

Economic Strategy for Bridgend County Borough: Data Report

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Introduction & Purpose of Data Report

During 2021, Perform Green were commissioned to research and develop an Economic Futures package on behalf of, and in collaboration with Economic Strategy for Bridgend County Borough Council (BCBC).

This data report is a comprehensive review of existing research, evidence, and published datasets reviewed as part of the development of an Economic Strategy for BCBC. It provides an evidence-based account underpinning the strategy development, providing context for and informing the Economic Strategy, its focus areas and recommendations.

Firstly, it looks at the complementary work that has been done on the Local Development Plan and the Bridgend Business Engagement Programme.

Context

Local Development Plan

This data report and the strategy report which it informs both sit alongside and complement the work that has already gone ahead in the borough, in particular relating to the Local Development Plan. The Local Development Plan (LDP) contains a comprehensive analysis of the key national and regional issues relevant to the Bridgend Borough. As this data report sits in tandem with the work of the Local Development Plan, many of these issues are also relevant to the Bridgend Economic Strategy. The work of the Local Development Plan has also played a role in influencing the key pillars included in the Economic Futures Strategy report and therefore it is valuable to understand the issues highlighted in the LDP.

The Local Development Plan identifies the key role that the local towns play as regional hubs of employment and services. Equally the plan highlights the comparative difficulties of the valleys and the economic and social challenges that they face. These challenges can be tackled by developing adequate housing with sustainable transport links to the larger settlements to facilitate access to jobs and services.

Another key facet emphasised in the LDP is the need for good provision of local land for employment. This issue also came across clearly in the stakeholder interviews that were conducted as part of the economic strategy development, and is a key underpinning element of the business development and capacity building in the economic strategy.

Protecting and enhancing wellbeing is a key component of both the LDP and the economic futures strategy. It is apparent from all sources that this is a crucial focus for the borough and that all recommendations for economic growth and development should be considered through a lens of the wellbeing of the people of the borough. Both the LDP and the Economic Strategy align with the Well-being of Future Generations (Wales) Act 2015.



<https://gov.wales/well-being-of-future-generations-wales>

A final issue identified in the LDP that is a key part of the Economic Strategy is a focus on the climate emergency and ensuring that economic decisions for Bridgend are guided by a commitment to reducing emissions and contributing to preventing a climate catastrophe. The LDP highlights the need for the borough to contribute to meeting the national goals for renewable and low carbon energy generation and to make all new homes net zero. The Economic Futures Strategy outlines key ways the borough can achieve this including a significant focus on ensuring the workforce has the skills to deliver a low-carbon future for Bridgend.

The LDP identifies the need to grow and diversify the borough's visitor economy beyond the predominant day visitor economy that it currently serves. This is a key issue that has been prominent in both our stakeholder research and data analysis and is an area highlighted for growth in the Economic Strategy.

Business Engagement

In June 2020, a Bridgend Economic Recovery Taskforce was established to advise the council on economic actions to address economic challenges related to the Covid-19 pandemic.

Bridgend Economic Recovery Taskforce

Designed to help the local economy recover following several months of Covid-19 lockdown and deliver long-term benefits, the plans are based on the Welsh Government's 'Unlocking Our Society And Economy' framework and are firmly focused on the core themes of business and the economy, transport, digitalisation and the public realm and natural environment.

With significant input from the Cardiff Capital Region City Deal, they set out structured options for helping the county borough emerge from the current restrictions, with a new economic engagement programme and a specific ring-fenced budget, the Economic Futures Fund, in place to support the task force's activities and aims.

<https://www.bridgend.gov.uk/news/plans-for-new-economic-task-force-approved/>

Business Grants

During the COVID pandemic, BCBC economic development team have established and administered a range of business support grants, to help business survive. These included:

- Economic Futures Fund
(<https://www.bridgend.gov.uk/business/funding/economic-futures-fund/>)
- Economic Resilience Fund
(<https://www.bridgend.gov.uk/business/funding/economic-resilience-fund/>)
- Business Development Funding
(<https://www.bridgend.gov.uk/business/funding/business-development-funding/>)

Below is a summary of the grants that BCBC have administered over the duration of the COVID pandemic. In total the council has administered over £4million worth of grants.

Name of fund	Number of Applicants Paid
Start Up Grant	73
Cultural Freelancer	104
Childcare Provider	2
Local Lockdown Discretionary	496
Restrictions Discretionary	610
Restrictions Extension	555
Economic Resilience Fund (Combined)	168
Kick Start Grant	46
Business Start-up Fund	45

Business Survey

Over the spring/early summer of 2021 BCBC undertook a survey of businesses in the borough to understand the challenges that they are facing and assess the impact on the business environment of both COVID and leaving the European Union. Over 2,000 businesses were invited to participate and the link to the survey was publicly available on the Council website. In total 349 responses were recorded from a broad cross-section of industries.

A large proportion of businesses had been significantly impacted by the COVID pandemic and subsequent restrictions. At the time of the survey 32% had started trading again after being forced to stop for a while and a further 22% remained closed but had intention to start trading again. A small percentage (2%) stated that they had either already permanently ceased trading or had paused but without intention to restart. Related to this situation the most common concern for respondents was cash flow, a reflection of reduced trading in the months leading up

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to the survey. The next 2 most common concerns were also related to COVID; finding new customers and sales, and government restrictions.

There was significant evidence that the business support that the council and national government had provided had been taken-up by local businesses. 43% of respondents had had support from BCBC in the last 12 months with a further 22% having had support from the Welsh Government in the same period. The majority of this support was in the form of financial support and funding.

The survey provided insight into the skills that businesses were lacking and their attitude towards training. Respondents identified that computer skills, social media and marketing were the most common skills needed for the future. Similarly, businesses identified marketing skills, computer literacy/basic IT and specialist IT skills as the 3 most common areas for training currently. The significance of this is highlighted by the fact that 57% of respondents did not trade online either through a website or on social media. Of the respondents 25% stated they would benefit from training (the majority of the 75% stated it wasn't relevant for their business) and 42% would like more information on potential training.

There was also good traction with businesses for supporting a Kickstart employment programme for 16–24-year-olds. 17% could offer a Kickstart placement and a further 23% would like more information.

The survey data were used to complement other qualitative stakeholder data to inform the development of the Economic Strategy.

Datasets Informing the BCBC Economic Strategy

Theme	Source
Population and Age	Welsh Government and Office for National Statistics
Demographics	Office for National Statistics
Migration Flows	Office for National Statistics
Economic Activity (Overall)	Office for National Statistics
Economic Activity by Age	Local Labour Force Survey
Economic Inactivity (Breakdown)	Office for National Statistics
Industry Type	Annual Population Survey
Job Type (Breakdown)	Business Register and Employment Survey
Occupation Type (Gender Split)	Labour Force Survey
Job Density	Office for National Statistics
Business Turnover	Office for National Statistics
Business Size (Employees)	Inter Departmental Business Register
Business Size (Turnover)	Inter Departmental Business Register
ILO Unemployment Rate	Labour Force Survey
Long Term Sick	Office for National Statistics
JSA	Office for National Statistics
Claimants by Age	Office for National Statistics
Claimants by Type	Department for Work and Pensions
Workless Households	Annual Population Survey
Workless Households by area	Department for Work and Pensions
50+ Working Population	Labour Force Survey
Earnings Annual	Office for National Statistics
Earnings Weekly	Office for National Statistics
Hours Worked	Office for National Statistics
Education	Welsh Examination Database and Pupil Level Annual School Census
Qualifications	Annual Population Survey
Year 11 Leavers	Careers Wales
GCSE A-Level	Annual Population Survey
Schools	Pupil Level Annual School Census
Wellbeing Measure	Welsh Index of Multiple Deprivation

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Theme	Source
Health and Social Care	Office for National Statistics
Commuting	Annual Population Survey
Commuting (detail)	Annual Population Survey
Travel and Access	WIMD travel indicators
Digital	Parliament Commons Library
House Prices	Office for National Statistics
Household Tenure	Office for National Statistics
Household Composition	Office for National Statistics
Property Construction	Welsh Government
Renewable Energy Sites	Department for Business, Energy, and Industrial Strategy
Renewable Energy Capacity	Department for Business, Energy, and Industrial Strategy
Renewable Energy Generation	Department for Business, Energy, and Industrial Strategy
Risks and Priorities	Climate Change Committee Risk Assessment
Recycling	Info Base Cymru
Carbon Emissions	Info Base Cymru

Reports and Literature Informing the Economic Strategy

Theme	Report
Broad Sources – UK Government	Grand Challenges: Policy Paper
	Industrial Clusters Challenge
	Build Back Fairer
Broad Sources – Welsh Government	Future Wales National Plan 2020
	Well-being of Future Generations Act 2015
	Evaluation of the SE Wales Community Economic Development Programme
	Wales 4.0 Delivering Economic Transformation for a Better Future of Work
	Cardiff City Region
	Swansea City Region Deal
Broad Sources - Bridgend County Borough	BCBC Annual Report
	Bridgend Local development plan
	Bridgend Country Borough Profile 2017, 2018 and 2019

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Theme	Report
	Better Bridgend Purpose, Vision and Priorities 2021
	Bridgend Corporate Plan reviewed for 2021 and 1-page summary
	Strategic Equalities Plan
Economic background	BCBC Economic Evidence Base Study 2019
	BCBC Economic Evidence Base Update 2021
	Unemployment etc
	Skills survey results 2019
	Advanced skill shortages
	Advanced skill shortages
	Employment
	Commuting stats
	Nomis Unemployment Data
	Employability/Economic Outcome Data
	Welsh European Funding Office Framework for Regional Investment in Wales Report 2020 - Economic Analysis Appendix
	Chief Economists Report 2020
	PSL Presentation (internal-use only)
	Economic Intelligence Wales Quarterly Report - September 2020
	KPMG UK Economic Outlook Report June 2020
	Atlas of Deprivation
	Prosperity and Placemaking Report, No Place Left Behind
	Dasgupta Review on Economics of Biodiversity
Wellbeing	Bridgend Wellbeing Statement
	Impoverished community rank
	Bridgend County Wellbeing Plan
	BCBC Well-being of Future Generations
	Communities Dashboards
	Wales Centre for Public Policy Briefing on Wellbeing (COVID and Brexit)
	Wales Centre for Public Policy Briefing on Wellbeing (Cultural)
	ONS Wellbeing Data
	Bridgend Public Services Board Wellbeing Assessment Report 2017
	WELLBY Report
	More In Common Report
	Future Trends Report

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Theme	Report
	Ageing well in Bridgend
Sustainability	Bridgend 2030 Decarbonisation Strategy
	A systems approach for delivering net zero
	Welsh Government Prosperity for all: a low carbon Wales
	Carbon Trust BCBC Carbon Footprint Report (internal-use only)
	Dasgupta Review on Economics of Biodiversity
	Decarbonising Welsh Homes Report 2018
	Kmatrix, Low Carbon Status Report
	Biodiveristy and Ecosystem Resilience
	Climate Change Committee - Wales National Summary
	Climate Change Committee - The Path to a Net Zero Wales
	Business Support
Economic Services for Businesses	
Business Survey - Initial Results	
Public Sector	Bridgend Procurement Strategy and Delivery Plan
	Welsh Government Ethical Supply Chains
	Welsh Procurement Community Benefits Policy
	Welsh Procurement Community Benefits Policy Report
	Welsh Government New Procurement Landscape
	Welsh Government Supplier Guidance
	Welsh Government Social Value Paper
	Procurement Benefits Measurement Tool - Core
	Procurement Benefits Measurement Tool - Non-Core
Natural Capital and Placemaking	Bridgend Local Development Plan
	Bridgend Local Development Plan Proposal Map
	Bridgend Local Development Plan Consultation Document
	Bridgend Town Centre Masterplan
	Bridgend Council Vision Brainstorm results
	SoNaRR Report 2020
	Welsh Government Building Better Places
	Prosperity and Placemaking Report, No Place Left Behind
	Natural Resources Wales, South Central Wales Area
	Our Valleys, Our Future Delivery Plan 2019
	Spirit of Llynfi Woodland

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Theme	Report
Visitor Economy	Bridgend Destination Management Plan and Action Plan 2018 and Evidence Base Review 2018
	Tourism profile of South-East Wales
	Wales Transport Strategy 2017 and 2021
	Beaufort Research Report on Visitor Survey 2019
	Beaufort Bedstock Audit 2021
	Steam Visitor Summary Reports
	Outdoor Pursuits Report 2010
	Rural Tourism Report 2009
	Welsh Government Tourism profile reports on South East Wales and by Local Authority
	Afan Valley Outdoor Resort Application 2018
	Map of Accommodation in Bridgend County
	Visit Bridgend website and other
Active Travel and Transport	Wales Transport Strategy
	National Assembly Wales Future Development of Transport for Wales 2019
	South Wales Metro
Property	South Wales RSL Partnership Affordable Housing Report 2019
	Welsh Government Reimagining Social Housing in Wales 2020
	Decarbonising Welsh Homes Report 2018
	Housing Market Assessment, 2009
	Housing Summary Measures Analysis 2016
	Local Housing Strategy 2016-18
	Bridgend County Borough Council Local Housing Market Assessment Update 2021
	Bridgend Social Housing Stock in 2015
	Bridgend Rents
	Bridgend Common Housing Register as at 04-11-15
Digital	BCBC Digital Strategy
	Connectivity
	OfCom Connectivity Report:
	Bridgend Broadband availability profile ppt
	Broadband Communications in Wales Briefing Paper
	Connected Nations Report 2019 and 2020
	Digital Communications Infrastructure Wales Report 2020
	Openreach planned rollout

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Theme	Report
	Q1 2021 Update on Wales BT Broadband Rollout
	National Assembly Wales Digital Infrastructure in Wales 2017
	National Infrastructure Commission for Wales Digital Communications Infrastructure in Wales 2020

Key Findings

Some of the headline findings in this data report are listed below. These provide insight into some of the most critical and important conclusions drawn from the data. A number of these have been key in influencing the content of the economic strategy.

Population and demographic changes

- The population distribution of Bridgend is expected to get older over time. In particular the proportion of the population that is 65 or older will increase over the next 20 years.

Labour Market

- Bridgend's labour market has strengths and weaknesses. The unemployment rate is low showing that people are able to find work. However, the inactivity rate is high which shows that there is a large proportion of the population that is out-of-work and not actively looking.
- The inactivity rate is partly driven by a high level of long-term sick population.
- Young people have a higher claimant rate in Bridgend than the Welsh average and the inactivity rate has recently increased.

Business

- The public sector is a large economic player in Bridgend. It employs a large portion of the workforce and is a major consumer of goods and services.
- Within the private sector the wholesale and retail industry is a major industry in the borough.

Connectivity

- Over 10% of the borough does not have the 10Mbps Universal Service Obligation level of digital connectivity.
- There is a high degree of digital inequality within the borough.

Wellbeing

- Specific areas within the borough rank highly on the index of multiple deprivation.
- A significant proportion of the population have physical issues.

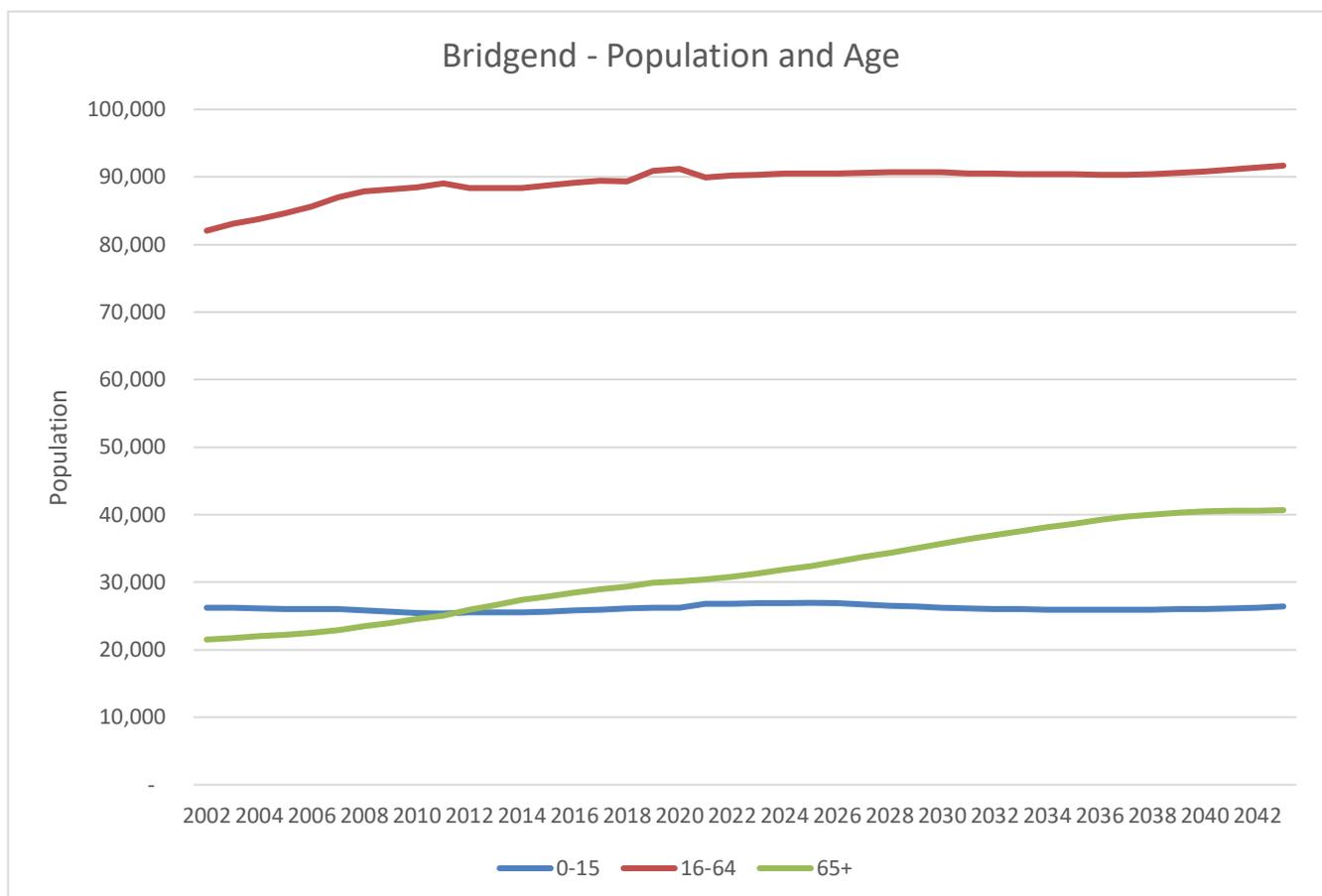
Low Carbon

- Progress on renewable energy has been more limited in recent years.

