



West Wrexham – Community Needs Analysis

Draft Report

by

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for

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Community
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Contents

1. Introduction and Background to the Community Needs Analysis	3
2. Methodology of the Community Needs Analyses	6
3. Analysing the results – Background Information	9
4. Analysing Issues relating to Entrepreneurship	12
5. Analysing Issues relating to Business Development	13
6. Analysing Issues relating to Barriers to Participation	15
7. Analysing Issues relating to Development of Active Communities	29
8. Programme Publicity issues	45
9. Conclusions	47

Chapter 1

Introduction and Background to the Community Needs Analysis

1.1 URBAN Community Initiatives are European Union funded programmes intended to support the social and economic regeneration of deprived areas of cities or towns across the European Union. The purpose of the programme is to support community centred development, ideally in ways that are capable of replication across other parts of the European Union.

1.2 West Wrexham, which broadly covers the communities of Coedpoeth, Brymbo and Tanyfron, Broughton, Gwersyllt and Llay was designated as an Urban programme area by the National Assembly in August 2000 and a draft programme was submitted to the European Commission in the Spring of 2001 with final approval being achieved in December 2001 (the first Urban programme in the UK to secure approval).

1.3 The area was selected for the programme by the local authority because of strong local perceptions that the area was in decline and not receiving enough support to tackle the problems that had emerged. Hence it was felt that a focused local programme was required to help arrest decline. The continuation of current economic trends (see below for details) would suggest that there is a significant possibility that economic conditions, and especially employment prospects, will deteriorate without carefully targeted interventions to improve employability, the local environment (including community facilities) and levels of entrepreneurship.

1.4 West Wrexham has traditionally been a manufacturing area, for long dominated by the Brymbo Steel works and more recently by large inward investors such as Sharp electronics who currently provide some 20% of all jobs in the area. There have been significant job losses, especially in manufacturing, in the period since 1991 and local forecasts (produced for the local authority) suggest that another 3,000 jobs could be lost in manufacturing across the whole county borough by 2007. Male unemployment in West Wrexham for those aged below 30 is already significantly higher than the Wrexham or Welsh averages and the likely future decline of industries which have employed large numbers of semi skilled (predominantly male) workers is likely to cause that situation to deteriorate further unless local skills can be enhanced to open up wider opportunities for local people. Neither general educational attainment nor acquisition of vocational skills is high in West Wrexham, providing a significant barrier to many residents securing stable employment

1.5 The URBAN II programme is designed to tackle the very specific needs of the nine wards making up the area. The principle elements of the programme cover business development and participation. The four main measures of the programme cover support for entrepreneurship and business start ups; support for existing small firms, especially in promoting innovation and workforce skills; support for activities promoting participation in the labour market and in lifelong learning and support for active communities, including

promotion of local economic and environmental regeneration and capacity building for local communities and community organisations. This report follows the structure of the programme, setting out its findings by measure. This allows an east read between this report, the Community Initiative Programme (CIP) document itself and any future Action Plan they need to develop.

1.6 In initially developing the overarching programme document, local authority officers were able to draw on information from local residents' surveys and the experience of the Brynteg and Southsea *People in Communities* programme as well as extensive quantitative data. However the programme has been left deliberately broad to allow for later expressions of community views. The URBAN II team has also made extensive efforts to facilitate the development of community structures to help develop local priorities and guide programme management. This has led to the development of five community committees representing people in Llay, Brymbo and Tanyfron, Broughton, Coedpoeth and Gwersyllt. These committees have all made efforts to ascertain the priorities of their local populations through holding brainstorming sessions and local "fun days" where people were asked for their perspectives amid a day of wider entertainment and social activities and by undertaking surveys in shopping areas. There was however no widespread audit of community needs (beyond what had been done in Brynteg and Southsea, which is part of the wider Broughton area). Hence the five community committees and the local authority's URBAN II team decided that a detailed audit was necessary before detailed action plans for the delivery of the programme could be developed.

1.7 Following an open competition Newidiam were appointed by the five community committees (and officially contracted to Wrexham County Borough Council) to:

" undertake consultation work in West Wrexham to generate quantitative information (but including a number of qualitative statements where relevant) for informing activity within the three broad themes of the West Wrexham URBAN II Programme."

