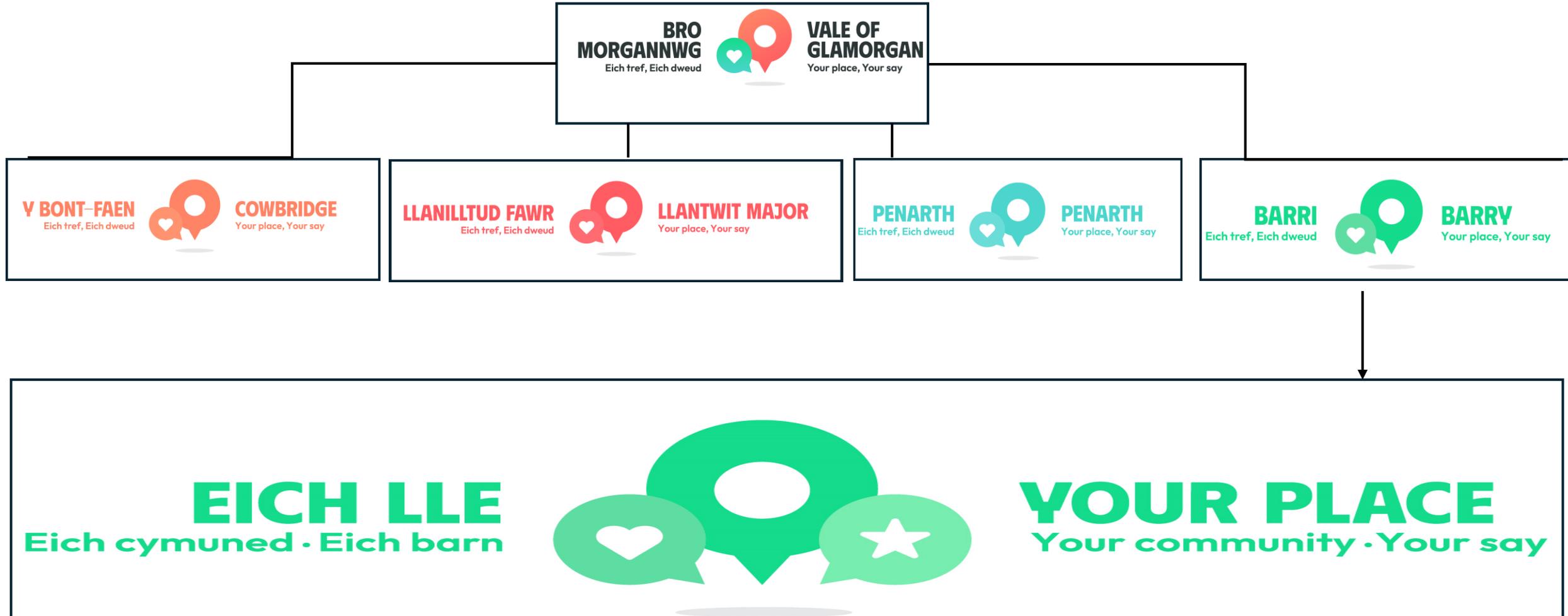


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YOUR PLACE
Your community · Your say

Branding



Introduction

Focus on Gibbonsdown 2, Court 3, and Buttrills 2, identified as the most deprived areas in the Vale of Glamorgan.

Engagement took place between August 2023 and July 2024. Similar themes continue...

Community: 43 sessions, 365 individuals, 24 community locations

Professionals: 24 sessions



Employment & Income

All areas in top 10% most deprived for both Income and Employment, with all three areas in ranks 1-4 most deprived for the Vale across both domains.

Highest numbers of people in receipt of UC, with the majority of these not in employment.

Significant income disparity: Gibbonsdown MSOA at £27,300 vs Vale median of £34,500.

Engagement findings:

- Lack relevant employers in direct area
- Issues around transport to employment
- Positive feedback around employment initiatives
- Low community morale
- Culture of generational unemployment and poverty



Health

Top 10% most deprived, with Buttrills 2 being the most deprived in the Vale, Gibbonsdown 2 and Court 3 ranked 3 and 4 in the Vale.

Higher rates of limiting long-term illness, GP recorded chronic conditions, and mental health issues vs Welsh average.

Higher premature death rates in all three areas than Welsh average.

Engagement findings:

- **Neurodiversity particularly around younger children**
- **Anxiety & mental health**
- **Poor relationships with healthcare professionals**
- **Poor dental hygiene**
- **Adult/parental addiction**

Housing & Access to Services

Access to Services: Gibbonsdown 2 and Court 3 ranked in the top 50% deprived areas in Wales, while Buttrills 2 fell in the top 30-50% deprived range.

Housing: Gibbonsdown 2 in the top 30-50% deprived in Wales, and Court 3 and Buttrills 2 in the top 50% deprived.