Introduction to Bridgend

Population

Bridgend has a population of c. 150,000 people. Bridgend’s population distribution reflects a standard story from across Wales. Bridgend has a similar proportion of its population that are aged 0-15. Bridgend differs from the Welsh average as it has a slightly lower proportion of 65+ year olds, and correspondingly a slightly higher level of 16–64-year-olds.



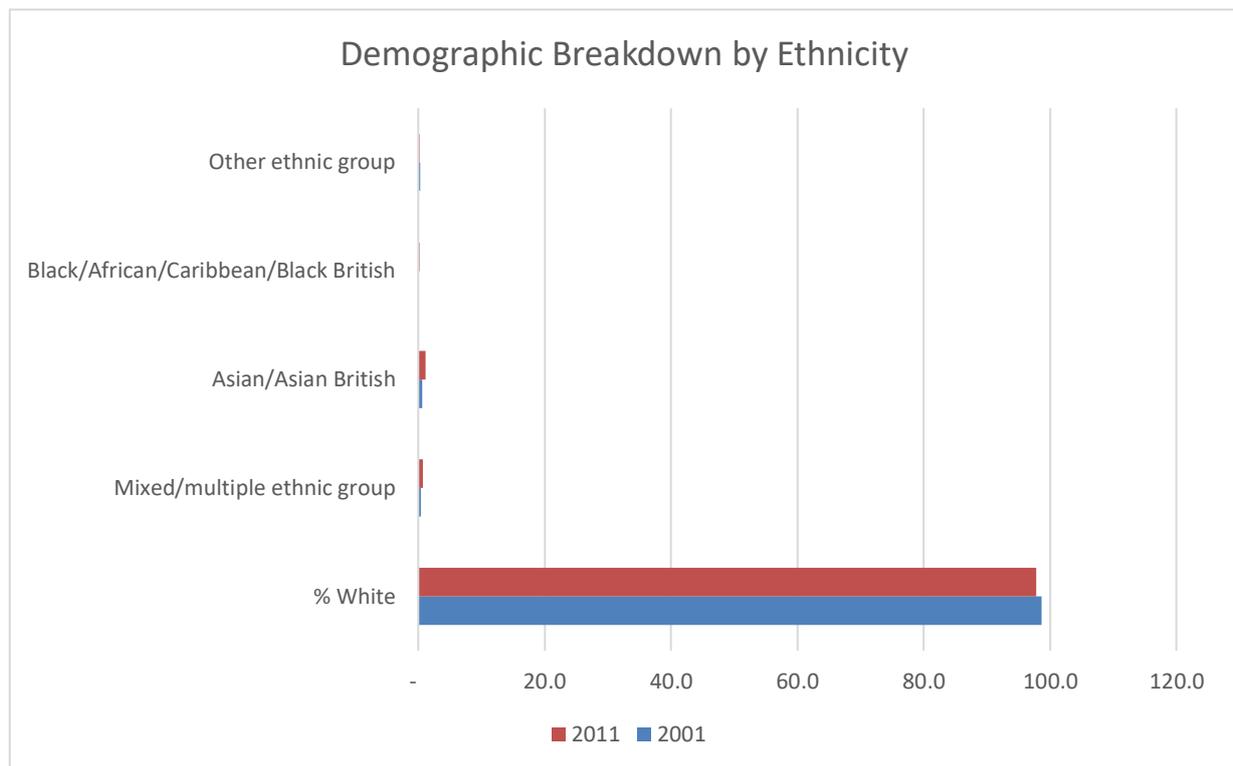
Sources: Office of National Statistics and Welsh Government

Notably, in the Welsh Government population forecasts, the Bridgend population is expected to grow but the vast majority of that growth will be in the 65+ population. This is the population which will contain a high percentage of retired people. In comparison the number in the young population (0-15) and the bulk of the working age population (16-64) will remain relatively stable over the same period. Therefore, by the 2040s it is forecast that the population will be more skewed towards the 65+ age group and retirees.

Bridgend’s demographic by ethnicity make-up has been relatively consistent over the last 20 years. The vast majority of Bridgend citizens identify as White with only a small single digit percentage falling outside that categorisation. Although the overall numbers remain low there has been significant growth in the share of the population identifying as mixed/multiple-ethnic-group and Asian/Asian British.



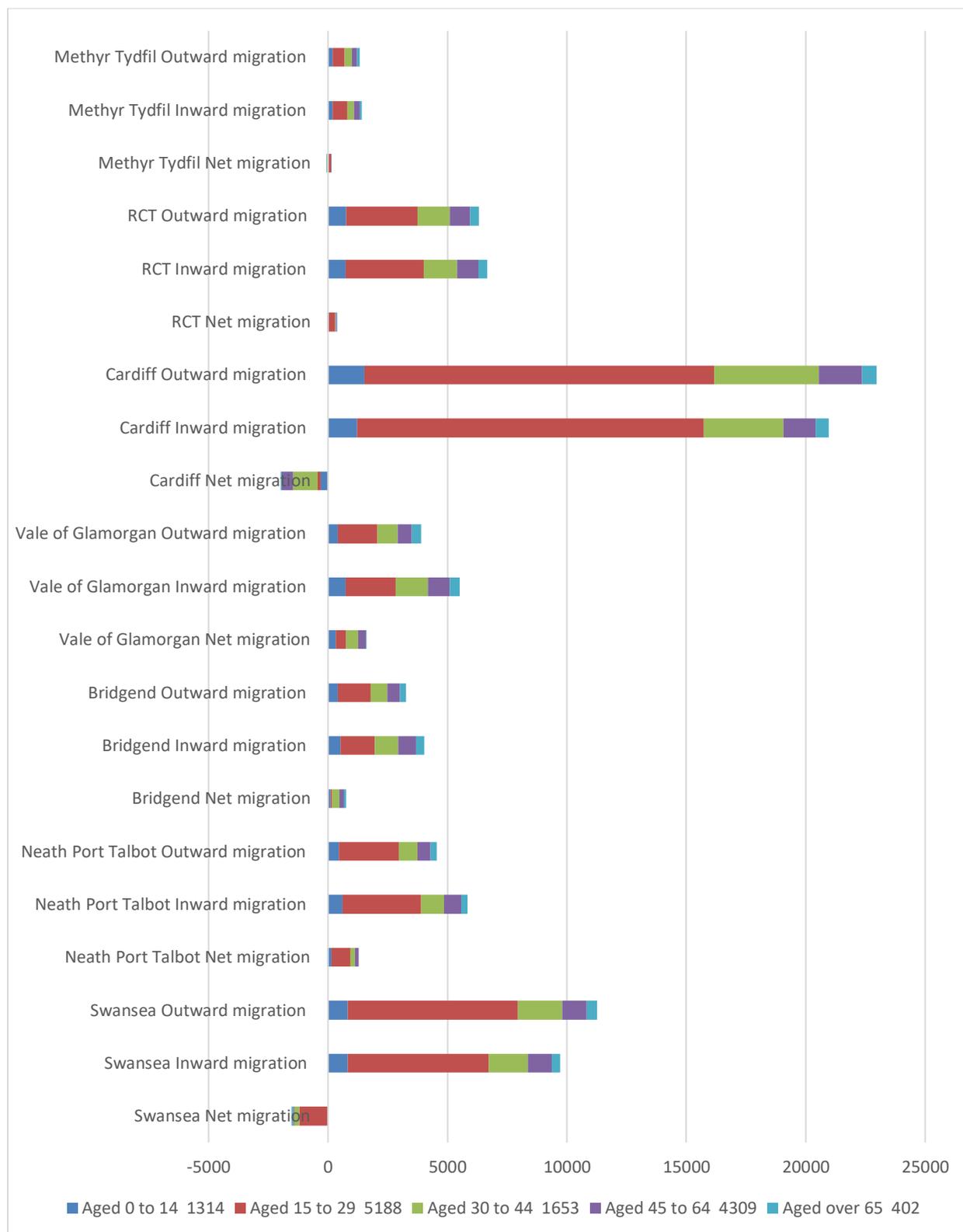
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Source: Office for National Statistics

Bridgend has a net positive migration flow which indicates that more people are moving into the area than are leaving. Split by age group, the net impact is largest across the age 30-44 range – a key demographic for the local workforce. The positive net migration is significant as a proportion of the outward migration. The total net migration of 766 is 23.5% of the 4,024 outward migration.

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Source: Office for National Statistics

Economy

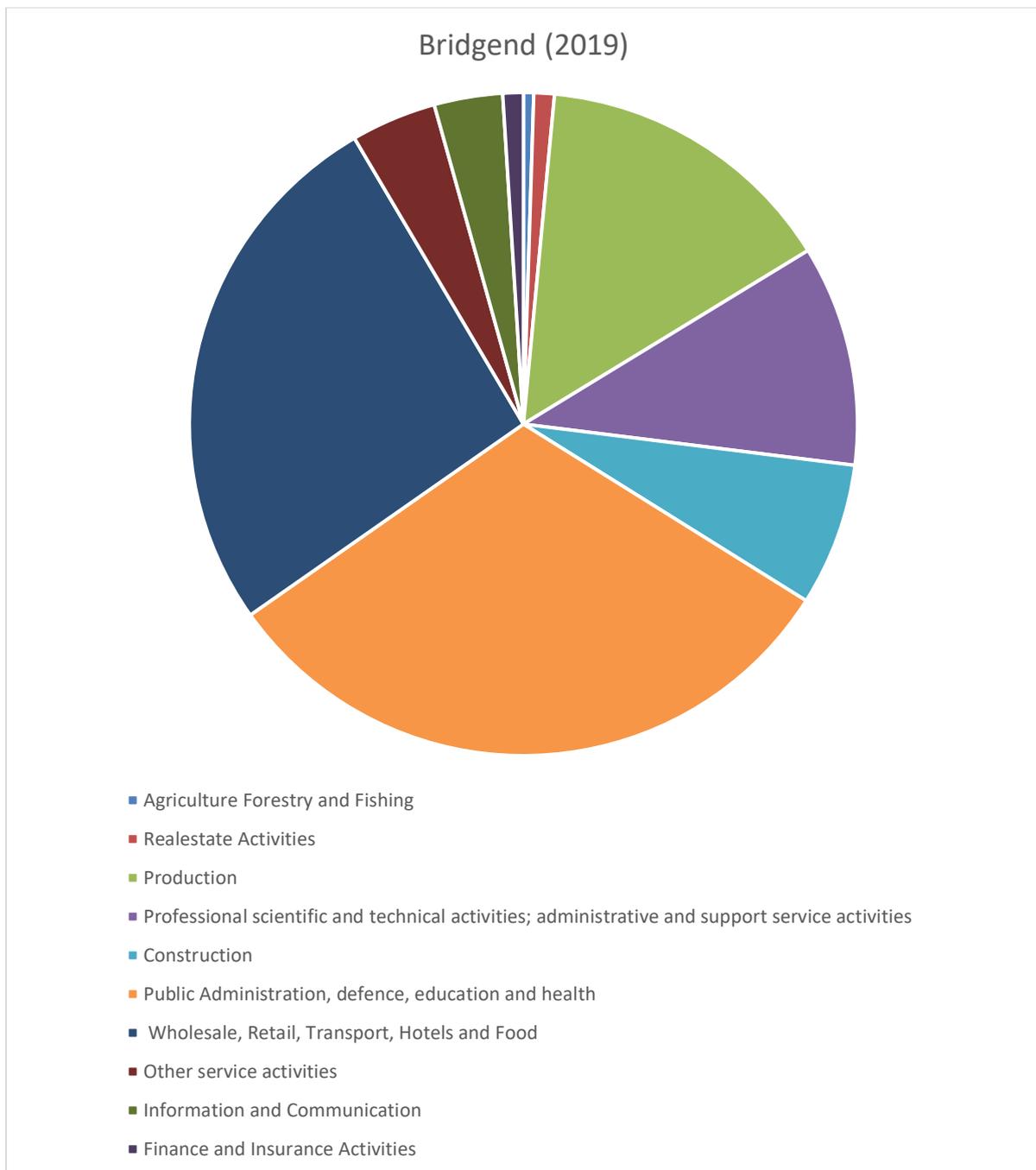
The Bridgend economy has several key industries as shown below. Firstly, the below graph indicates that the public sector is a significant employer in the borough. According to the Annual Population Survey the public sector (public administration, defence, health, and education) employs 31% of the Bridgend employed population. In addition to the Public Sector, the area has some key private sector industries. The most significant employer is the Wholesale, Retail, Transport, Hotels and Food industries which employ 26% of the population.

The Business Register and Employment Survey also shows a similar breakup of the Bridgend economy by industry. In their survey the biggest industries in the borough are Public Administration and Defence, Manufacturing and Wholesale and Retail Trade.

The data from the Annual Population Survey is supported by the outputs from the Business Engagement Survey where 23% of respondents were in the Wholesale and Retail sector.

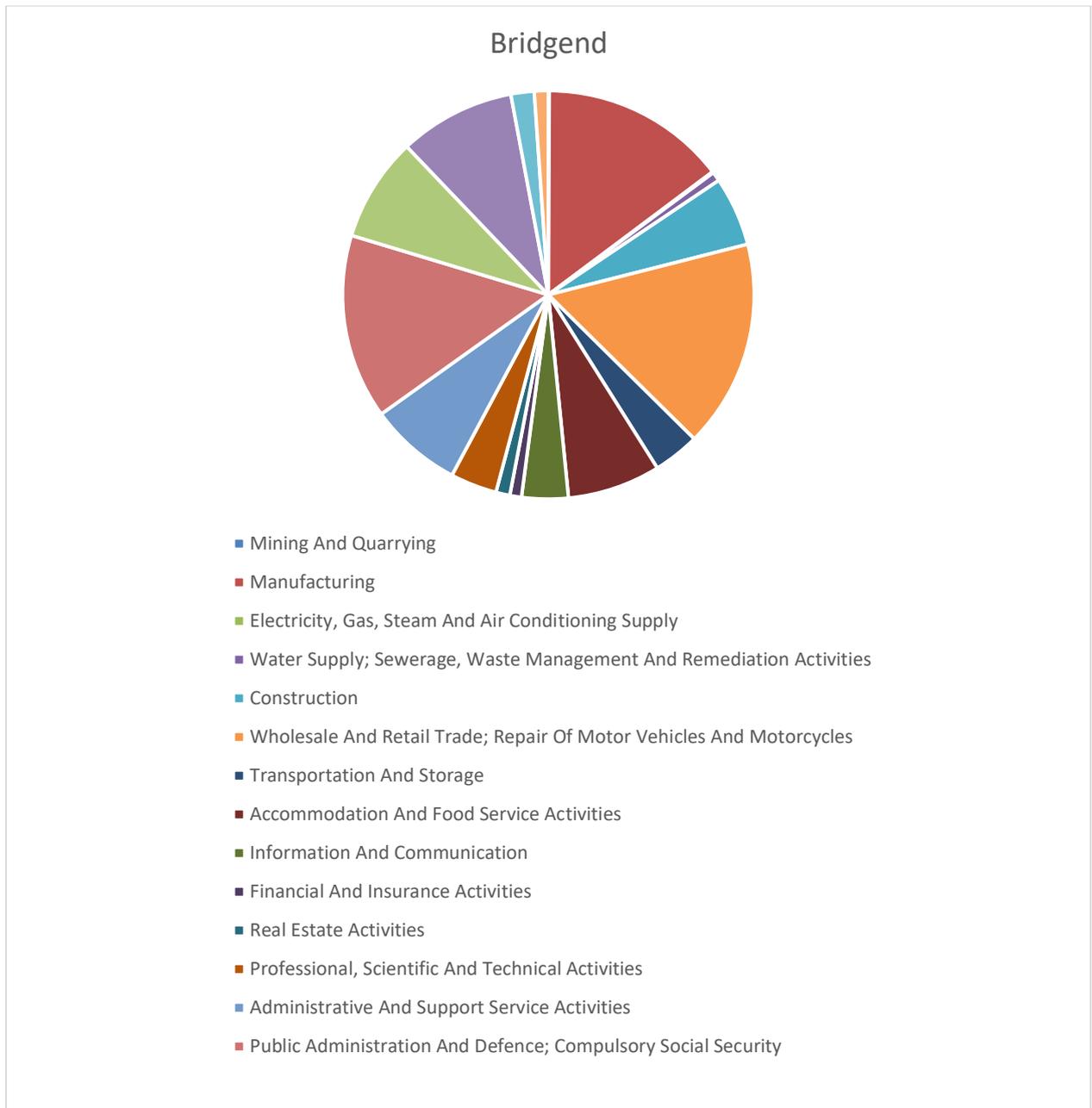
This data also highlights the importance of the Visitor Economy with associated industries employing a significant number of people in both the Annual Population Survey (Wholesale, Retail, Transport, Hotels and Food) and the Business Register and Employment Survey (Wholesale and Retail Trade/Accommodation and Food Service Activities).