1.8 Newidiam were appointed in September 2001 and work began almost immediately. Newidiam's work has been undertaken in the belief that the way in which the needs analysis is conducted has an important role to play in shaping peoples' views of and confidence in the programme. A community needs analysis must by definition be centred on the locally defined needs of the relevant communities. This means it must be conducted in an accessible format that provides community members with a clear understanding of the process and the confidence to express their views freely. A Community Needs Analysis should also be run by members of the community with outside bodies who are not local stakeholders (such as consultants) acting as a resource to assist local groups rather than directing the process. Newidiam's view was that the Community Needs Analysis had important potential to increase the understanding of the Urban programme among the five local communities in a positive way as well as offering more opportunity for

members of the existing structures to take a leadership role and develop their own capacity.

1.9 The Community Needs Audit was undertaken concurrently with two other surveys, one of Employers and the other of young people within the West Wrexham area. The latter two surveys were carried out by Wrexham Country Borough Council' Investment and Business Development Team, and with local schools, and results from all three surveys are being brought together by the URBAN II team and the five community committees in developing their priorities for the delivery of the programme.

Chapter 2

Methodology of the Community Needs Analyses

2.1 The development of the questionnaire underpinning the needs analysis started with two elements. The first was to focus on the areas highlighted in the programme documents (and bearing in mind what is eligible under European Regional Development Fund regulations). The second was to draw on the priorities already outlined by the five community groups during their brainstorming sessions and their “fun days”. A workshop was undertaken with representatives of the five community groups to confirm key areas of need and to gain a better understanding of the main concerns of the five communities. The community committees also agreed to seek local interviewers to undertake the questionnaire within their localities who were paid for each completed questionnaire.

2.2 A draft questionnaire was then designed to capture all the required qualitative and quantitative data, and piloted in Broughton to check both the suitability of its content and style.

2.3 Following the piloting exercise the questionnaire was amended and finalised. A workshop was then arranged to familiarise interviewers from the local community with the questionnaire and fully brief them as to the survey requirements. During these workshops we (the Newidiam study team) offered advice, guidance and training. Twenty two people from all five communities attended the workshop and a small number of others from West Wrexham were also involved in undertaking survey work.

2.4 We maintained constant communication links with the survey fieldworkers throughout the period of the survey in order to offer on-going advice and guidance. The survey lasted from late October until early December 2001.

2.5 The other critical issue was to determine who should be interviewed to ensure that their views could be said to fully represent the views of the people of West Wrexham, both as a whole, and according to key elements of the population such as the old, the young, unemployed people or in some aspects the self employed. In this respect a stratified random sample was used to enable an accurate representation of these groups within the overall West Wrexham population.

Ensuring a Representative Sample

2.6 It was decided that a 5% sample of the population (aged 16 or over) would be both suitable and possible in order to ensure an adequate response broadly representative of the wider West Wrexham Community. Therefore a total of 1136 individuals from all over West Wrexham were targeted for interview, which represents 5% of all individuals aged 16 or over. Every effort was made to ensure that the 5% were drawn from all areas of West Wrexham, representing all ages over 16, and those who are working and

those are not, men and women. In terms of data analysis we stratified the data collected by the following criteria:

- ❖ Community area (Coedpoeth, Brymbo and Tanyfron, Broughton, Gwersyllt and Llay)
- ❖ Age band (16-25; 36-49; 50-64 and over 65)
- ❖ Gender (male/female)
- ❖ Economic Status (employed, unemployed, economically inactive)

2.7 The choice of community as a key factor was identified by all local partners in the programme as being a key differential element in the way people might look at the programme. Similarly age was locally identified as a key factor. Newidiam identified economic status as a key issue given the stated priorities of the programme.

Table 2.1 Survey target household numbers (based upon a 50% response rate)

Community	Estimated population aged over 16	Number of people to be targeted	Minimum response required
Coedpoeth	3,971	398	199
Brymbo and Tanyfron	2,097	210	105
Broughton	5,234	524	262
Gwersyllt	7,556	756	378
Llay	3,842	384	192
West Wrexham	22,700	2,272	1,136

2.8 Within these headline figures we were also aware of the numbers of people in each community within each age band and the numbers who were working, unemployed or economically inactive. It was therefore decided to monitor and benchmark returned questionnaires in each community against the percentages for each strata given by official data to ensure that a representative sample of the population in each community was interviewed.

2.9 The electoral role for West Wrexham was used to prepare a random list of houses that covered all areas. Interviewers were given a list of houses to target with questionnaires, but given flexibility in that they could target any of the neighbouring houses if there was no answer in the houses on their list. This approach meant that representatives from almost every street were asked their opinion, yet without a concentration of replies from a certain street or area.