Engagement findings:

- Council services such as C4W, libraries, and community engagement officers are viewed as assets
- Concerns around bus services
- Fly tipping

Education

Gibbonsdown 2 is in the top 10% most deprived and is the most deprived LSOA in the Vale for this domain. Court 3 and Buttrills 2 are both in the top 20%.

High percentages of residents with no qualifications.

Engagement findings:

- Positive views on primary school family engagers
- Perceived concerns about Pencoedtre HS
- Attendance rates
- Youth crime



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Community Safety

Court 3 is in the top 20% most deprived, Gibbonsdown 2 in the top 30% and Buttrills 2 in the top 50%.

Largest crime type in these areas: Violence and Sexual Offences

Engagement findings:

- Substance misuse across young people and adults
- Youth ASB
- Attitudes towards domestic violence
- Arson (with particular relation to fly tipping)
- Perceived lack of police presence

Physical Environment

Court 3 is in the top 10% most deprived in Wales. Buttrills 2 and Gibbonsdown 2 are in the top 50% most deprived

Engagement findings:

- Fly-tipping
- Poor road quality
- Parking issues
- Dissatisfaction with bin collections
- Dog fouling
- Positive feedback on parks, libraries, and green spaces

Other Insights

- Community Spirit: Strong sense of community spirit and family focus
- Youth Services: Perceived lack of services
- Professional Feedback: Concerns about male isolation, lack of trust in services, and static community dynamics



Significant Outcomes

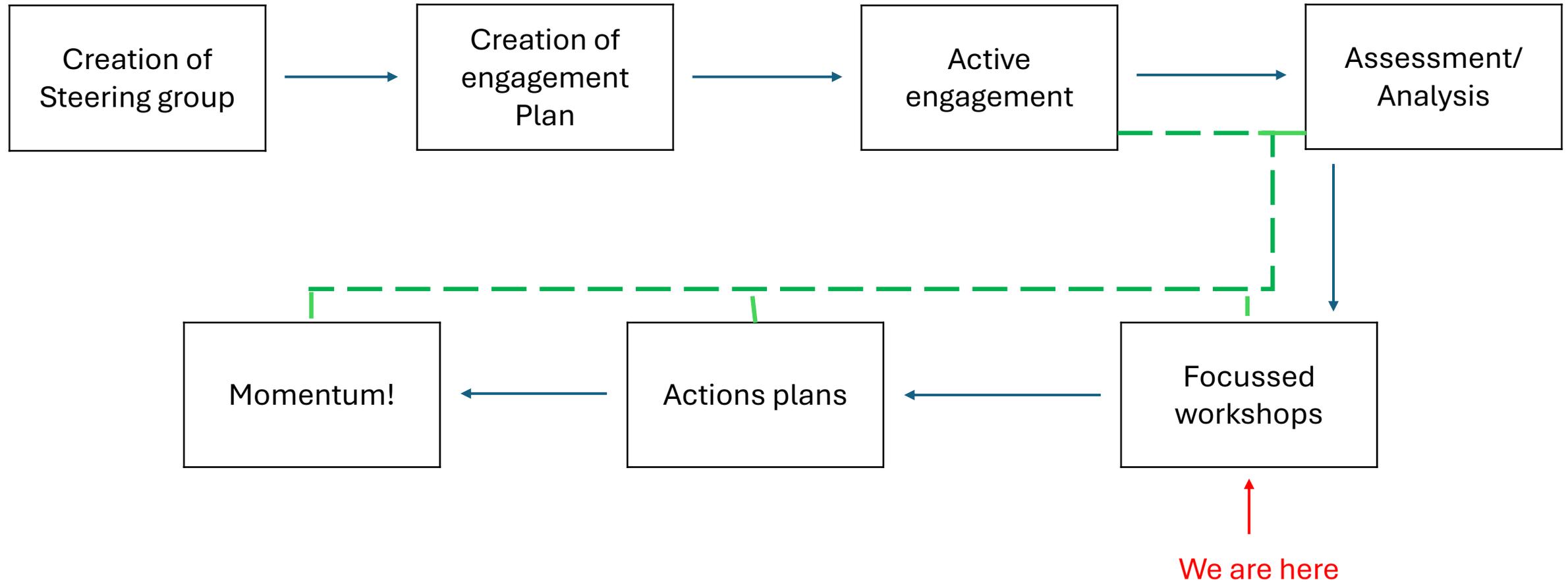
Delivered:

- Creation of parent support groups for neurodiversity in various schools (peer to peer)
- Neurodiversity Pathway Community Connector sessions at Oakfield and Holton Rd schools (UHB)

In Progress:

- Changes to The Index sign up process
- Fly tipping provision pilot
- Health Board health & wellbeing hubs
- Social housing flats' noticeboards
- Project Zero/NRW collaboration
- Holm View Reshaping Assets work

Where are we now?



What next?

Integrate data into Placemaking and Long Term Towns

Information sharing

Series of focused workshops

- Health and Employment
- Collaboration with New Local
- Bringing together key stakeholders

Action plans

Continue listening to communities



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Thank you!