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Source: Annual Population Survey

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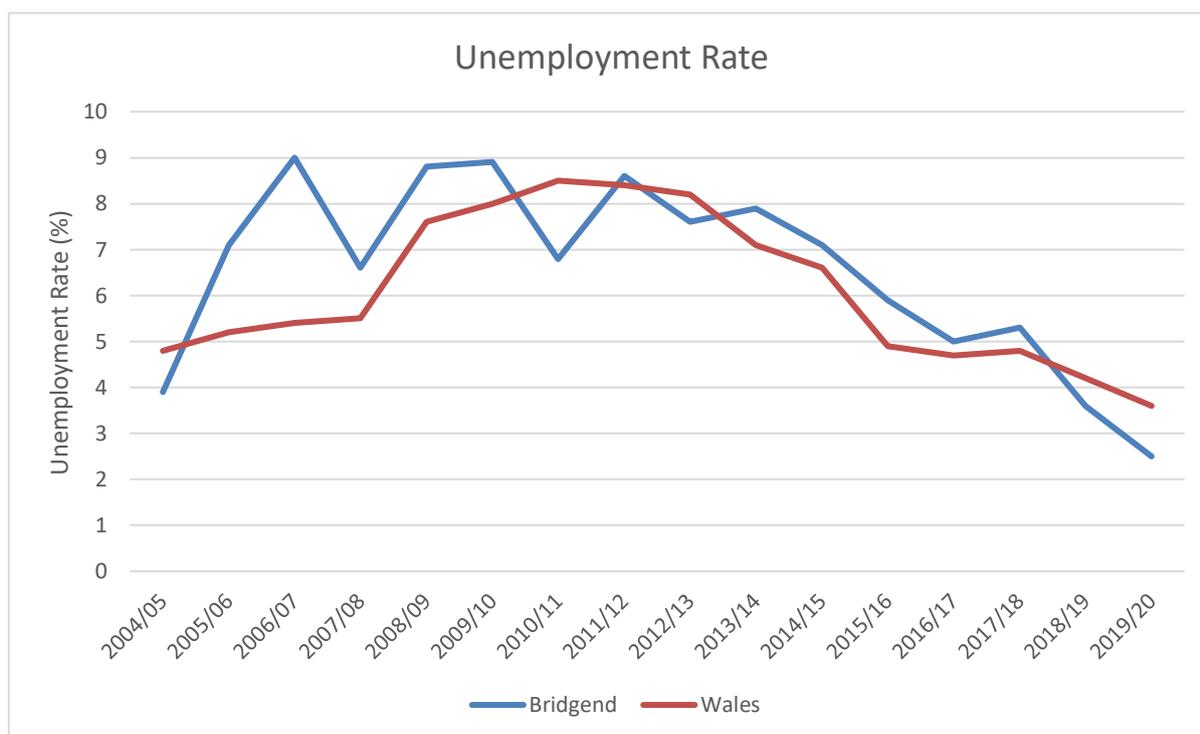
Source: *Business Register and Employment Survey*

Unemployment

The data shows that Bridgend's workforce has some underlying structural issues, namely: high levels of inactivity, long-term sickness and young people leaving formal education with no qualifications.

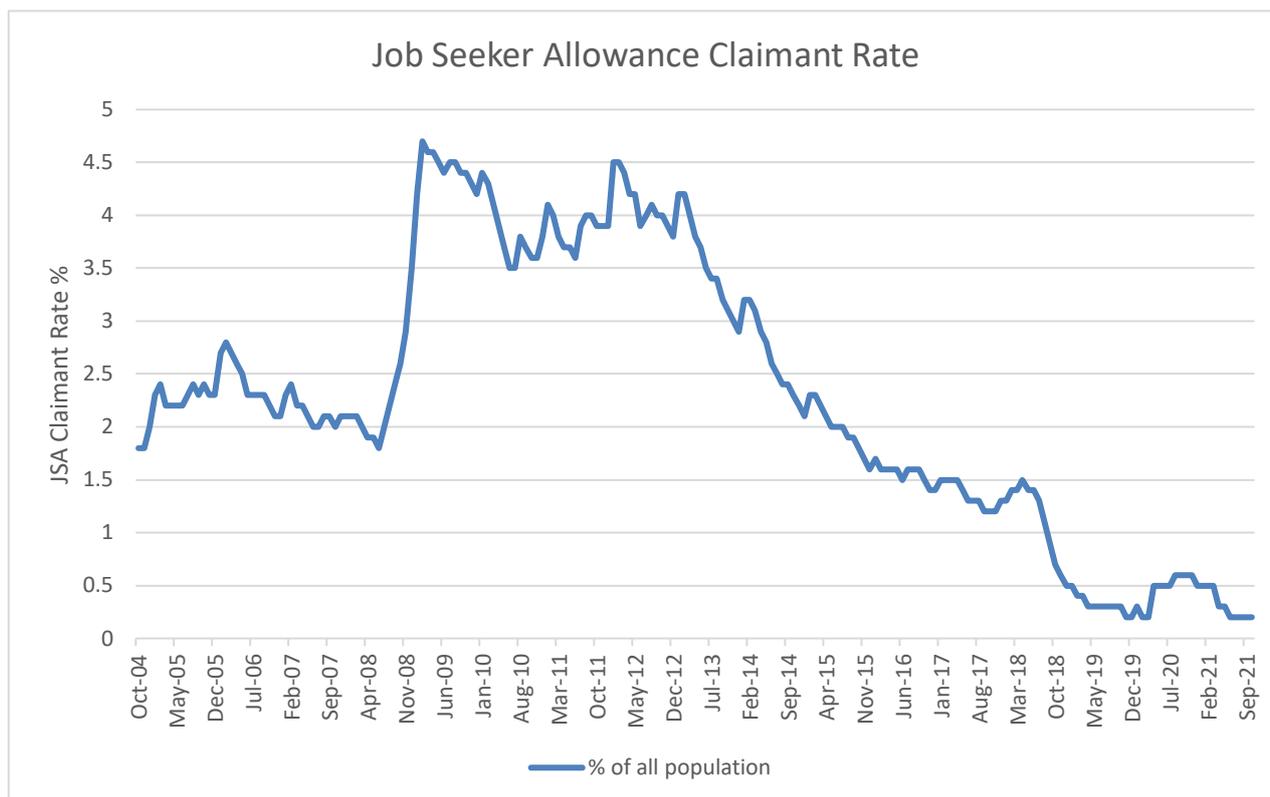
Nevertheless, an initial assessment of the unemployment rate in Bridgend indicates a healthy labour market. The unemployment rate increased significantly because of the financial crisis (2007-2009) and remained at that high level as it developed into a world recession. However, since 2013/14 the unemployment rate has been consistently dropping and the latest data in 2019/20 indicated the unemployment rate was now below the levels in 2004/05.

Further the unemployment trend in Bridgend County has broadly followed the Welsh average trend, therefore suggesting Bridgend is not faring worse than other areas of Wales.



Source: *Labour Force Survey*

This trend is supported by the data on the percentage of the working population that is claiming Job Seekers Allowance. Job Seeker Allowance claimant percentage shows the proportion of the population who is out of work but seeking work (and in doing so are eligible for Job Seeker Allowance). The data shows a massive increase in the rate between April and November 2008 as the impact of the financial crisis and worldwide recession was felt. The rate remained high until 2013 where the trend of decreasing levels of claimants began and has continued until the latest data in September 2021. The JSA claim rate since 2019 has been at very low levels.



Source: NOMIS Web

Inactivity

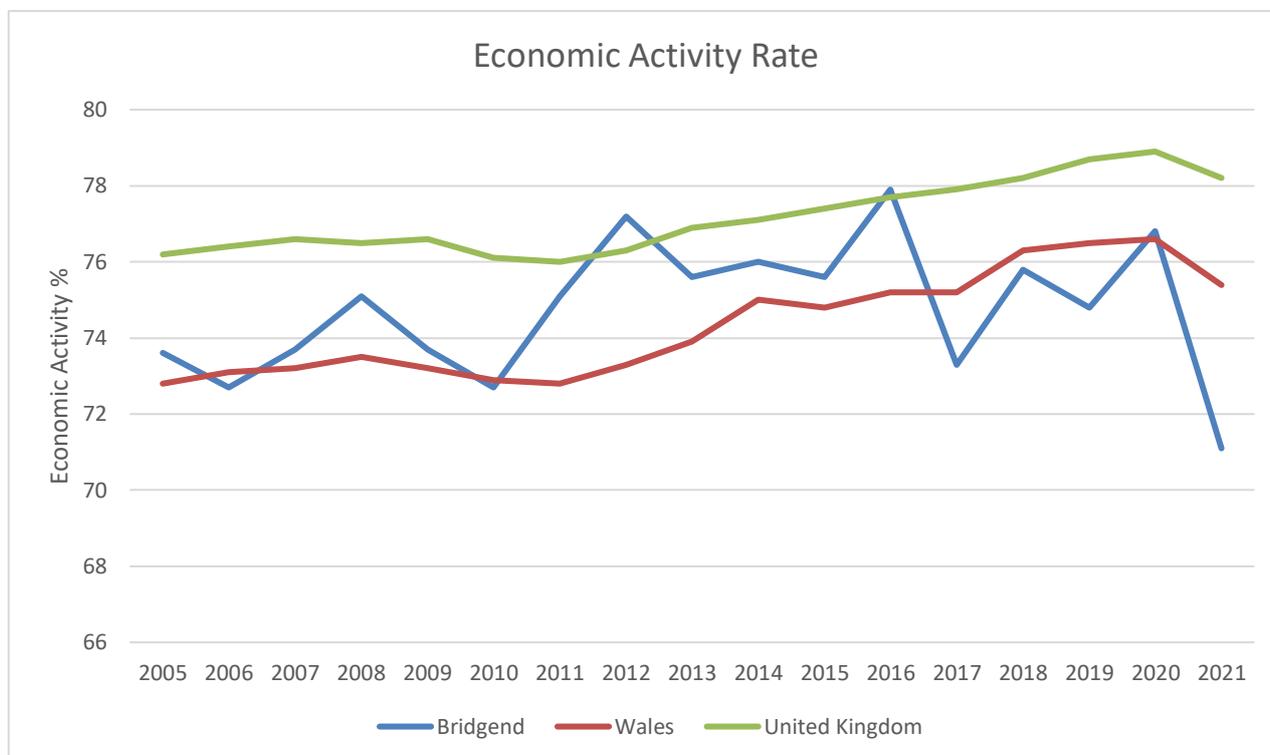
However, the data shows that Bridgend does have a relatively large population of people who are not in work, but who are also not looking for work, and therefore are outside of the official unemployment rates. Unemployment rates measure the percentage of the population that is out of work but who is actively looking for work. In that way it can be used as a measure of the health of an economy as it shows the failure of the economy to provide jobs to those who would want one.

However, not everyone who is out-of-work falls under the category of 'unemployed' and therefore in the unemployment rates. This group is called the economic 'inactive' group. Commonly this is understood to be the case for retired individuals who are no longer working but they do not feature in the unemployment statistics as they are not looking for work. Students are another common group in this category. There are a number of other reasons why a person may be out-of-work but not looking for employment, in Bridgend's case there is a large portion of the population that are long-term sick.

This population falls under an 'inactive' categorisation. The opposite of the economic inactivity rate is the economic activity rate. According to the Office of National Statistics Bridgend's overall economic activity rates have consistently been below the Welsh and UK average since the start of 2017 (asides from the start of 2020) showing that the workforce of Bridgend is less likely to be economically active than elsewhere in Wales and the wider UK.

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There was a significant drop in the economic activity rate in Bridgend in 2016-17 that took the area from above the Welsh average to significantly below. It has remained below up until the beginning of 2020. The Bridgend activity rate numbers show more vulnerability to fluctuations than the Welsh average (partly due to smaller numbers).

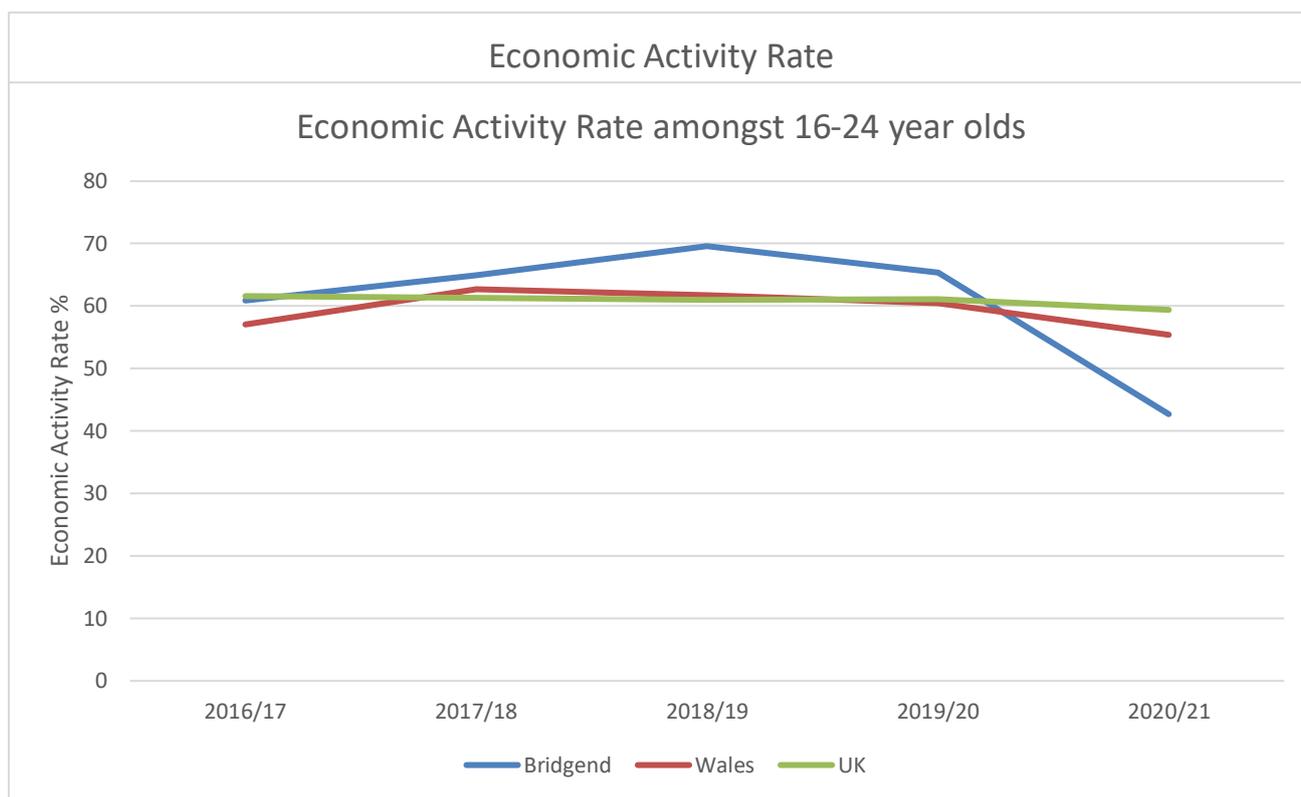


Source: Office for National Statistics

In the second half of 2020 the Bridgend economic activity rate decreased significantly. This decrease is best explained by the impact of the Covid 19 pandemic and related restrictions on the economy. The impact of Covid can be seen in both the UK and Welsh numbers, however the drop has been notably less significant. This suggests that the impact of Covid has been felt by the Bridgend economy more than the average across both Wales and the UK.

By age demographic the impact on the economic activity rate has been most significant for the young person demographic. The activity rate for 16–24-year-olds in Bridgend has fallen from 65-70% in the period 2018-20 to 42.7% in the period 2020/21. This stands in stark comparison to both the trend in 16–24 year-olds for the Welsh and UK average and the other age groups within Bridgend.

