

# Well-being in Ceredigion: What We Know

## What are we doing?

Public service providers across West Wales are working together to assess the state of well-being of local people and communities, now and for the future. Many things can influence the well-being of our individuals and communities, such as economic, social, environmental and cultural factors.

We have been looking at existing research and have put together a short list of things we already know about well-being in Ceredigion (see the following pages), but **we need to find out what YOU think affects your well-being**. By completing the survey you will **help shape the future** of public services in your community.

## How do you get involved?

You can give your views by completing a Well-being Survey by clicking [here](#).

You can also scan the following QR code to take part in the survey



We will also be working with local groups and holding community events virtually during August and September to make sure we find out about the views of lots of different types of people.

## What happens next?

The information you give us will be used in our Ceredigion Assessment of Local Well-being. The assessment will be used by local public service providers to put together a **5 year Local Well-being Plan** that will set out well-being objectives, highlighting how they will work together to improve the economic, social, environmental and cultural well-being of Ceredigion. The Plan will need to be in place by March 2023.

## Well-being Goals

To make sure that public service providers are all working to the same vision, Welsh Government has set out 7 National Well-being Goals. Our work will need to meet these Well-being Goals. To find out more visit: <https://www.futuregenerations.wales/>



If you would like a copy of the survey on paper or in another accessible format, or if you would like any further information please contact us by:

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# Well-being in Ceredigion: What We Know



## Demographics

### Sparsely populated county

Although Ceredigion covers a relatively large area, the county has **one of the smallest populations in Wales** (72,895). If each person was given a share of the county, they would have about 3 football pitches each!



### Net migration is gradually increasing

During the last decade, Ceredigion has experienced periods of negative net migration, meaning more people leave the county than move in. Whilst net international migration has been entirely positive during this period (likely a result of students migrating from overseas to attend the Universities), internal migration has been largely negative. However, **since the 2014-15 period, net migration has been gradually increasing, with Ceredigion experiencing a positive net migration from 2017 onwards.**



### 1/4 of the population are aged 65+

Children aged **0-15** make up **15%** of Ceredigion's population; **60%** are aged **16-64** and **25%** are **65+**.



### Fairly even split between men and women

The population of Ceredigion is fairly evenly split between **women (50.3%)** and **men (49.8%)**.



### Number of births lower than number of deaths

Natural change is negative across the county, meaning that **more deaths occur in the population than babies are born.**



### Signs of ageing and population decline

It is estimated that the population of Ceredigion has **declined over the last 10 years**, from 75,220 in 2010 to 72,895 in 2020. Trends show that the **working age population (16-64) has decreased by 14%** since 2001, while the **65+ population has increased significantly by 29.5%**. It is predicted that these trends will continue into the future.



### High proportion of students

Ceredigion is home to **two universities**; Aberystwyth University and University of Wales Trinity St David (Lampeter Campus). Students play a large role in the County, both from an educational and economic perspective and **account for 11% of the population**. Aberystwyth University maintains its status as the top university in Wales for the **6<sup>th</sup> year in succession**.





# A Prosperous Ceredigion

## Employment levels slightly below Welsh average

Levels of employment for Ceredigion are **slightly below the national (Welsh) average**, but this can be attributed to the high proportion of full-time students in the population. In fact, **70% of the working age population are actually earning**.



## Main employers are in the Public Sector

Just under **1/3<sup>rd</sup>** of Ceredigion employees work in the **public sector** (universities, schools, health and local government), whilst **1/4** are employed in wholesale, retail, transport and the food sector.



## Survival rates of businesses are strong

Although **fewer businesses are started** in Ceredigion than elsewhere in Wales, they are **more likely to survive and thrive**. This is one of the **unique strengths** of the local economy.



## Many people (1 in 6) are self-employed

There are **8,800 self-employed people in Ceredigion**, working primarily in the agriculture and construction sector. The pandemic has adversely impacted income and jobs in these businesses but also in the tourism, hospitality and food service sectors, all of which are central to the local economy.



The vast majority of Ceredigion's businesses (99.2%) are micro or small sized, which is the highest across Wales.

## Household income amongst the lowest in Wales

In Ceredigion, the average weekly wage is the **second lowest in Wales** (£504 compared to a Welsh national average of £542), despite having **relatively high qualification levels** in the workforce.



## Claimant Count has increased significantly

The number of people claiming benefits in Ceredigion, due to being unemployed has **increased by 132%** since March 2020 when the nation went into lockdown due to the Covid-19 pandemic.







