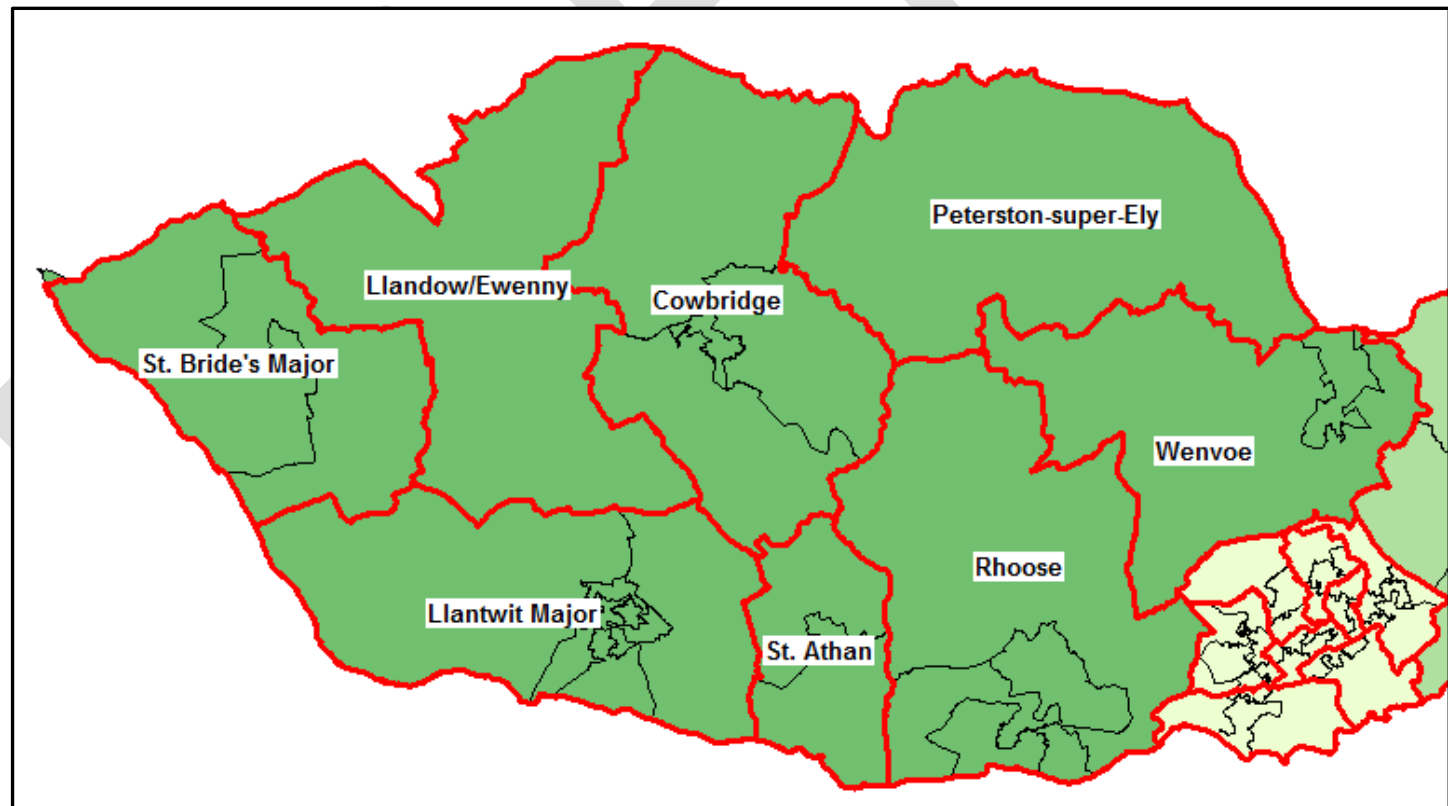


Community Profile – Western Vale

Introduction

For the purposes of the Well-being Assessment and to gain a better understanding of our communities in the Vale of Glamorgan we have divided the area in to three communities, Barry, Western Vale and Eastern Vale. These community profiles have been developed to complement the Vale of Glamorgan profile and we will continue to enhance these profiles as part of our ongoing engagement through the Public Services Board. The profile brings together a range of information about the area including population data, details of projects and assets within the community, it is not intended to be a directory of services but provides some key information about the area. This community profile focuses on the Western Vale as detailed in the map below and the area is made up of the following wards:

- St. Bride's Major
- Llandow/Ewenny
- Llantwit Major
- Cowbridge
- Peterston-Super-Ely
- St.Athan
- Rhoose
- Wenvoe



Population data and key statistics for the area

Note – Data in the following table is based on 2011 Census figures unless otherwise stated. Therefore these figures could differ slightly from those published elsewhere.

The following table provides a comparison **between** our community areas for a range of key statistics.

	Barry	Eastern Vale	Western Vale	Vale of Glamorgan	Wales
Demography and Dynamics					
Resident Population (June 2015)	52,200	36,800	38,500	127,500	3,099,086
Area (Hectares)	1,845	3,542	27,699	33,095	2,073,511
Population Density (number of persons per hectare)	27.8	10.3	1.4	3.8	1.5
% Population Aged 0-15	20.5	17.4	18	18.9	18.2
% Population Aged 16-24	11.2	9.2	10.8	10.5	12.2
% Population Aged 16-64	64.3	61.4	62.4	62.9	63.5
% Population Aged 65+	15.2	21.2	19.6	18.3	18.4
% Population Aged 3+ Able to Speak Welsh	11.1	10.5	10.8	10.8	19
% Population Whose Day-to-Day Activities are Limited	22.4	20.1	17.7	20.3	22.7
Employment					
% JSA Claimants	3.6	1	1.4	2.2	2.8
% Population Employed in Professional Occupations	12	24.6	20.3	18.3	15.8
Tenure (Percentages may not tally to 100% as other tenure options are available)					
Number of Households	22,167	15,833	15,505	53,505	1,302,676

	Barry	Eastern Vale	Western Vale	Vale of Glamorgan	Wales
% Owned Outright	26.9	40.1	42.9	35.8	33.4
% Owned with Mortgage/Loan	36.9	36.2	37.3	36.8	32
% Social Rented - Local Authority	11.5	4.7	4.7	7.5	9.9
% Social Rented - Other	7.1	3.8	1	4.4	6.7
% Private Rented	14.8	12.2	10	12.7	12.7
Household Composition					
% Lone Pensioner Households	12.2	15.3	12.4	13.2	13.7
% Lone Parent Households	14.5	9.4	8.5	7.5	7.5
Household Facilities					
% Households No Access to a Car or Van	27	17.4	10.6	19.4	22.9
% Households with No Central Heating	1.9	2	1.1	1.7	2.3

In addition to differences between our communities, differences also exist **within** them. The Welsh Index of Multiple Deprivation 2014 can be used to demonstrate this. The following table shows the ranks of each LSOA that comprises the Barry Community area across all of the domains that comprise the index.

WIMD 2014 -Rank of LSOA, where 1 is the Most Deprived LSOA, and 1909 is the Least Deprived LSOA.