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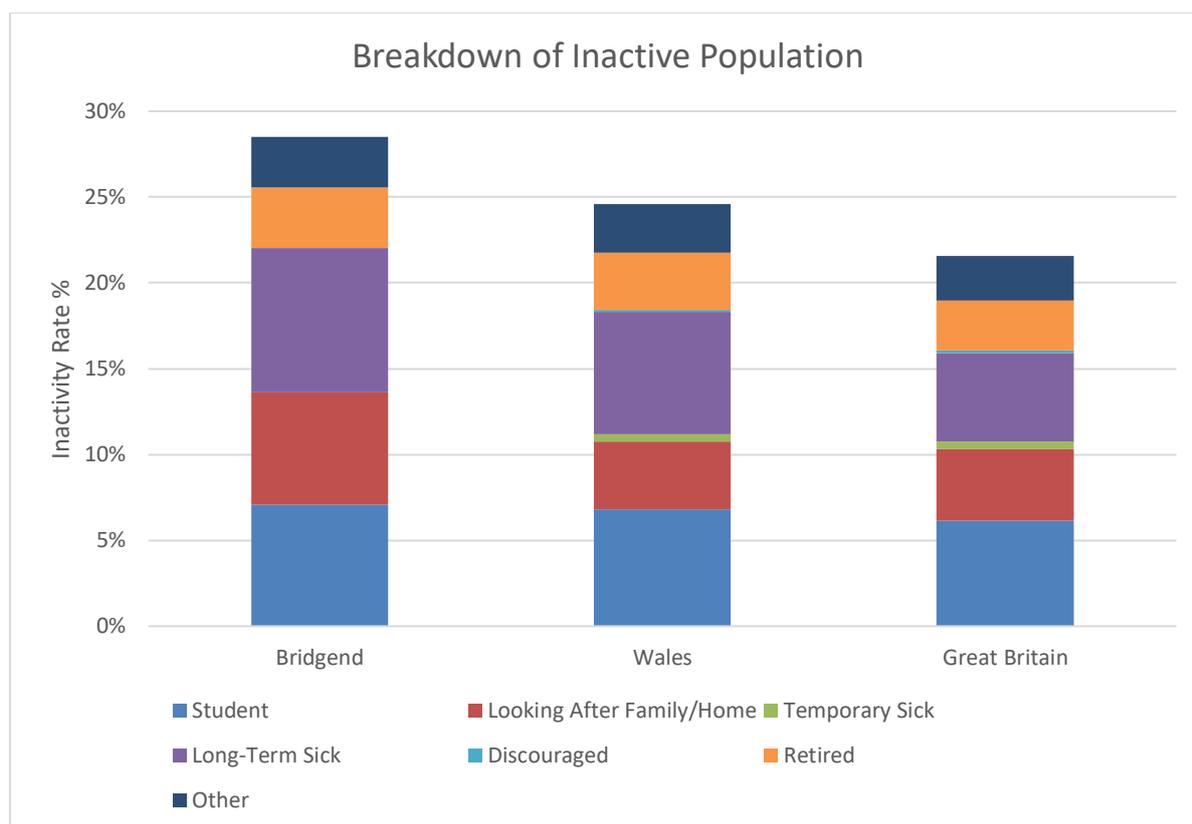
Source: Local Labour Force Survey

Assessing the breakdown of the inactive population gives insight into the causes of this level of inactivity. Within the inactive population Bridgend has a higher proportion of its inactive population that fall under 'Long-Term Sick' and 'Looking After Family/Home' definitions than the comparative Welsh and GB averages.

Breakdown of Inactive Population	Bridgend	Wales	Great Britain
Student	7.1%	6.8%	6.2%
Looking After Family/Home	6.5%	4.0%	4.2%
Temporary Sick	N/A	0.4%	0.4%
Long-Term Sick	8.4%	7.1%	5.1%
Discouraged	N/A	0.1%	0.2%
Retired	3.5%	3.3%	2.9%
Other	2.9%	2.8%	2.6%
Overall	28.9%	24.6%	21.6%

Source: Office for National Statistics

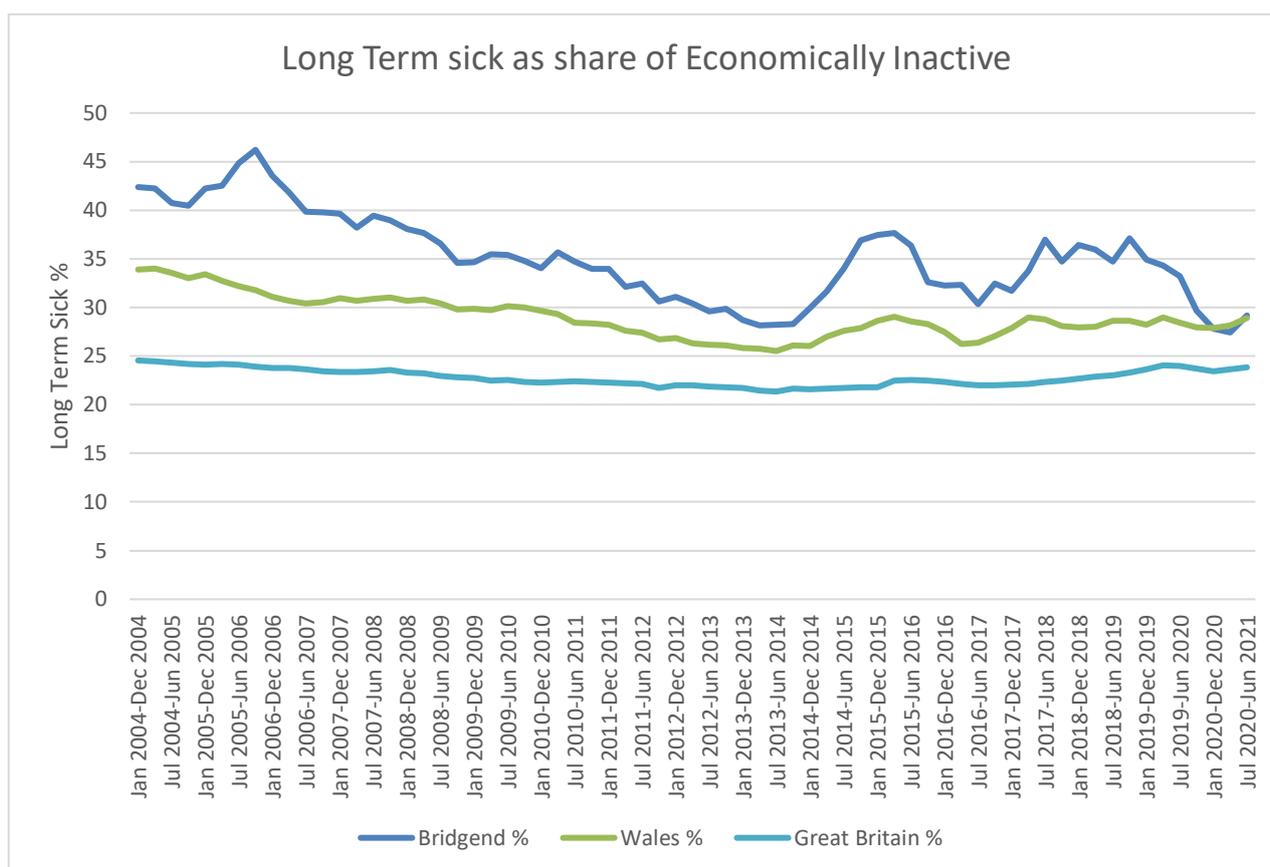
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Source: Office for National Statistics

Focusing in on the Long-Term sick population within the inactive group gives us an insight into the causes of the higher rate of inactivity. The Long-Term sick population has historically been a factor in the Bridgend workforce with the Bridgend levels of Long-Term sick significantly higher than the Wales and GB averages from 2004 (earliest the ONS data is available) to the beginning of the pandemic. This is a key group of the population as they represent those who are out of work indefinitely and are not looking for work – indeed c.80% of the population that are long-term unemployed do not want a job.

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Source: Office for National Statistics

This higher level of inactivity can be seen in the overall numbers on Workless Households. The Annual Population Survey shows that 17.3% of households in the borough were workless. This compares favourably to the Welsh average, but it is a much higher level than the British average. Note that this is all workless households and therefore will include households of retirees etc.

Household	Bridgend	Wales	Great Britain
Number of Workless Households	7,600	178,200	2,854,000
Percentage of Households that are Workless	17.3%	18.4%	13.9%

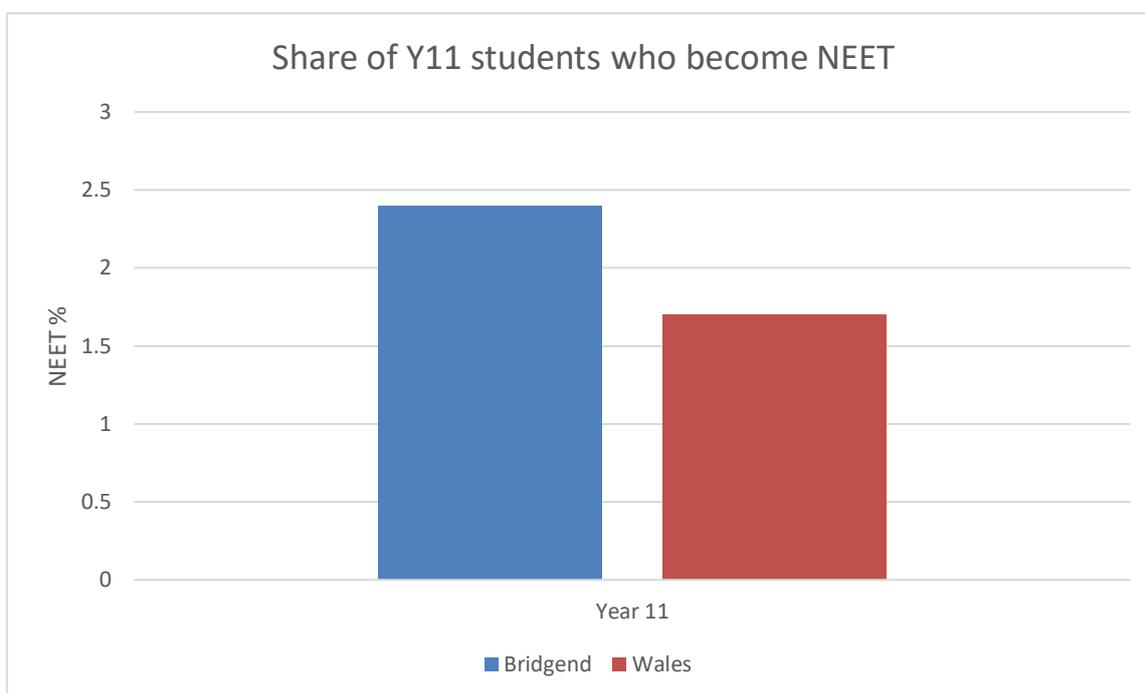
Source: Annual Population Survey

This only tells part of the story of workless households in the Bridgend County Borough. The data on household worklessness by Local Authority Ward within Bridgend shows that the spread of this worklessness is unequal by geography. According to data from the Department of Work and Pensions in areas such as Caerau the split between workless and working households is close to 50:50, whereas at the opposite end of the spectrum an area such as Bryncethin would have a closer to 80:20 split in favour of working households. There are issues with some of the data points in the Department of Work and Pensions package and it does not line up to the Annual Population Survey but as a standalone data point, it evidences the inequality between different geographies within the borough.

Young People

Young people in Bridgend are a key demographic whose economic outcomes are lower in Bridgend compared to their counterparts in the rest of Wales. The chart below shows that students at Year 11 age are more likely to find themselves Not in Education, Employment or Training (NEET). This means that a higher percentage of Bridgend students are immediately entering into the unemployed population after education and therefore have a higher propensity to subsequently enter the economically inactive population.

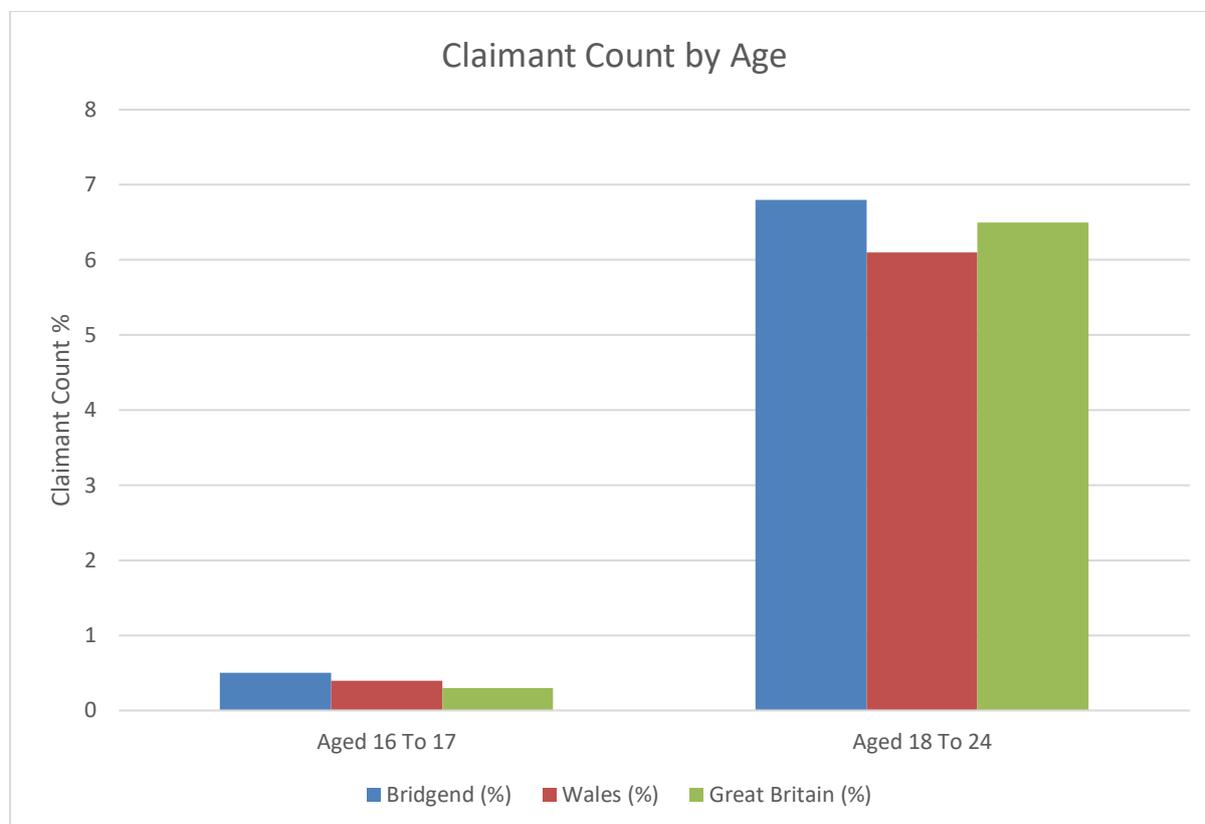
This story is supported by the Bridgend County Wellbeing Report which notes the high level of young adults in NEET after year 13, despite good schools in the area, and relatedly that there is a concern about the lack of employment opportunities locally for young people (*Source: Bridgend County Wellbeing Report*).



Source: *Careers Wales*

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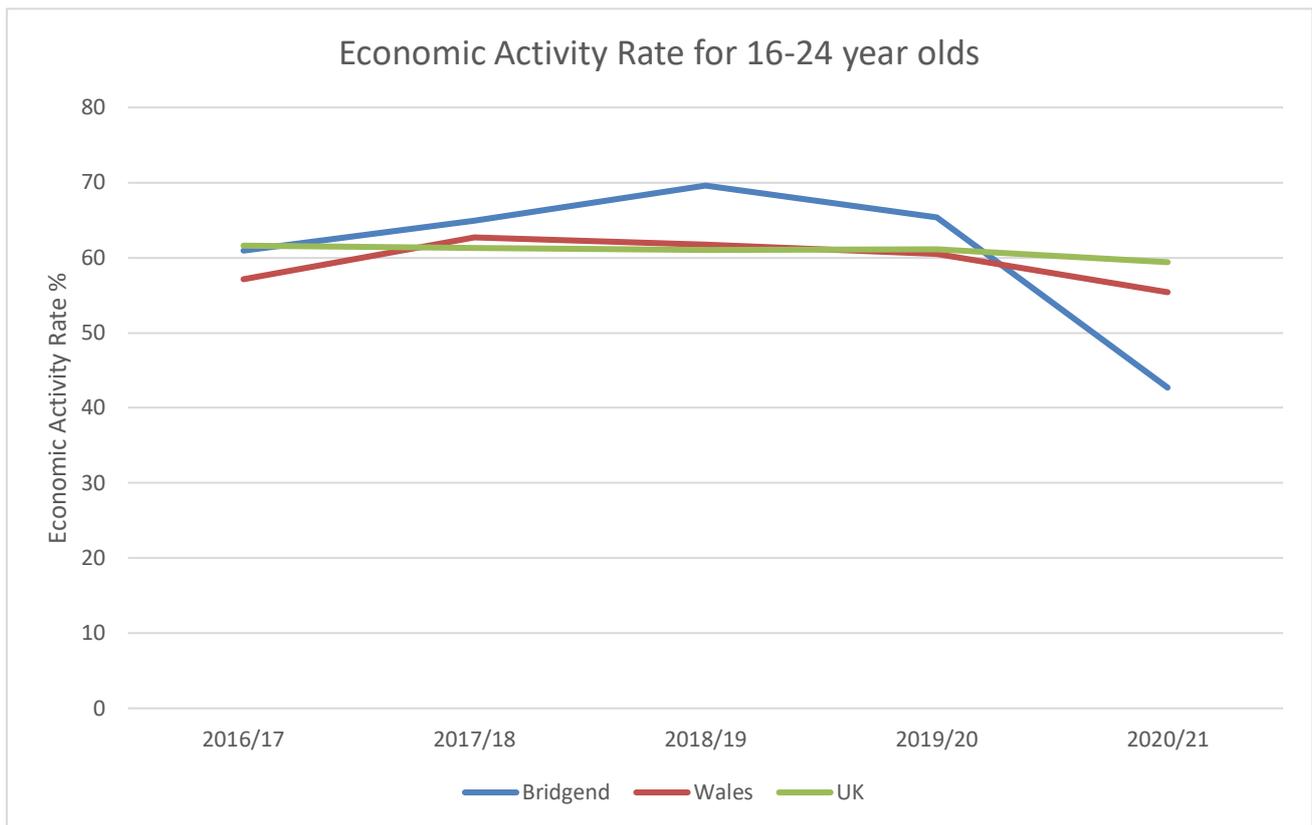
This is further reflected in the percentage of the young population that are on the ONS Claimant Count. For both the age groups of 16-17 and 18-24 the young people of Bridgend are on the Claimant Count at a higher rate than the Welsh and Great British equivalent values.