# A Resilient Ceredigion

## Three Local Nature Reserves in Ceredigion

Ceredigion's **three Local Nature Reserves** are all located near Aberystwyth – Coed y Cwm, Pen Dinas & Tanybwlech and Parc Natur Penglais. The sites have been designated due to their **importance for wildlife value, their community enjoyment and education.**



## Majority of beaches are of excellent quality

According to Natural Resources Wales, **9 out of 14 EU Designated Bathing Water beaches in Ceredigion are of excellent quality.**



## Ceredigion Biosphere has 6+ miles of accessible trails

The Dyfi Estuary, including Ynyshir RSPB reserve and Ynyslas National Reserve are **part of the only Biosphere in Wales with more than 6 miles of accessible trails.**



## Lack of play areas

Out of the 151 towns and villages in Ceredigion, 74 are equipped with play areas, meaning that **77 of Ceredigion's towns and villages do not have a play area.**



## Rich in habitats and wildlife

**Ceredigion is rich in habitats and wildlife.** This includes species such as, the rare Marsh Fritillary butterfly, wildfowl, Red Kites and Bottlenose Dolphins. **Biodiversity plays a vital role in supporting ecosystem services that maintain air, soil and water quality and that reduce flooding and pollution.** It is also critical in our response to climate change. Therefore, protecting the diverse variety of life in Ceredigion is important to the **well-being of future generations.**



## Air quality among the best in Wales

Air quality in Ceredigion is very good, for example, in 2018 the level of **NO<sub>2</sub> concentration was just 5 in Ceredigion**, compared to 9 nationally.





# A More Equal Ceredigion

## Excellent learning opportunities for Adults

Dysgu Bro is part of the **Adult Community Learning Partnership** which plans and co-ordinates Adult Community Education in Ceredigion. The programme offers a range of **learning opportunities to the people of Ceredigion**, and encourages them to develop new interests, work towards gaining a qualification or improve their skills for the workplace.



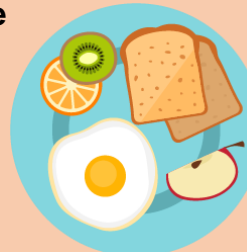
## Gap between disabled and non-disabled employment rate

In Ceredigion, the employment rate for those without a disability (79.9%) was considerably higher than those with a disability (50.7%). Meaning there was a **disability employment gap of 29.2%**. This is lower than the national average disability employment gap of 32.4%.



## Pupils eligible for free school meals, lower than national average

**12.9% of Ceredigion Pupils are eligible for Free School Meals (FSM)**, nationally, on average 18.2% of pupils are eligible for FSM. There is a large gap between those receiving A\*-C in GCSE who are eligible for FSM (33.3%) and those who are not eligible for FSM (65.4%).



## High qualification levels

**83% of adults aged 16-64 in Ceredigion have at least Level 2 qualifications**, higher than the national average of 76%. (Level 2 is 5 or more GCSEs at grades A-C or equivalent)



## Schools in Ceredigion are good or excellent

Ceredigion has a total of 43 schools, these are a mixture of primary, secondary and all-age schools. The latest Estyn inspections revealed, that the **majority of schools in Ceredigion are graded good or excellent**.



## Children living in poverty is increasing

In 2019/20, around **31.8% of Ceredigion children were living in poverty**, an increase of 2.7% over the last five years. The percentage of **children living in workless households (6.9%)** is lower than the national average (10.5%).

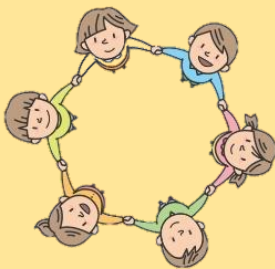




# A Healthier Ceredigion

## Childhood obesity lower than national average

Based on the 4-5 year old Child Measurement Programme for Wales (2017/18) statistics, **Ceredigion has lower levels of childhood obesity (10.3%) compared to the national average of 12%.**



## Children taking part in at least three occasions of activity per week

According to The School Sport Survey (2018), **52.5% of school children aged 3 to 11 take part in at least three occasions of activity per week.**



## High percentage of adults meeting physical activity guidelines

Public Health Wales statistics revealed that **62.4% of adults in Ceredigion are meeting the physical activity guidelines**, this being higher than the national average of 53.1%.



## Adults (16+) that smoke

Data from Public Health Wales (2016/17-2018/19) show that **16.6% of adults aged 16+ in Ceredigion, smoke.**



## Ceredigion people tend to live a longer life

In Ceredigion, on average **men live to 79.5 years**, which is the third highest in Wales. On average **women in Ceredigion live until 84.2 years**, which is the highest in Wales.



## Lower than average proportion of population have a disability

Ceredigion has a **slightly lower than average proportion of its population with a limiting long-term condition at 21.1%** compared to 22.7% nationally.