LSOA Name (Eng)	WIMD 2014	Income	Employment	Health	Education	Access to Services	Community Safety	Physical Environment	Housing
Cowbridge 1	1649	1471	1421	1380	1750	1108	909	923	1728
Cowbridge 2	1770	1820	1902	1903	1885	334	1884	1218	1871
Cowbridge 3	1727	1756	1714	1560	1869	599	1143	949	1850
Cowbridge 4	1704	1811	1774	1882	1893	185	1692	1643	1899
Llandow/Ewenny	1630	1797	1746	1799	1861	170	1690	869	1703
Llantwit Major 1	1846	1737	1688	1758	1712	1462	1166	1382	1837
Llantwit Major 2	1599	1599	1429	1400	1368	958	474	1641	1634
Llantwit Major 3	1298	1289	1354	1321	1051	329	1231	877	1743
Llantwit Major 4	1315	1382	1329	950	974	409	1800	1509	1336
Llantwit Major 5	1676	1781	1867	1885	1699	264	1060	1284	1405
Llantwit Major 6	737	472	724	702	660	1044	1009	1819	1156
Llantwit Major 7	1815	1391	1752	1888	1434	1422	1732	1878	1834
Peterston-super-Ely	1672	1821	1801	1814	1872	183	1265	1502	1699
Rhose 1	1385	1308	1276	1145	1057	1158	1392	531	1373
Rhose 2	1313	1168	1235	1133	1358	487	1354	1412	991
Rhose 3	1650	1717	1756	1887	1853	199	1235	1228	1648
Rhose 4	1736	1591	1685	1786	1619	1075	1501	495	1754
St. Athan 1	676	632	845	582	472	1434	1251	532	269
St. Athan 2	1403	1187	1670	1629	801	428	1305	1290	1682
St. Bride's Major 1	1623	1874	1736	1720	1823	130	1398	1363	1759
St. Bride's Major 2	1595	1626	1625	1532	1722	194	1824	1622	1779
Wenvoe 1	1664	1840	1855	1630	1742	267	793	1322	1822
Wenvoe 2	1689	1673	1703	1811	1558	744	922	713	1454

The local area

Almost every area of the Vale of Glamorgan has its own community council, in the Western Vale there are two Town Councils, Llantwit Major and Cowbridge and Llanblethian and 19 community councils. There are a range of community and cultural facilities in the area including St Donats Art Centre, Dyffryn House and the Cowbridge Physic Garden. The areas includes the market towns of Cowbridge and Llantwit Major, one of the most important early Christian settlement in Wales; the area exudes history including Iron Age hill forts, fine Tudor buildings, a Roman villa and a medieval grange.

The coast creates unique coastal habitats such as sand dunes, cliffs, maritime grassland, and rocky and sandy beaches; this unique environment is protected through the Heritage coast, which provides opportunities for walking and other outdoor activities for residents and visitors.

Cardiff and Vale College is one of the largest colleges in the country and the International Centre for Aerospace Training (ICAT) is located in Rhoose close to Cardiff Airport and within the Cardiff Airport and St Athan Enterprise Zone.

Other facilities and amenities in the area include:

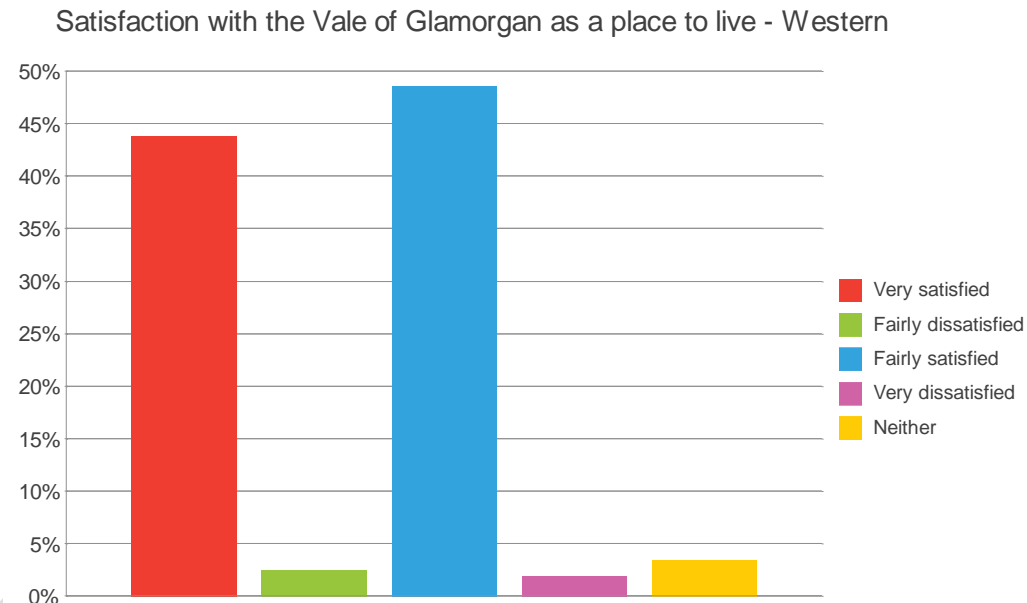
- 3 GP practices
- 2 Fire Stations
- 5 Libraries
- 6 Community Centres
- 5 Parks
- 20 schools
- 2 Allotment sites
- 2 foodbanks