Source: Office for National Statistics

In addition, the young people of Bridgend have been more negatively impacted by the pandemic than other age demographics and more negatively impacted in Bridgend than across Wales and the UK. As in the below graph the economic activity rate for the Bridgend young people has dropped from 65% in 2019/20 to 43% the following year of 2020/21.

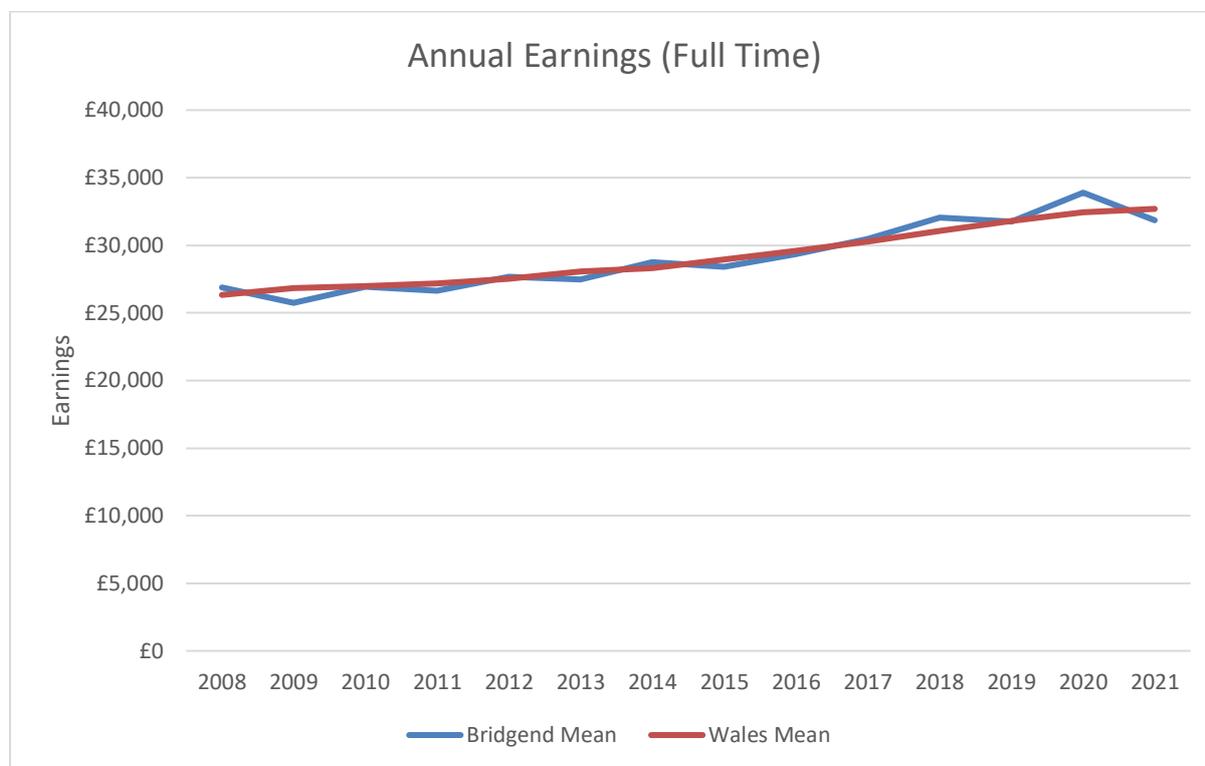
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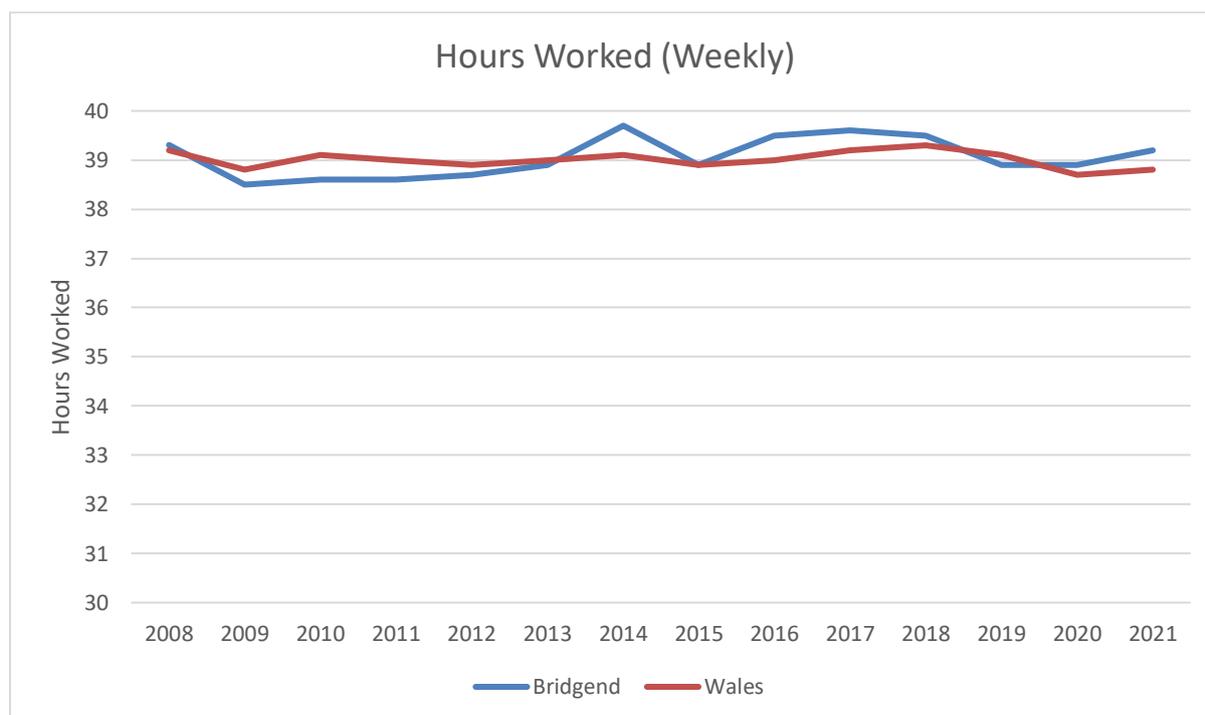
Source: Local Labour Force Survey

Earnings and Hours

Annual earnings and hours worked can give an indication of the health of an economy and labour market. In both instances the data does not suggest any major issues as both largely align with the Welsh average.



Source: Office for National Statistics

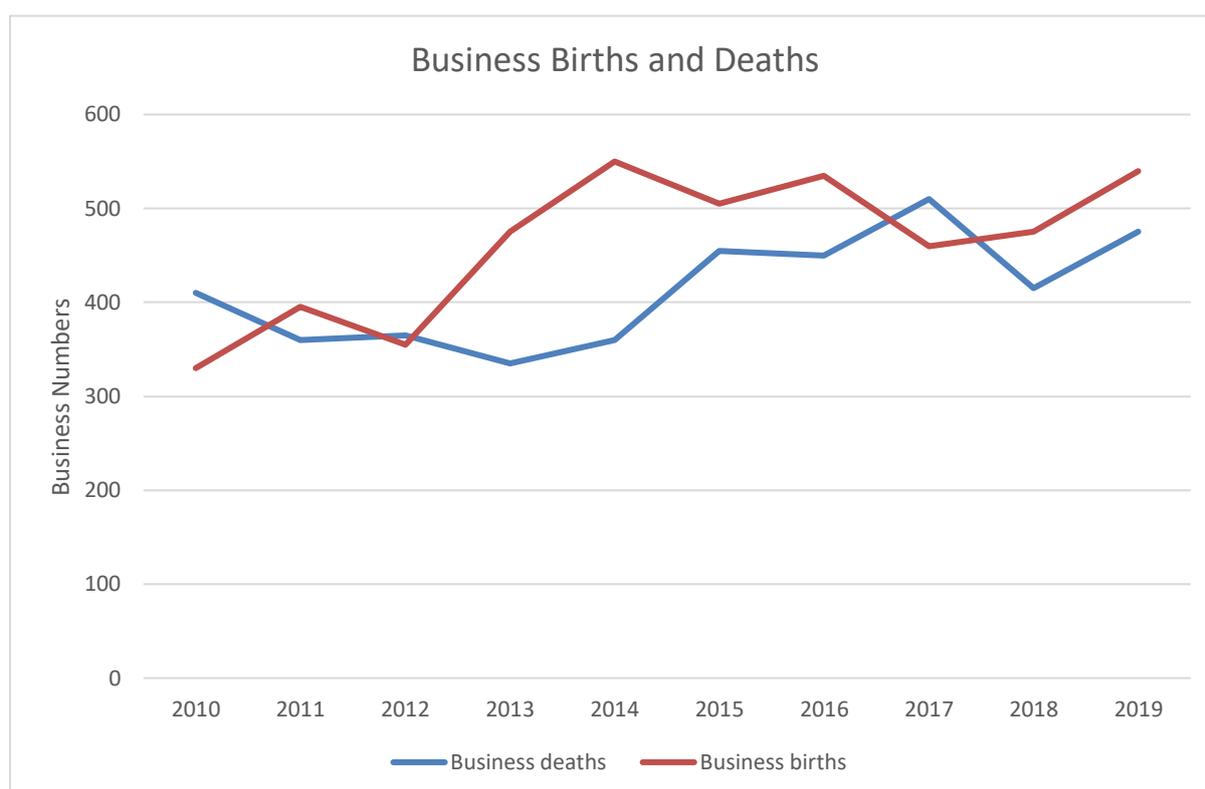


Source: Office for National Statistics

Business Support

As discussed, the Business Engagement Survey highlights some key areas of strength and opportunity for supporting the business community in Bridgend. The following data can be used to further contextualise this.

Over the last 10 years Bridgend has recorded a larger number of businesses 'born' in the area than those that had 'died'. A positive net birth rate indicates that the total number of businesses in Bridgend is growing, a positive indicator for the area and suggestive of a relatively healthy place for businesses to form and work.

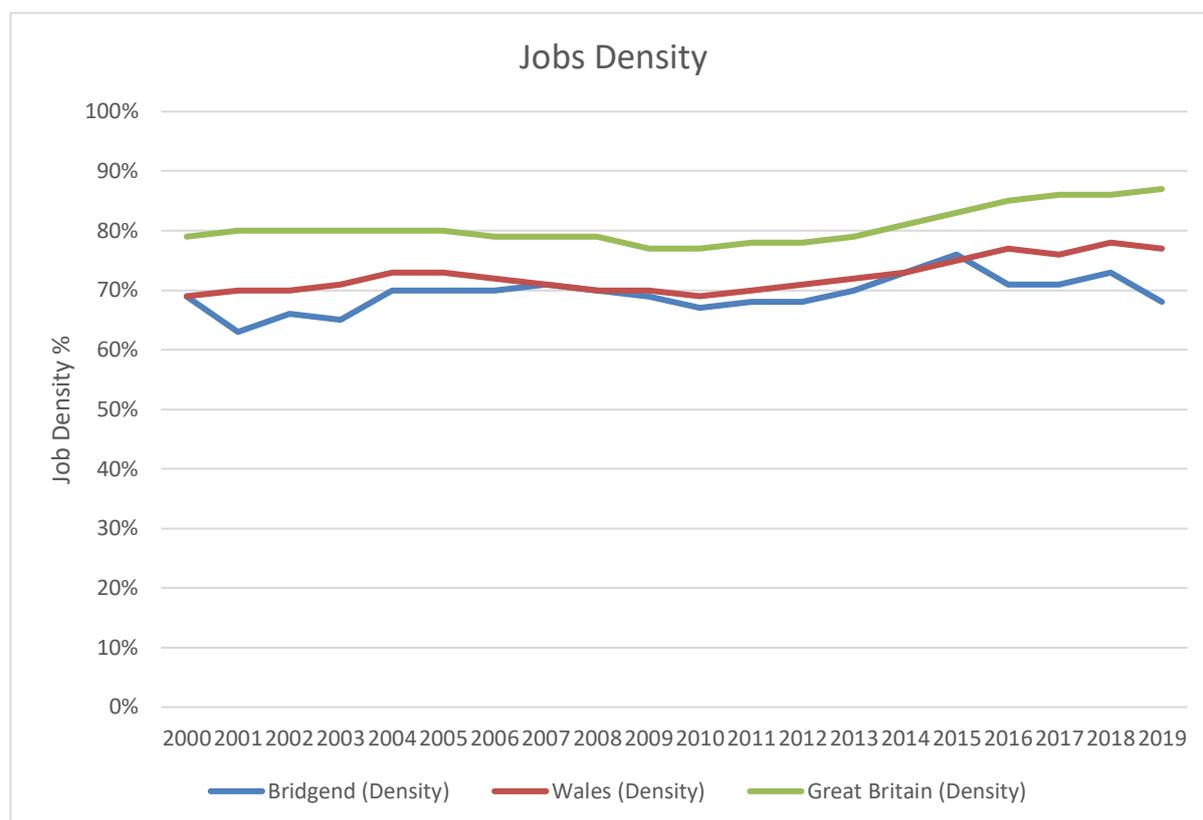


Source: Office for National Statistics

Jobs density measures the total number of jobs as a ratio of the bulk of the working age population (16-64). In doing so it measure the concentration of jobs in an area whilst normalising for the different populations that exist in different areas.

Bridgend's jobs density lags below both the Welsh and Great British averages. The most recent data from 2019 shows that Bridgend at 0.68 is significantly below that of Wales at 0.77 which itself is below the GB average of 0.87. The impact of this is that there are fewer jobs per person in Bridgend than elsewhere which will in turn be reflected in the higher levels of unemployment and worklessness.

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Source: Office for National Statistics

This is not expected to change significantly in the coming years with a significant number of business in Bridgend working in areas impacted by the pandemic that are still partly uncertain of their future (e.g., Sport and Leisure, Tourism and Hospitality and Health/Beauty/Social Care) (Source: Business Survey – Initial Results). In addition, when surveyed only 25% of businesses indicated that they expect to hire in the next 12 months (Source: Business Survey – Initial Results).

Bridgend’s businesses are predominantly classified as either micro business (fewer than 10 employees) or small businesses (fewer than 50 employees). 98% of businesses are classified as one of these two. This is in-line with other areas but does serve to highlight the key role that SMEs play in the Bridgend economy and their importance in providing employment to the local population.

Year	Location	Micro (0-9)	Small (10-49)	Medium (50-249)	Large (250+)
2021	Bridgend	88%	10%	1.8%	0.3%
	Wales	90%	9%	1.4%	0.3%

Source: Inter Departmental Business Register

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This is also supported by the data on the turnover of businesses in the County Borough. Over 90% of businesses in Bridgend Borough recorded an annual turnover of less than £1 million.

Turnover (000s)	Bridgend
0-49	580
50-99	965
100-249	1,205
250-499	480
500-999	275
1000-1999	155
2000-4999	125
5000-9999	40
10000-49999	40
50000+	10
Total	3,875

Source: Inter Departmental Business Register

Education

Bridgend has a comparable educational attainment to the whole of Wales. In key metrics of GCSE attainment, Literacy Point score, Numeracy Point score and Science Point score Bridgend compares favourably to Wales whilst having a higher score in many of those key metrics.

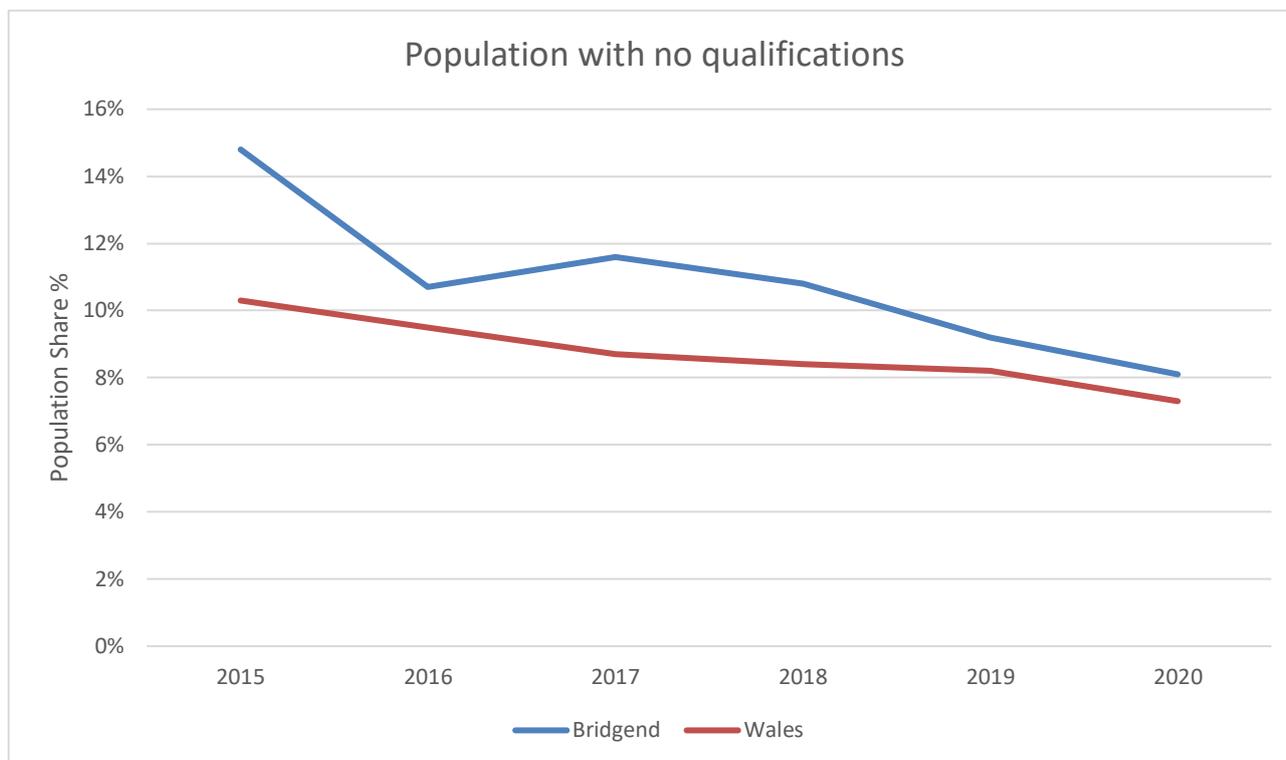
2018/19	Percent achieving 5 A*-A GCSEs or equivalent	Literacy point score	Numeracy point score	Science point score	Skills Challenge Certificate point score
Bridgend	21%	39.8	37.3	36.2	36.9
Wales	18%	39.0	37.2	36.8	36.4

Source: Welsh Examinations Database

However, this stands in contrast to the proportion of Bridgend young people at the extreme end of the attainment scale who leave with no qualifications and/or find themselves not in further Education, Employment or Training soon after completing their formal education.