2.10 A mix of ages was to be obtained by asking the interviewers to ask the questions from the first person who answered the door, and to ask another household member of a different generation if there was one around.

2.11 Likewise, the opinions of representatives from all three types of economic status (unemployed, inactive, employed) were captured by means of a random sample of houses, and through the fact that our interviewers conducted the survey at various times of the day as it suited them best.

2.12 The first half of the survey was conducted on a simple random basis. When some 450 responses were received we examined the completed forms in order to ascertain the proportion of responses achieved within each economic status group, and also age and gender. At this stage, after undertaking the benchmarking approach mentioned above, we asked people within a number of the communities to do some targeting within their second round of questionnaires to ensure that the final sample was representative of the whole population.

Chapter 3

Analysing the results – Background Information

3.1 Overall some 1,075 responses were received, following considerable efforts made by all the interviewers involved, against a target of 1,136. The “missing” responses were spread fairly evenly, providing us with reasonable confidence that the results for any specific community will be representative.

Table 3.1 Responses by Community area

	Number of responses	Percent of all responses	Number of responses sought
Coedpoeth	192	17.9	199
Brymbo and Tanyfron	98	9.1	105
Broughton	240	22.4	262
Gwersyllt	348	32.4	378
Llay	196	18.2	192
Total	1075	100.0	1,136

3.2 The age and gender profile of respondents is shown in table 3.2 below by percentage. Of all respondents 564 were women (52%) and 511 were men (48%)

Table 3.2 Percentage responses by age, categorised by gender

Age Band	Male	Female
16-18	12.5	12.4
19-25	12.3	12.1
26-35	21.1	22.0
36-49	23.3	24.5
50-64	18.0	17.2
65+	12.7	11.9
Total	100.0	100.0

3.3 The economic status of respondents is shown below in table 3.3. This responds to the question where people were asked to describe their employment position from a choice of 11 options.

Table 3.3 Economic Status of residents

Economic Status	Percent of total population	Actual Numbers within each category
Working population	55.2	592
Economically Inactive	24.8	266
Retired	18.8	202
Unemployed	4.3	46
Other	1.0	11
Total	104.1	1117

(These figures do not add to 100% or 1,075 because of double counting, predominantly involving those doing part time education and part time work).

3.4 In developing this categorisation we defined the working population as those who were in full time or part time work or who were self employed. The actual numbers of people working came to 592 (55% of the total sample; 68% of the sample aged 16-65) and of those 48 were self employed. This is around 8% of the economically active population which conforms almost exactly to the levels of self employment shown in the overarching programme document (table 1.13).

3.5 The inactive were defined as those who were on a government training scheme, in full or part time higher or further education, were looking after children and family or those who were long term sick or disabled.

3.6 The percentage identified as unemployed is slightly higher than that identified in the overarching programme document (3.7%, table 1.15) but this discrepancy of around 0.5% is within sampling error and may be affected by recently increased unemployment in the area due to a number of job losses (for example, Marshalls at Llay and Graham Packaging in Gwersyllt).

Table 3.4 below shows economic status within each community area

Table 3.4 Economic Status by Community area

Percent of population aged over 16	Working	Economically Inactive	Retired	Unemployed	Other	Total
Coedpoeth	62.0	24.5	18.8	1.6	1.6	100.0
Brymbo and Tanyfron	65.3	25.5	12.2	5.1	1.0	100.0
Broughton	49.6	27.5	18.3	8.8	0.8	100.0
Gwersyllt	48.6	24.1	21.0	3.7	1.4	100.0
Llay	62.2	22.4	18.9	2.0	1.5	100.0

3.7 The overarching programme document (table 1.2) shows population by age band including those aged under 16. When recalculating percentages to exclude those aged under 16 we find that there are some differences in the numbers of retired people we would expect to have been interviewed. In Brymbo and Tanyfron we would have expected retired people to make up around 22% of interviewees, in Gwersyllt 17%, Broughton 21%, Llay 20% and Coedpoeth 19%. Thus we suspect that for Broughton and Brymbo and Tanyfron the views of retired people are under represented and in Gwersyllt over represented. The differences in Llay and Coedpoeth are within sampling error. The scale of the discrepancy for Brymbo and Tanyfron could partly be explained by the small sample size.