Conversely, the proportion without a limiting long-term condition is higher than average at 78.9% compared to 77.3%





# A Ceredigion of Cohesive Communities

**Ceredigion residents feel like they have a sense of community**

**58% of Ceredigion residents** believe that they have a sense of community in their local area.



**Deprivation lower than the national average**

**12% of Ceredigion residents** are in income deprivation, which is lower than the national average of 16%. **8% of working age people** are in employment deprivation, compared to 10% nationally. **12.7% of residents** are in health deprivation, compared to 14.3% nationally.



**Higher than average house prices**

House prices in Ceredigion on average are **among the highest in Wales at £212,987 in March 2021**, this has increased dramatically by 14.4% from £186,177 in March 2020. The national average house price in March 2021 was £184,008, meaning that Ceredigion has much higher than average house prices.



**Residents are most satisfied in Wales**

**94% of Ceredigion residents** stated that they were satisfied with their local area, this is the highest percentage throughout Wales.



**Ceredigion residents very respectful**

**83% of Ceredigion residents** believe that people treat each other with respect in their area, this is the second highest percentage in Wales.



**Under 1/5 of residents** feel that they can influence decisions affecting their local area

Just **18% of Ceredigion residents aged 16+** feel that they are able to influence decisions that affect their local area, this is slightly below the national average of 19%.



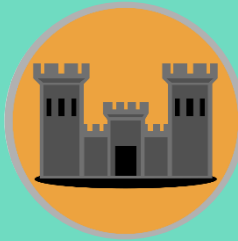




# A Ceredigion of Vibrant Culture & Thriving Welsh Language

**Ceredigion residents attending or participating in arts, culture or heritage activities at least 3 times a year**

**66% of Ceredigion residents attend or participate in arts, culture or heritage activities at least 3 times a year**, lower than the national average of 70%.



## Encouraging Welsh in the Workplace

The Welsh in the Workplace project, run by Cered, Menter Iaith Ceredigion in partnership with Coleg Ceredigion is to engage and work with rural employers and organisations **to support, facilitate and increase the use of the Welsh language in employment.**



## Ceredigion is one of the heartlands of the Welsh language

Despite a substantial student population and significant levels of migration, the 2011 Census showed that **47% of residents can speak Welsh**. Further intelligence from the Annual Population Survey note that 61.8% of Ceredigion's population in the year ending December 2020, can speak Welsh.



## High proportion of Welsh Medium Schools

**37 out of 43 schools** in Ceredigion are Welsh medium or bilingual schools. It is more likely that these children will pass on the Welsh language to future generations and shows that Ceredigion is playing its part to reach 1million Welsh speakers in Wales by 2050.



## People leave Ceredigion to seek work opportunities

The Ceredigion education system is the most successful in Wales but the county has experienced **outward migration of young people**, partly as a decline in public sector jobs.



## Food Culture is strong in Ceredigion

Buying local produce means **supporting local people and businesses**. Ceredigion has a vast range of local produce available. Some examples are Cardigan Bay seafood from the Teifi River and lamb from the Cambrian Mountains.







# A Globally Responsible Ceredigion

## Excellent track record of recycling

Ceredigion has the **second highest reuse, recycle and composting rates nationally at 71.6%**, compared to a Welsh average of 65.1%.



## A number of communities are at risk of flooding

In Ceredigion, the total **estimate of properties at risk of flooding (2019) was 4,697**, which amount to around 15% of all properties in Ceredigion. 1,741 of these properties are at risk of River flooding, 2,108 are at risk of surface flooding and 697 properties are at risk of Tidal flooding.



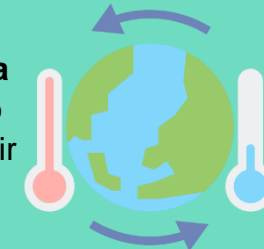
## Low Carbon Energy

In 2018, Ceredigion were running **3,462 Low Carbon Energy projects**. This was the equivalent of 5% of all Low Carbon Energy projects in Wales (68,728).



## Committed to preventing Climate Change

In March 2020, **Ceredigion County Council declared a global climate emergency**. The Council is dedicated to protecting the environment and to continue reducing their carbon footprint. Prior to this, the Council had already **committed to making Ceredigion a net zero carbon local authority by 2030**.



## Successful resettlement programme

The work of the Local Authority and the Community Sponsorship schemes (run by community groups) have **enabled 74 refugees from Syria to settle in Ceredigion**. Some of these individuals have moved to other parts of the UK, whilst 62 remain living in the county. Ceredigion also celebrates Refugee Week, with a range of different activities including multi-cultural gatherings.



## Committed to reducing Single Use Plastic

Work is ongoing to make Ceredigion plastic free. Ceredigion School Services were **successful in bidding for funding** from the Circular Economy Capital Fund which will enable the service to purchase milk dispensers this **will remove the need for plastic milk bottles and straws for 1,979 pupils at Foundation and Key Stage 2**. This is equivalent to a **reduction of 376,010 plastic milk bottles per school year**.