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The Annual Population Survey shows that the population of people in Bridgend with no qualifications has been falling relatively consistently over the last 5 years. However, the Bridgend figure has been higher than the Welsh figure over each of those last 5 years. Although the gap has closed in 2019 and 2020 which is a positive sign.



Source: Annual Population Survey

As previously discussed, Bridgend has a higher level of people who fall into the category of 'Not in Employment, Education or Training (NEET)' after leaving either year 11 or year 13 than the Welsh average. This stands in contrast to the overall view of Bridgend's education system as good and in-line with Welsh average and perhaps indicates an inequality within the borough.

Looking at school specific data indicates that there is an inequality of outcome between schools in the borough.

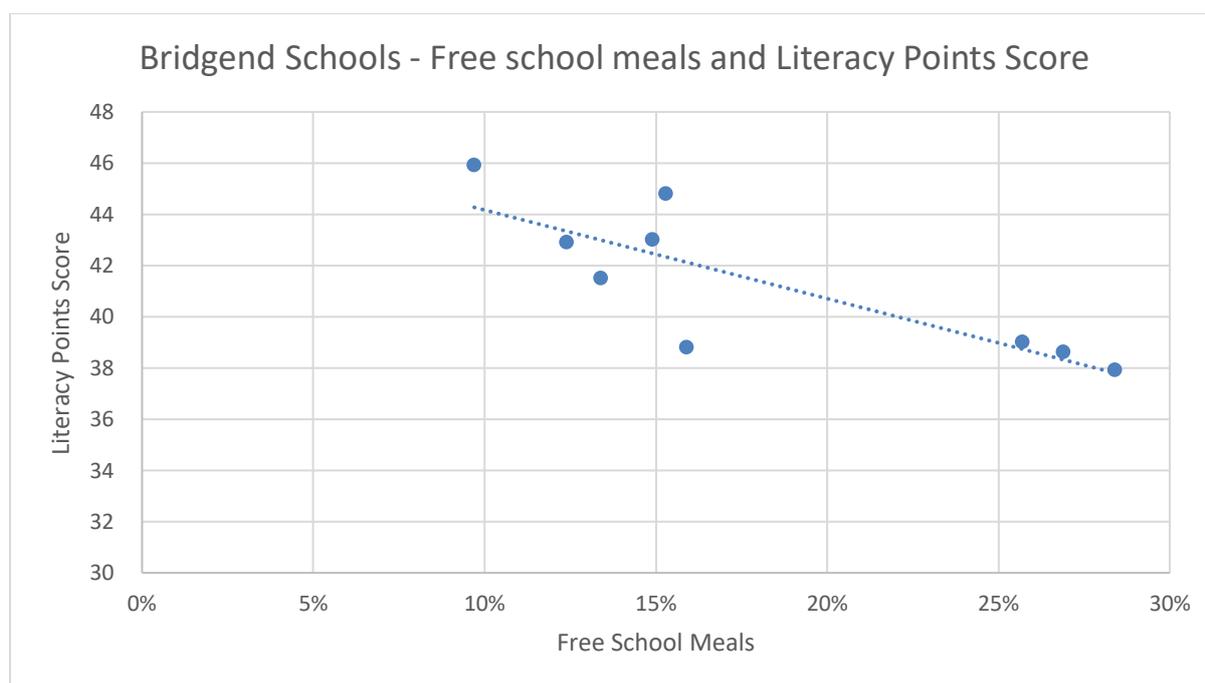
School	Literacy points score, 2019	Numeracy points score, 2019	Science points score, 2019	Welsh Baccalaureate Skills Challenge Certificate points score, 2019
Porthcawl Comprehensive School	46	44	46	37
Bryntirion Comprehensive.	43	43	43	35
Ysgol Gyfun Gymraeg Llangynwyd	43	41	36	49
Pencoed Comprehensive	39	41	35	41
Brynteg School	42	40	42	35

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School	Literacy points score, 2019	Numeracy points score, 2019	Science points score, 2019	Welsh Baccalaureate Skills Challenge Certificate points score, 2019
Archbishop McGrath Catholic High School	45	39	41	45
Cynffig Comprehensive	39	37	36	41
Coleg Cymunedol Y Dderwen	39	35	33	36
Maesteg Comprehensive School	38	30	32	40
Wales Average	39.0	37.2	36.8	36.4

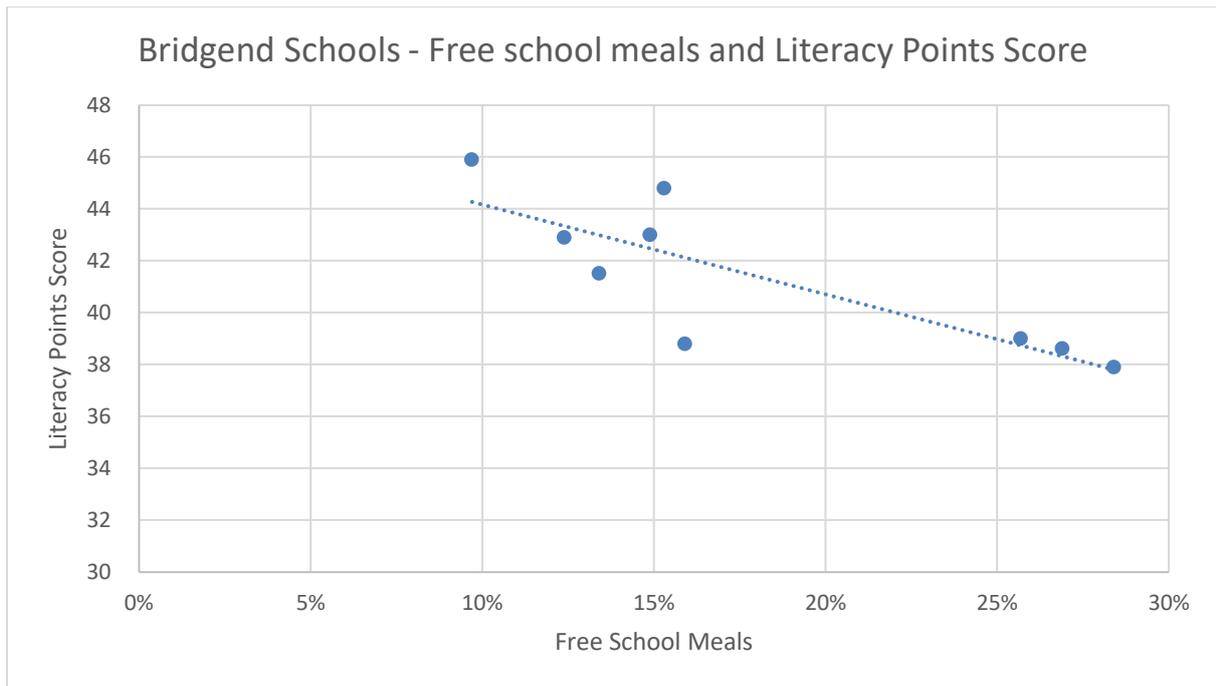
Source: Pupil Level Annual School Census

This inequality of educational outcome amongst schools is correlated with the proportion of students that are eligible for Free School Meals. This indicates that education system is not currently providing equal opportunities for young people from all socioeconomic backgrounds.

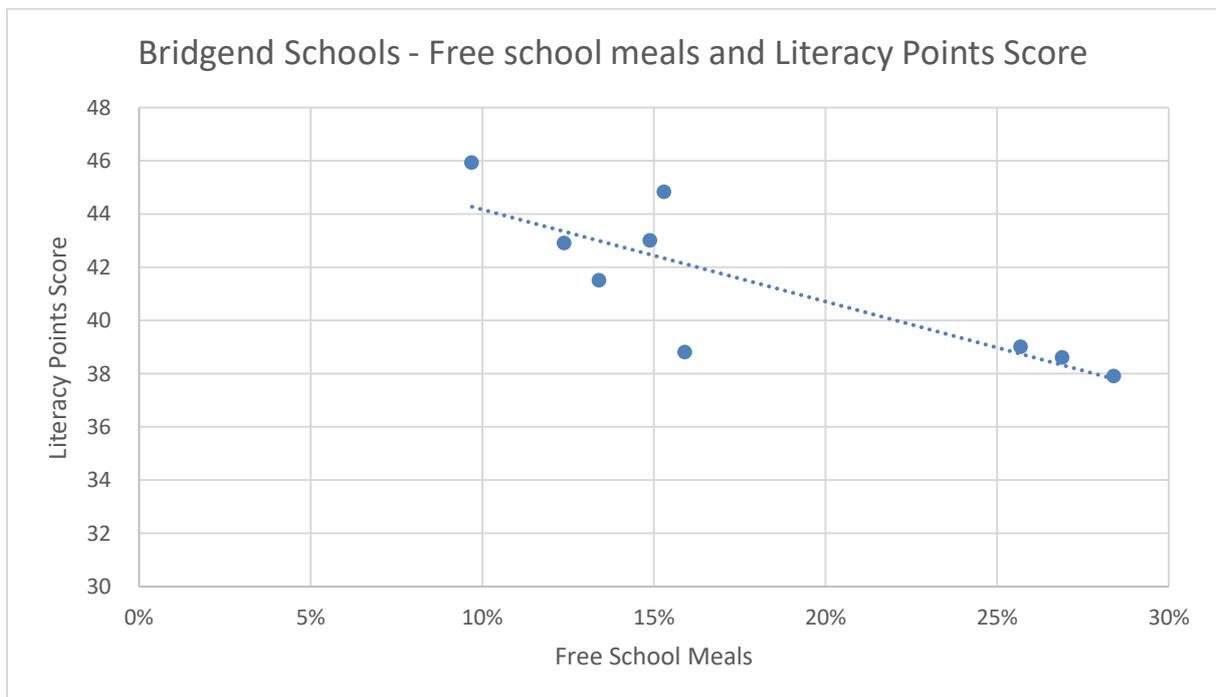


Source: Pupil Level Annual School Census

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Source: Pupil Level Annual School Census



Source: Pupil Level Annual School Census

Connectivity

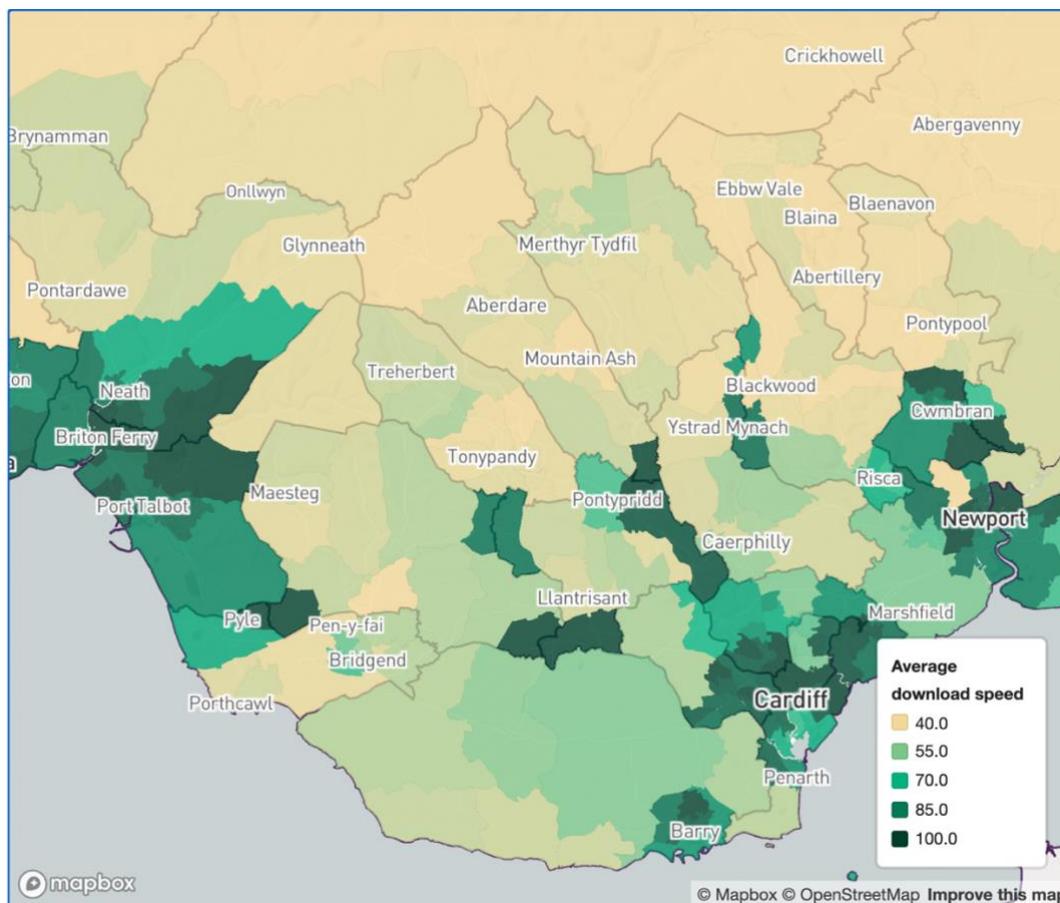
Digital Connectivity

Although Bridgend as a whole borough has good Superfast and Gigabit availability at a borough level there are a few key weaknesses, namely:

- Average download speed in Bridgend is below both Wales and UK averages
- High % of people who have connection speeds under 10Mbps (which is a below the Universal Service Obligation as laid out by Ofcom)
- Digital connectivity inequality across the Bridgend region

The image below from the Commons Library shows the Bridgend area has relatively low average download speed (a standard measure of quality of internet connection). The borough average download speed is 52.9, below the Welsh average of 58.3 and the UK average of 72.9 (*Source: Constituency Data Broadband Coverage and Speeds, Parliamentary Commons Library*).

Bridgend lags significantly behind the urban areas of Swansea and Cardiff, however notably it also has significantly worse average download speeds than other areas outside of the two major commercial hubs. For instance, average download speeds in the Pontypridd, Barry, Tonyrefail West and Pont-y-Clun areas are all higher than Bridgend. (*Source: Constituency Data Broadband Coverage and Speeds, Parliamentary Commons Library*)



Source: House of Commons Library

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Within Bridgend 11.4% of the population still receive less than 10Mbps internet speeds. This is below the Universal Standard Obligation set by Ofcom (*Source: Constituency Data Broadband Coverage and Speeds, Parliamentary Commons Library*). Since 2020 this level of internet connection has been deemed insufficient enough that individuals are able to request a better connection when it drops below 10Mbps.

There is also inequality between areas within the borough. The proportion of people receiving less than 10Mbps internet speeds by area varies significantly. In Pyle, Kenfig Hill and Cefncribwr the proportion is 7.1% compared to Pen-dre, Laleston and Merthyr where the proportion is 16.4%. Therefore, the proportion of lines receiving under 10Mbps in the Pen-dre, Laleston and Merthy area is 131% higher than in Pyle, Kenfig Hill and Cefncribwr.

The average download speed is also unevenly distributed with Cornelly having as high as 74 Mbps on average whilst 4 areas have download speeds of 40-45Mbps (*Source: Constituency Data Broadband Coverage and Speeds, House of Commons Library*).