3.8 Calculating the representativeness of the respondents in terms of inactivity is more difficult as the data we have is based on 1991 ward figures. Counting the economically active population as being those working and those registered as unemployed and seeking work, we can compare Table 3.3 above with data in the overarching programme document. This comparison shows that economic activity rates are around what we would

have expected to find in Llay, Coedpoeth and Broughton, higher than expected in Brymbo and Tanyfron and lower than expected in Gwersyllt. In both these later cases the discrepancy is largely a corollary of the representation of retired people.

3.9 Table 3.5 shows economic status by gender; a breakdown by area and/or gender would have resulted in samples too small to be reliable. The table shows the percentage of surveyed men and women within each of the five categories. The table shows that men are still significantly more economically active in the sample population than women, again echoing the analysis provided in the overarching programme document.

Table 3.5 Economic status by gender

	Female	Male
Econ Inactive	28.5	20.8
Other	1.1	1
Retired	18.9	18.7
Unemployed	3.4	5.3
Working Pop	48.1	54.3
Total	100.0	100.0

Chapter 4

Analysing Issues relating to Entrepreneurship

4.1 Priority 1, Measure 1 of the URBAN II programme deals with issues of **encouraging enterprise and self employment**. A relatively small number of questions in the survey addressed these issues which will be supplemented by findings from the Employers Survey being carried out by the Investment and Business Development Team of Wrexham County Borough Council's Economic Development Department. Section 3 above shows that the small numbers identified as being in self employment (48 out of 1,075) are representative of the wider population.

4.2 The questions asked covered issues of whether people were self employed now, had been or had ever considered becoming self employed. The responses in all three cases were almost identical with over 95% of respondents saying they were not self employed, had never been and had not considered becoming self employed. The numbers answering in the affirmative are so small (total 48), that any further breakdown would have produced statistically meaningless results.

4.3 A further question asked those who had considered becoming self employed what the main constraints on them becoming self employed were. The results are summarised in table 4.1 below.

Table 4.1 Constraints on self-employment

	No Constraint	Constraint
Lack of Motivation	83.3	16.7
Access to Finance	86.1	13.9
Risk	89.7	10.3
Lack of knowledge of advice	72.7	27.3
Lack of local market	79.7	20.3
Other	90.9	9.1

4.4 The key constraints on self employment standing out from this analysis are lack of knowledge of the correct sources of advice, lack of local markets for products and to a lesser degree lack of motivation. The former two issues could have been linked, given that good quality business advice could help prospective entrepreneurs identify and access suitable markets. Further evidence of such constraints is provided by the Employers Survey. Nevertheless it should be remembered though in examining these issues that only very small numbers of people expressed any interest in self employment in the first place.

Chapter 5

Analysing Issues relating to Business Development

5.1 Priority 1, Measure 2 of the URBAN II programme deals with issues of **Development of competitive and sustainable businesses**. A relatively small number of questions in the survey specifically addressed these issues. Hence we would expect these findings to effectively act as a supplement to the findings generated from the Employers Survey being carried out by the local authority's Economic Development Department.

5.2 The first of these questions relates to specific vocational skills that residents might wish to develop. Table 5.1 below identifies the priorities identified by working age residents. The figures given illustrate the percentage of the working age population with an interest in training in specific skills.

Table 5.1 Residents' priorities for skills development

Skill area	% residents showing an interest in training
Child Care	7.8
Medical/Health	6.1
Environmental	2.7
Business Administration	8.1
IT/Computing	12.6
Engineering	6.2
Construction	4.6
Catering/Hospitality	3.1
Training for self employment	4.9
Other	1.9

5.3 The priority areas for training are IT, business administration and childcare, with engineering and medical/health related skills also regarded as important. The positive side of this is that most of these areas could be regarded as offering important employment opportunities in the next few years. The more worrying aspect is that so few people of the total working age want to develop skills in these areas.

Table 5.2 provides a breakdown of training priorities by gender.

Table 5.2 Priorities for skills development by gender

Sector	% preferences - men	% preferences - women
Child Care	10.3	15.8
Medical/Health	9.4	11.4
Environmental	3.9	5.5
Business Administration	12.4	15.4
IT/Computing	21.0	22.3
Engineering	15.9	6.2
Construction	12.4	4.0
Catering/Hospitality	4.7	5.9
Training for self employment	7.7	9.2
Other	2.1	4.4
Total	100	100

5.4 This table shows some predictable gender bias; women being more likely to prioritise training in childcare, catering and hospitality and medical and health skills; men being more likely to train in engineering and construction. More surprisingly perhaps is that women prioritise training for self employment above men whilst IT is regarded as the top priority by both men and women and in roughly equal proportions.