Key Features/Projects in the area

- **Cardiff Airport and St Athan Enterprise Zone** is located in an area with a strong aerospace and defence heritage. There are three distinct sites in the Zone offering a range of facilities and accommodation. Together with adjoining development land, the site offers the opportunity for aerospace-related investment, while Cardiff Airport is committed to continuing to grow passenger numbers and expand routes. The St Athan Aerospace Business Park is home to workshops and hangars which make up a significant part of Wales' 20% share of the UK's Aircraft Maintenance Repair Overhaul (MRO) market. In February 2016, the St Athan site beat off competition from more than 20 worldwide locations to secure Aston Martin as its next resident. The luxury car manufacturer will produce the new Aston Martin DBX at this site and full production is expected to begin in 2020 with the creation of 750 new jobs and a further 1000 in the supply chain. At the Gateway Development Zone, next to the airport, there is development land and early plans to develop an Airport City comprising high quality offices as well as education, training and leisure facilities.
- **Creative Rural Communities (CRC)** was established in 2004 and is a rural regeneration initiative which is funded through the Welsh Government Rural Communities – Rural Development Programme 2014-2020, the European Agricultural Fund for Rural Development and the Vale of Glamorgan Council. Work is undertaken in partnership with communities to develop innovative projects and ideas that will create long term social and economic benefits for the Vale of Glamorgan. The aim is to empower individuals to become actively involved in the future of their communities. The programme is overseen by a Local Action Group (LAG), membership of this group comes from the Private, Public, Voluntary and Community Sectors of the Vale. The programme covers Dinas Powys and Sully.
- **Community Mapping** has been piloted in the Rural Vale in St Athan, Wenvoe and Rhoose. It is a way of bringing a community together to focus on the positives of the area, recognising that everyone has something to offer and an attempt to look at solutions to particular issues. The process has involved bringing people together to talk about the social and physical assets within the community and what matters to the community.

What we learnt through our engagement

The graph below shows that respondents to the Let's Talk survey who live in the Western Vale tend to be very or fairly satisfied with the Vale of Glamorgan as a place to live.



The majority of respondents across the three areas of the Vale of Glamorgan are either “very” or “fairly” satisfied with the Vale of Glamorgan as a place to live. Respondents to the survey in the Western Vale recorded a higher rate of dissatisfaction with “access to public transport” than the other areas of the Vale of Glamorgan and transport was a common issue across all areas and all methods of engagement.

We also engaged with local communities at a range of events including the Vale Show in Fonmon and a Family Funday in St Athan; as part of the engagement we asked people what they liked about the area, what could be better and what services are important to health and wellbeing. Those people who answered these questions on a postcard also provided their postcode and 46 responses can be particularly attributed to residents in the Western Vale.

The most common response from residents of the Western Vale to the question what's good about where you live were activities and facilities, youth services, a sense of community and the countryside and coast. The most common issues raised in response to what could be better were activities for children and young people, public transport and cleanliness including dogs mess. The responses from the Western Vale to the question about what is important for health and well-being indicated that the most common issues were again access to leisure facilities, transport, being part of a group or the community and access to the GP and health services. Many of the answers given to these questions were consistent across the Vale of Glamorgan and more information is available in the separate 'Let's Talk about the Vale' Engagement report.

As we continue to engage with the local community as part of the development of our well-being objectives and plan we will be keen to explore in more detail what people value about their local area and what would improve their social, economic, environmental and cultural well-being.

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