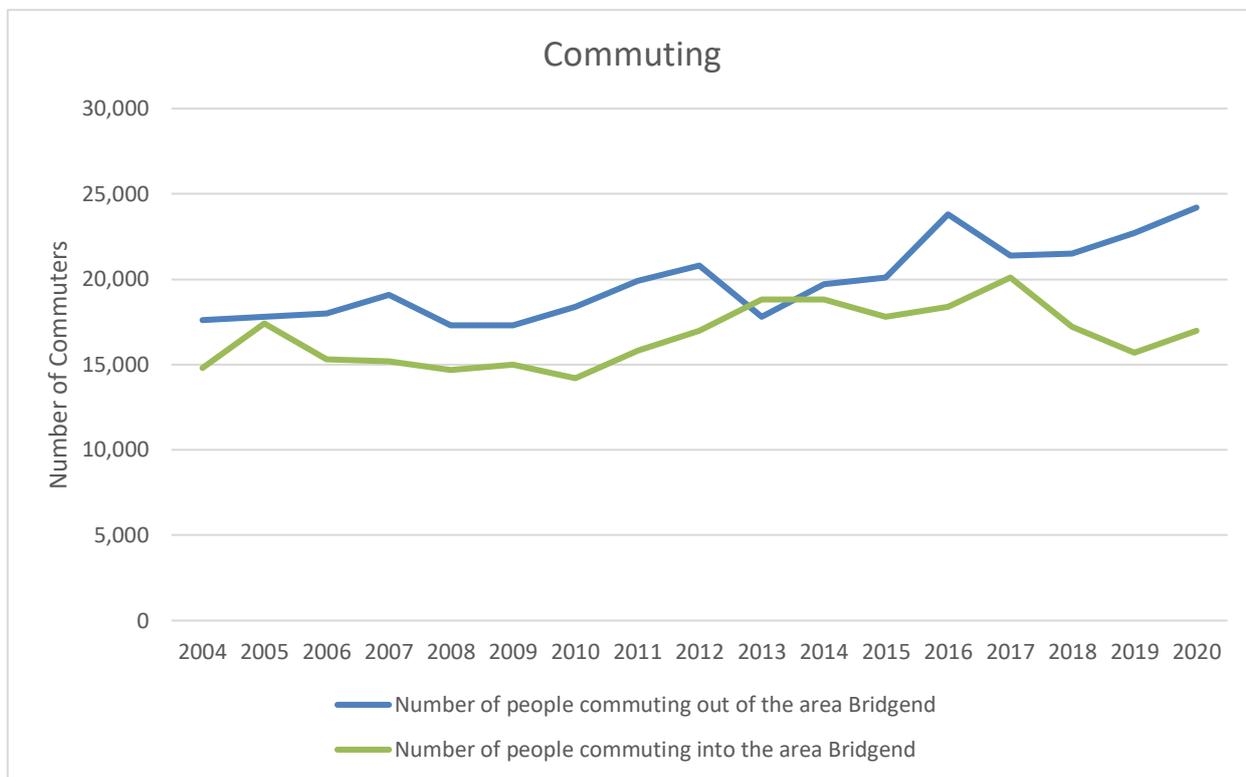
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Area	Average download speed (Mbps)	Superfast availability	Gigabit availability	Unable to receive decent broadband	Lines receiving under 10 Mbps	Lines receiving over 30 Mbps
Brackla East & Coychurch Lower	48.2	96.6%	52.0%	0.0%	12.5%	79.9%
Brackla West	42.7	99.5%	62.1%	0.0%	15.2%	71.6%
Broadlands	63.6	99.7%	82.8%	0.0%	10.3%	78.9%
Cefn-glas & Brynirion	57.9	100.0%	87.1%	0.0%	13.3%	79.7%
Central Bridgend	50.2	97.8%	51.6%	0.0%	7.3%	70.6%
Cornelly	74.0	98.8%	77.3%	0.0%	12.2%	76.8%
Pen-dre, Litchard & Coity	48.7	96.4%	61.2%	0.0%	16.4%	66.9%
Pen-y-fai, Laleston & Merthyr	41.3	95.8%	34.7%	0.1%	15.2%	62.8%
Porthcawl East	44.9	99.0%	0.0%	0.1%	12.2%	71.7%
Porthcawl West	43.0	96.4%	0.5%	0.0%	9.4%	66.1%
Pyle, Kenfig Hill & Cefncribwr	59.4	97.1%	55.3%	0.0%	7.1%	70.1%

Source: House of Commons Library

Commuting

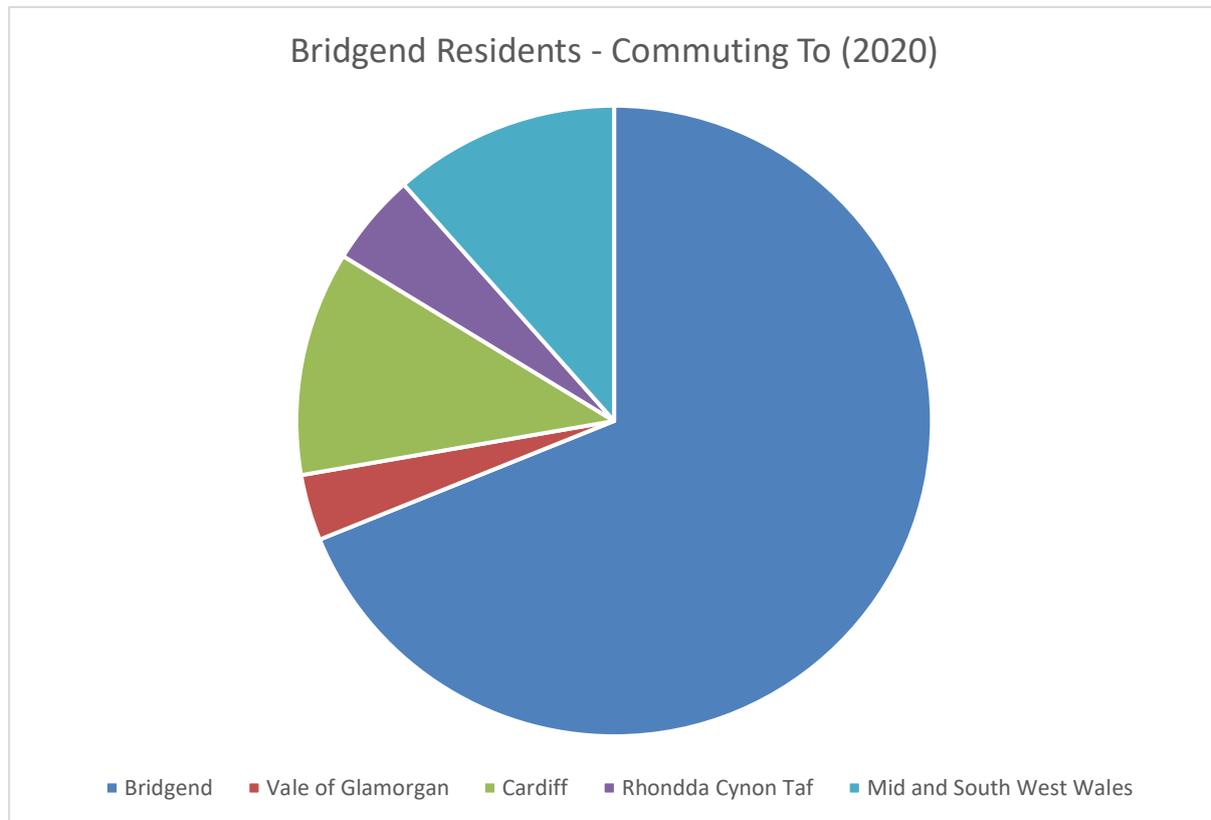
Bridgend has a larger number of people commuting out of the area than it does into the area, however both are relatively large. Therefore, large numbers of people are using the travel infrastructure in the Bridgend area on a regular basis. Evidence from stakeholders indicates that many of these journeys are still completed by personal vehicle which leads to congestion at Junction 36 of the M4.



Source: Annual Population Survey

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The destination of those commuting out of the area are shown below. The data shows that the majority of the Bridgend population work in Bridgend, with the next most significant being to Cardiff.



Source: Annual Population Survey

Public Sector and Foundational Economy

Public Sector

The Welsh public sector is the largest user of goods and services in Wales (*Source: WPPN 01/20 Social value clauses/community benefits through public procurement*). In Bridgend Borough member organizations of the Public Services Board accounts for employing around of third of working people (*Source: Bridgend Public Services Board Well-being Plan*). The £6.8 billion that the Welsh public sector spends each year has the power to influence market development, ensuring that the market meets the required social and environmental outcomes, and to radically support local businesses (*Source: WPPN 01/20 Social value clauses/community benefits through public procurement*).

The Preston Model has provided a blueprint for how a council can use its procurement, anchor institutions and wider spending to benefit the local economy (*Source: <https://www.preston.gov.uk/article/1339/What-is-Preston-Model>*). The Welsh Government have acknowledged this and their Welsh Government New Procurement Landscape speaks to the development of procurement strategy to benefit the local economy (*Source: Welsh Government New Procurement Landscape*).

The Better Jobs Programme has looked at various innovations in this field including (*Source: Welsh Government New Procurement Landscape*);

- reserving contracts for social enterprises;
- buying prosperity through new approaches to tendering and the application of State Aid;
- establishing local provision to overcome supply voids; and
- setting up special purpose vehicles and bringing together supply and demand.

In addition, the Welsh Government Community Benefits Policy stated in 2016 the need for procurers must identify any opportunity to deliver the benefits during the course of the contract including the following (*Source: Welsh Procurement Community Benefits Policy*):

- Job opportunities for economically inactive
- Training opportunities for economically inactive
- Retention and training opportunities for existing workforce
- Promotion of open and accessible supply chains that provide opportunities for SMEs to bid for work; and promote social enterprises

Bridgend County Borough Council's new procurement strategy has been developed in this mold with emphasis on making procurement spend more accessible to local small businesses and the third sector, increasing community benefits delivered by suppliers and improving fair work practices adopted by suppliers (*Source: Bridgend Procurement Strategy and Delivery Plan*).

The Welsh Government Social Value Paper defines secondary objectives of a procurement policy. These include supply chain initiatives where opportunities are

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created for Welsh businesses outside of the official tendering (Source: *Welsh Government Social Value Paper*).

Foundational Economy

Deprivation

Bridgend is home to some of the most deprived areas in Wales. Based on the Welsh Index of Multiple Deprivation Caerau ranks as the 5th most deprived area in Wales. The Bridgend County Wellbeing Report gives some context as to why this is a problem.

There are significant differences in life expectancy between the most and least deprived areas in the borough. This inequality has increased over the last decade (Source: *Bridgend County Wellbeing Report*). This is a trend that is true across Wales (Source: *Future Trends Report*). In addition, there has been an increase in the amount of under 18s in persistent poverty over recent years (Source: *Future Trends Report*).

The Bridgend County Wellbeing Report provides insights into some of the core wellbeing benefits and issues facing the people of Bridgend. In terms of wellbeing citizens reported that they value the environment, culture, and heritage of the area. They also flagged the importance of the third sector as a key partner as a local employer and through the groups that provide sports, cultural and social activities, and community activities through volunteering opportunities and support for people with health issues (Source: *Bridgend County Wellbeing Report*).

Social care

Bridgend's social care data from the Office for National Statistics shows that 13% of the population provide unpaid care each week and that 24% describe that their day-to-day activities are limited to some extent through long-term health problem or disability. This is in-line with the Welsh averages but shows the importance of social care delivery. Half of that 24% are in the population of aged 16-64. The need for this will increase more as the share of the population over 65 increases over time.

	Disability, health, and care	%
Activities	Day-to-day activities limited a lot	13%
	Day-to-day activities limited a little	11%
	Day-to-day activities limited a lot: Age 16 to 64	6%
	Day-to-day activities limited a little: Age 16 to 64	6%
Care	Provides 1 to 19 hours unpaid care a week	7%
	Provides 20 to 49 hours unpaid care a week	2%
	Provides 50 or more hours unpaid care a week	4%

Source: *Office for National Statistics*

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Education

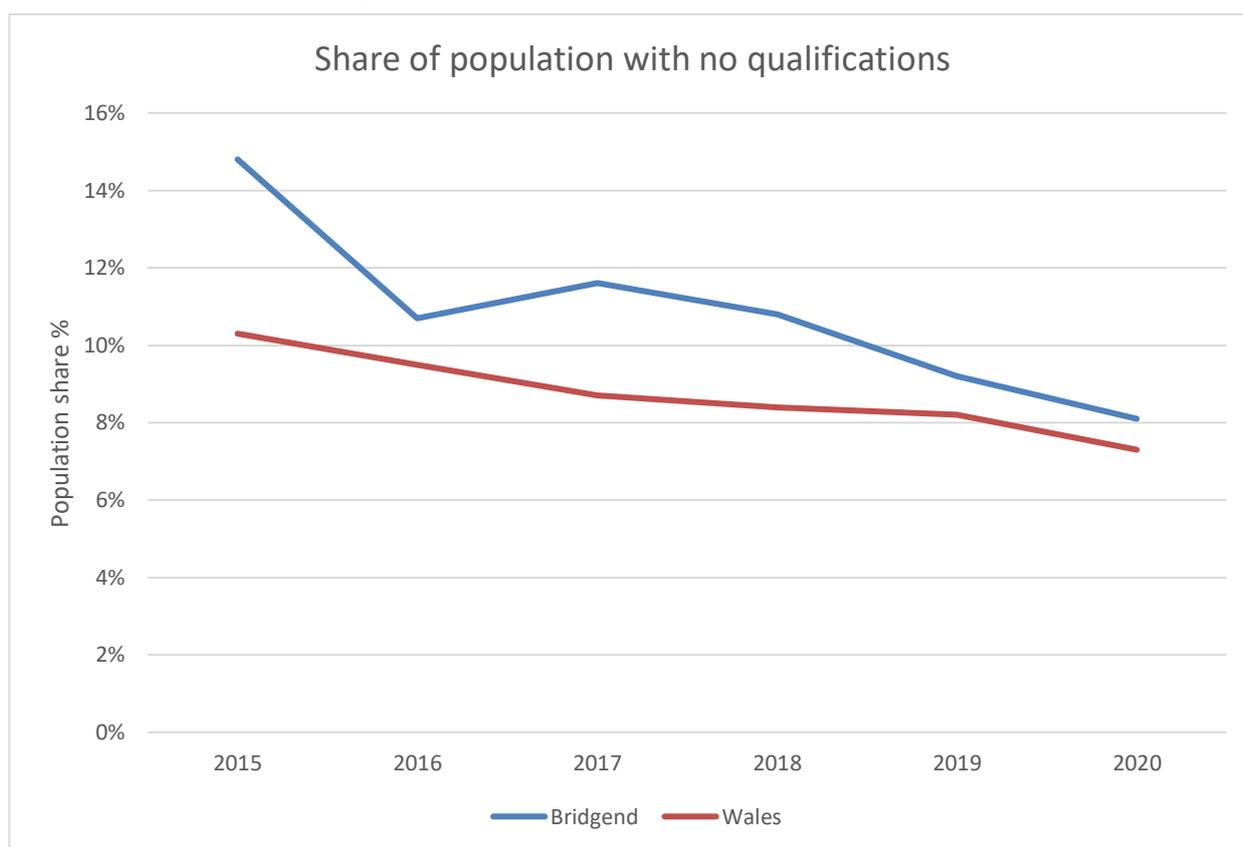
Education as it relates to economic capacity was discussed earlier. Headlines as they relate to Wellbeing are included again below.

Bridgend has a good education system with most major metrics on education quality being approximately in-line with the Welsh average. A selection of those high-level metrics are included below.

2018/19	Literacy point score	Numeracy point score	Science point score
Bridgend	39.8	37.3	36.2
Wales	39.0	37.2	36.8

Sources: Welsh Examinations Database, Welsh Government / Pupil Level Annual School Census (PLASC)

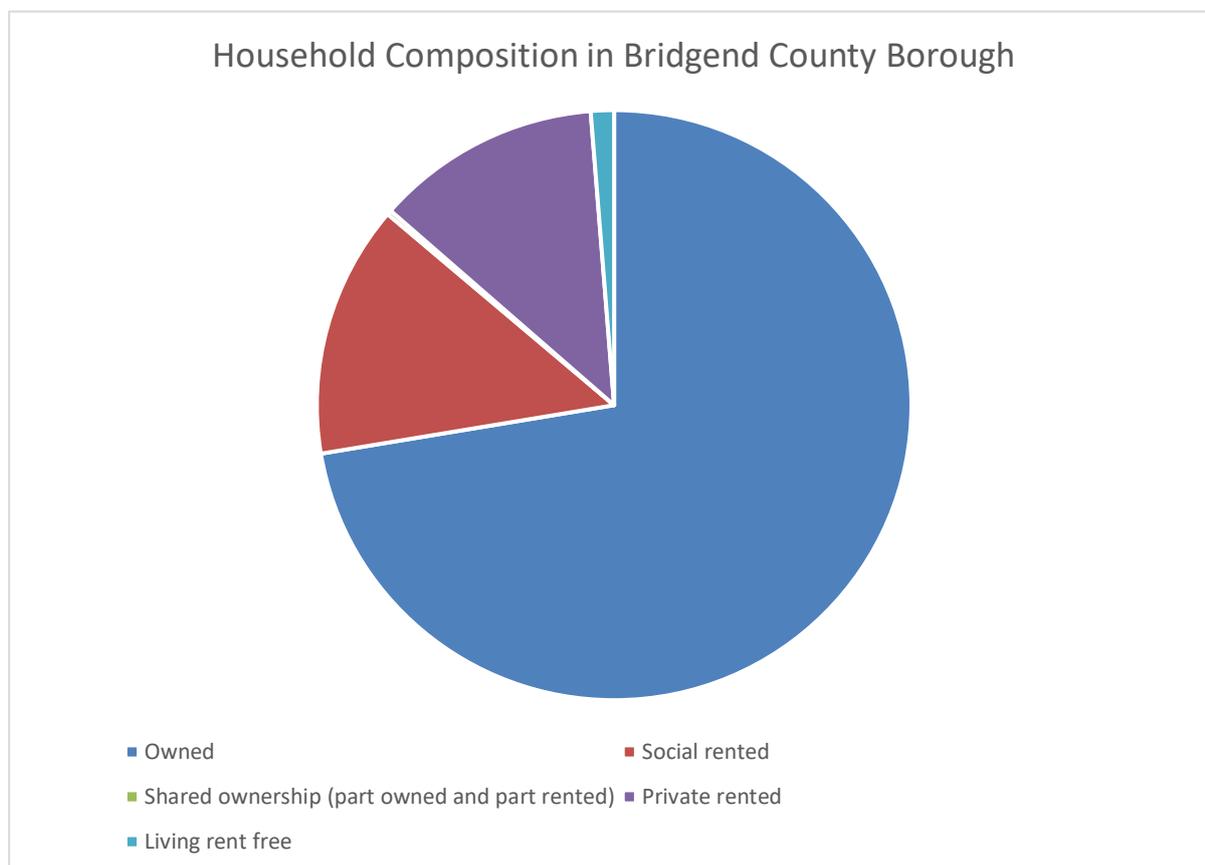
The Bridgend population has a larger group of the population who are at the extreme end and have no qualifications at all. This is % is improving over time, but it remains above the Welsh average.



Source: Annual Population Survey

Housing

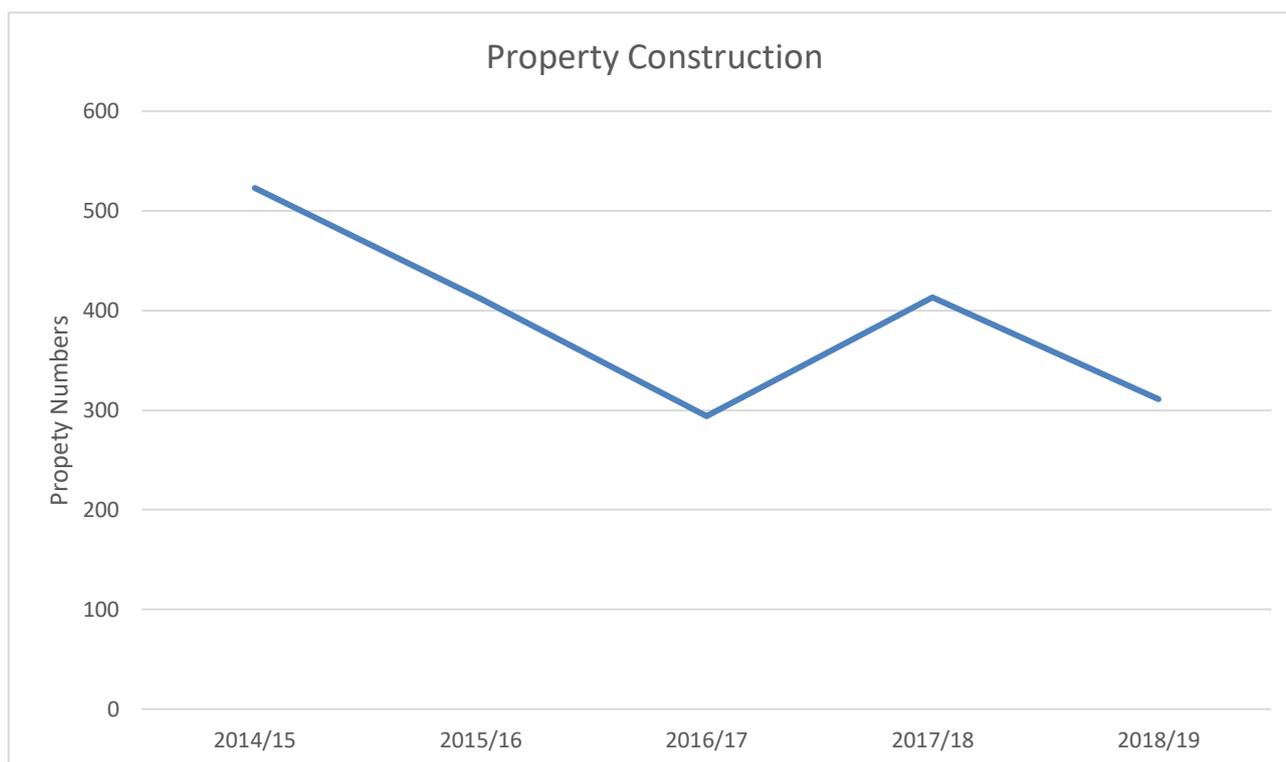
The breakdown of household composition shows the split of households in the borough by those that are owned by the tenant, socially rented, privately rented, shared ownership and living rent free.



Source: Office for National Statistics

The number of households in Wales looks set to increase significantly. For example, the number of single person households is predicted to rise by over 30% in the next 20 years (Source: *Future Trends Report*). With that will come increased demand for Social Housing. The pandemic has further negatively impacted many people with Bridgend County Borough Council seeing a 25% rise in homelessness applications between March and October 2020, compared with the same period in 2019 (Source: <https://www.walesonline.co.uk/news/wales-news/homeless-bridgend-council-housing-finance-20781207>).

The Welsh Government is committed to encouraging building of social housing and the surrounding ecosystem. However, there is a shortage of key construction skills which makes this a particular challenge (Source: *Reimagining social house building in Wales*). In 2020 there were 8,635 social housing properties in the County Borough with a need for a further 1,762 (short term solutions reduce that number to the low hundreds). There were 1,293 applicants on the Bridgend Common Housing Registered in 2020 (Source: *Reimagining social house building in Wales*). However, the volume of properties constructed in the borough has been slowly decreasing over the last 5 years.



Source: Welsh Government

Tourism & the Visitor Economy

In 2016 Tourism employed 4.2k jobs and was worth 330mil for the area (DMP Evidence base 2018). PR activity has been very successful resulting in achieving, in 2017, approximately £7 worth of AVE for every £1 spent (Source: *Bridgend Destination Management Plan Evidence Base Review*). Bridgend's tourism is disproportionately weighted towards day trips and visitors from other parts of Wales. STEAM and Beaufort Research both conclude that 94-95% of visitors to Bridgend are day visitors, compared to a national average of 89%. Relatedly the proportion of visitors to Bridgend who are Welsh (92%) is much higher than the national average (69%) (Source: *Steam Final Trend Report for 2009-2020*). Working from the total spend value of each of an international visit, domestic visit and day visit to calculate the average daily spend for each type of visitor day visitors are shown to spend the least. Domestic day trip visitors spend £36 per day, domestic overnight spend £44, and international overnight visitors spend £59.

Low Carbon Economy

Emissions fell by 20% in just two years from 2016 to 2018, with the closure of Wales' last coal-fired power station. Despite that, Wales is not yet on track to meet its net zero target by 2050 (*Source: Climate Change Committee, Path to Net Zero*) and therefore there is a need for Wales to do more.

Infrastructure across Wales is already exposed to a range of climate hazards, which are projected to increase both in frequency and severity. Flooding poses the greatest long-term risk to infrastructure performance from climate change, but the growing risks from heat, water scarcity and slope instability caused by severe weather could also be significant (*Source: Future Trends Report*).

The Climate Change Committee has proposed four key areas to achieve Net Zero for Wales (*Source: Climate Change Committee, Path to Net Zero*):

- Taking up low carbon solutions.
- Expanding low-carbon energy supplies
- Reducing demand for high-carbon activities
- Transforming land

There has been significant growth in the community level low carbon energy sector in Wales but there is great untapped growth potential (*Source: Future Trends Report*). There has been progress in the last 8 years with development of sustainable energy sources in Bridgend County Borough itself. The number of photovoltaics has increased 50%, Onshore Wind 42% and Hydro 33% in the period 2014-2020. However, significant amounts of that progress was made before 2015. Since then, progress has been less significant.

Year	Photovoltaics Sites	Onshore Wind Sites	Hydroelectric Sites
2014	1601	12	3
2015	2100	14	4
2016	2287	15	4
2017	2314	16	4
2018	2335	16	4
2019	2381	16	4
2020	2398	17	4

Source: Department for Business, Energy, and Industrial Strategy

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Year	Photovoltaic Installed Capacity (MW)	Onshore Wind Installed Capacity (MW)	Hydroelectric Installed Capacity (MW)
2014	6.931	69.82	0.041
2015	23.203	71.55	0.046
2016	28.994	76.55	0.046
2017	34.867	96.55	0.046
2018	36.436	97.754	0.046
2019	36.646	102.754	0.046
2020	36.862	101.354	0.046

Source: Department for Business, Energy, and Industrial Strategy

Year	Photovoltaics	Onshore Wind	Hydro
2014	5,877	168,467	117
2015	6,782	207,534	144
2016	27,571	185,470	134
2017	32,504	227,678	135
2018	36,576	249,350	111
2019	35,086	247,855	117
2020	37,519	298,857	111

Source: Department for Business, Energy, and Industrial Strategy

In terms of waste management, Bridgend compares favourably to Wales as it reused, recycled, or composted 69% of its municipal waste compared to 65% across Wales in the financial year 2020/21.

Local Authority	% of municipal waste sent for reuse/recycling/composting
Bridgend	69.2
Wales	65.4

Source: InfoBase Cymru

Monitoring the Economic Strategy Implementation: Datasets to Track

Robust data that is reported consistently, is an integral component to understand the wider economic health of Bridgend across several interrelated aspects of the economy.

Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Business and employment growth	Attracting new business into the area	Create thriving digital, physical, and commercial infrastructure with a skilled workforce to make Bridgend an attractive place to do business.	New business registrations by industry	Business Demography, Office for National Statistics
Resilience to external shocks	Preventing serious damage to businesses from the pandemic	Continue to support businesses financially through Grants/Funding as they deal with the impact of the pandemic	Business closures by industry	Business Demography, Office for National Statistics
Business and employment growth	Encourage growth of businesses	Engage with the business community on an ongoing basis to identify barriers to growth and opportunities for expansion	Business Turnover	Inter Departmental Business Register
Business and employment growth	Ensure that business success is translating to employment opportunities for local people	Encourage business community to employ local and to buy local	Number of Employees	Inter Departmental Business Register
Capacity building	Lack of commercial properties for businesses	Build off the work of the LDP and the Masterplan to facilitate the growth of commercial premises across the borough	Business premises by business rate bands	Business Rates database

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Capacity building	Lack of working spaces for flexible working	<p>Within the developments on-going across the borough include provisions for flexible working space.</p> <p>Assess the existing council property stock for appropriateness as a co-working space.</p>	The number of new commercial mixed-use properties + that also support flexible workspace i.e. hot desks	New - commercial property database
Job growth associated with Low-Carbon	Low-carbon economy will create a massive employment opportunity	Partner with the college and key partners in industry to facilitate the expansion of training courses and apprenticeships in key low carbon industries	Training programmes in the low-carbon sector - number and uptake	New - training programme database
Supporting Supply Chain Businesses	Public sector spending is not efficiently retained in the local area	Improve the Council's knowledge of the businesses in the borough for use in upskilling/training them in working with the council and being able to reach out to them/provide names to a subcontractor on new projects.	List of businesses in the borough and keep updated	New - borough business register
Supporting Supply Chain Businesses	Public sector spending is not efficiently retained in the local area	Keep records of % spending retained in the borough to measure improvement over time	Record the % of public spending being retained by Bridgend businesses	New - public Sector spending tracker database
Capacity building and employment growth	Ensure people in the area have the skills to meet the jobs	Act as facilitator and disseminator of information to partners on the preparedness of the Bridgend population for the work available.	Job Vacancies and unemployment rate	Labour Force Survey, Office for National Statistics

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Capacity building and employment growth	Ensure that borough stays on top of emerging in-demand skills and that the college and employers are providing training for these skills	Work with key partners to ensure that the training and skills programmes remain up to date with the latest changes to skills demand	Survey of most In-Demand Skills from Bridgend Businesses. Annual review of changes in skills demand nationally.	New - in-demand skills survey data
Capacity building and employment growth	Skills shortages in key areas	Working with key partners including the college and in industry to use the identified in-demand skills to inform training programmes and apprenticeships etc.	The number of businesses offering reskilling/upskilling/apprenticeships	New - business survey data
Capacity building and employment growth	Long-term out-of-work and a lack of basic employment skills	Work with stakeholders to increase the 'skills for life' levels of adults through facilitating training programmes	Economically inactive rate	Office for National Statistics
Business and employment growth	11.4% of the borough still receives under 10Mbps which is below the USO	Work with CCR, national government and network providers to ensure that the people of Bridgend have their USO met.	Number of households who receive minimum threshold of 10Mbps	Connectivity Data, House of Commons Library
Business and employment growth	Digital connectivity inequality across the borough exacerbates economic inequality	Work with CCR, national government and network providers to ensure that the people of Bridgend have their USO met.	Track the level of digital connectivity against the indices of multiple deprivation	New - geographical connectivity (House of Commons Library) and Index of Multiple Deprivation (UK Gov) database

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Business and employment growth	Poor digital infrastructure holds back business performance	Work with CCR and national government to ensure a forward-looking view that encompasses 5G and Full Fibre rollout to economic centres	Measure the progress of 5G and full fibre roll-out to key economic centres in the borough (Employment Land, Bridgend Town, Maesteg Town)	Connectivity Data, House of Commons Library
Business and employment growth	Poor support of the night-time economy	Work with transport partners to extend train/bus times into the evening	The number of extended train/bus times and the general uptake of fairs Increase in footfall/restaurant bookings etc. in towns with extended bus connection	New - public transport and usage data (transport providers) New - business survey data
Business and employment growth	Poor bus connectivity to the valleys	Work with transport partners to extend bus journeys and frequency into less connected areas.	The number of buses and the usage numbers. Survey locals to understand the impact that this has on them.	New - public transport and usage data (transport providers) New - business survey data
Accelerating the shift to low carbon personal transport	Prepare for the electrification of personal vehicles	Continue the rollout of EV charging infrastructure across the borough	EV charging ports usage over time	New - Electric Vehicle Infrastructure rollout (EV Installers)

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Accelerating the shift to low carbon personal transport	Improve borough's support for active travel	Continue the rollout of active travel routes. Work with business partners to understand use cases e.g. Rockwool	Modes of transport used for commuting and in personal life	New - wellbeing survey data
Accelerating the shift to low carbon personal transport	Electrification of the travel infrastructure	Work with transport partners to ensure plans to move to an electric/renewable fleet	Monitor the share of journeys/vehicles of public transport that are electric	New - electrification of public transport database (transport providers)
Supporting Supply Chain Businesses	Use public sector spending to support local business	Implement the new procurement plan with a focus on investing public sector money in the local area	Record the % of public spending being retained by Bridgend businesses	New - Public Spending database
Community and individual wellbeing	Leverage the influence that the anchor organisations have to improve the wellbeing of the population	Include a community feedback element in any major decisions by anchor institutions especially with respect to location	N/A	N/A
Efficiency of public service delivery	Digitising government services	Assess the extent of existing digitised council services Identify the most appropriate areas of the council's functions for digitalisation. Assess each area of council operations and identify the possibility of digitisation.	Internal review of existing council services Survey uptake of different government services if they were digitised	New - share of council services digitised New - wellbeing survey data

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Efficiency of public service delivery	Digitising social care	<p>Assess the extent of existing digitised social care services</p> <p>Identify the most appropriate areas of social care functions for digitalisation. Assess each area of social care operations and identify the possibility of digitisation.</p> <p>Assess the connectivity levels of the locations where social care is delivered</p>	<p>Review of existing social care service provision</p> <p>Survey uptake of digital social care services / survey social care providers on preference for digitising some services</p> <p>Connectivity assessment of locations within the borough</p>	<p>New - share of care services digitised (care providers)</p> <p>New - wellbeing survey data</p> <p>Connectivity Data, House of Commons Library</p>
Capacity building and employment growth	Online training programmes	<p>Work with College and other education partners to facilitate courses being available online</p> <p>Identify gaps in connectivity or device ownership that might be barriers to online learning amongst prospective users</p>	<p>% of training programmes that are available online (either as digital-first or recordings of in-person training)</p> <p>Connectivity assessment of locations within the borough</p> <p>Survey of learner population</p>	<p>New - share of training programmes available online (College and training providers)</p> <p>New - wellbeing survey data</p> <p>Connectivity Data, House of Commons Library</p>
Community and individual wellbeing	Green space	Prioritise green space in urban planning decisions	% of Bridgend population that consider that they have good access to green space / % who use green space regularly	New - wellbeing survey data

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Community and individual wellbeing	Cultural events	Monitor access to and attendance at cultural events	Record the number of events/tickets sold in the borough over time to see the impact that redevelopment of Maesteg Town Hall/Porthcawl plus increase in transport connectivity has on the cultural wellbeing of the population	New - event data (event providers)
Business and employment growth	Tourism is over reliant on day visitors	Encourage more longer-term visitors by improving connectivity, encouraging accommodation through redevelopment and marketing the area better	Measure the % of visitors that are day visitors over time and % of visitors that stay overnight	STEAM data
Business and employment growth	Bridgend is perceived to be poorly advertised outside of the County	Review the reach and effectiveness of marketing of the area outside of the County. Establish approach for improving external marketing.	Measure the % of visitors that are day visitors over time. Measure reach and effectiveness of marketing campaigns outside the County.	STEAM data and marketing reach data
Reducing carbon emissions	Properties will be required to be retrofitted with insulation	Work with the college and key stakeholders e.g. V2C to ensure sufficient people are being trained in these skills Identify properties requiring retrofit.	% of identified properties with retrofitted insulation over time	New - property database

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Area of importance	Challenge/Opportunity	Action	What data to collect?	Dataset
Reducing carbon emissions	Properties will be required to be retrofitted with renewable energy sources	Work with the college and key stakeholders e.g. V2C to ensure sufficient people are being trained in these skills Identify properties requiring retrofit.	% of identified properties with renewable energy source over time	New - property database
Reducing carbon emissions	Encourage more sustainable travel habits	Continue to expand active travel, work with the transport companies to improve frequency and inter-connectivity of public transport modes and continue the rollout of EV charging infrastructure across the borough	Measure the proportion of the population regularly using public transport, active travel routes and electric vehicles	New - Public transport use database (transport providers), wellbeing survey data
Business and employment growth	Bridgend is not widely recognised for its natural capital compared to similar local areas	Improve the marketing of the area's natural capital	Survey - share of visitors who include natural capital as a reason for visit	New - marketing reach and tourism survey data