5.5 A further question asked about the constraints on businesses of those already self employed and responses are set out in Table 5.3 below. As we explained in Chapter 3 above the numbers answering these questions were very small so no further breakdown is available. Figures are percentages of those responding.

Table 5.3 Constraints facing those already in self employment

Issue	No Constraint	Constraint	Major Constraint
Cost of Training	54	14.9	31.1
Access to Finance	31.9	17	51.1
Quality and availability of Business Information/Advice	36.0	28.1	36
Availability of skilled staff	43.2	17	39.8
Availability of premises	57	16.3	26.7
Transport networks	65	14.5	20.5
Pressure from Customers	56.6	18.1	25.3
Pressure from suppliers	25	15	60

5.6 These figures show that the main constraints faced by those self-employed in west Wrexham are pressure from suppliers (probably proxy for cash flow problems), lack of availability of skilled staff, access to finance and the quality and availability of business advice.

Chapter 6

Analysing Issues relating to Barriers to Participation

6.1 Priority 2, Measure 1 of the URBAN II programme deals with issues of **overcoming barriers to participation** in the labour market. A large number of questions in the survey addressed these issues which are analysed below.

(a) Transport and Participation

6.2 One of the key issues relating to access to labour markets is transport and the section below analyses a wide range of transport related issues. Table 6.1 analyses how people travel to work and Table 6.2 subsequently breaks this information down by the five community areas.

Table 6.1 Transport mode to work

Mode	To Work (%)
Car/ Van	63.6
Public Bus	15.1
Taxi	1.3
Cycle	0.3
Motorcycle	1.3
Walking	10.0
Train	1.6
Tpt from employer	3.6
Work from home	1.9
Other	1.3
Total	100.0

Table 6.2 Transport mode to work by community

Mode of Transport (% use)	Community area				
	Coedpoeth	Brymbo and Tanyfron	Broughton	Gwersyllt	Llay
Car/Van	62.8	65.2	54.9	68.6	65.6
Bus	14.6	15.2	22.5	15.2	7.6
Taxi	1.5	1.5			3.1
Cycle				1.0	
Motorcycle		1.5	2.1	2.1	0.8
Walking	10.9	7.6	12.7	6.3	13.0
Train		1.5		4.2	1.5
Tpt from employer	8.8	3.0	1.4	1.0	4.6
Work from home		4.5	4.2	0.5	2.3
Other	1.5		2.1	1.0	1.5
Total	100	100	100	100	100

6.3 The dominance of cars and public buses is illustrated in both tables with walking being the third most popular option. Levels of car use are significantly lower in Broughton than elsewhere and correspondingly far more people there use buses. Walking is especially popular in Broughton and Llay reflecting, as we shall see below, the numbers of people working locally. Transport from employers is far more important in Coedpoeth than anywhere else.

6.4 Tables 6.3 and 6.4 illustrate where people work (or train) and thus shows their need for transport. Table 6.3 shows the overall figures for distance between workplace and home and 6.4 breaks it down by community.

Table 6.3 Distance traveled to work

Distance from home to work	% respondents
Under 1Mile	16.0
1-5 Miles	50.8
6-10 Miles	17.2
11-29 Miles	11.6
More than 30 Miles	4.4
Total	100.0

Table 6.4 Distance travelled to work by community

	< 1 mile	1-5 miles	6-10 miles	11-29 miles	> 30 miles	Total
Coedpoeth	14.0	46.3	22.8	11.0	5.9	100.0
Brymbo and Tanyfron	11.9	44.8	23.9	9.0	10.4	100.0
Broughton	16.2	62.7	8.5	9.2	3.5	100.0
Gwersyllt	14.5	53.9	15.5	14.0	2.1	100.0
Llay	22.6	40.3	20.2	12.9	4.0	100.0

6.5 Over 80% of all residents work within 10 miles of their homes. Residents in Brymbo and Tanyfron have to travel furthest with almost 44% travelling more than 5 miles to get to work. The Llay industrial estate probably accounts for almost a quarter of Llay residents working less than 1 mile from home. Almost 80% of residents of Broughton work within 5 miles of home, possibly reflecting low levels of car ownership.

6.6 Residents were also asked about problems they faced with access to specific services. Table 6.5 shows the total proportion of west Wrexham residents suffering access problems to particular services. Table 6.6 provides information on a community level showing the proportion of people within each community having difficulty accessing specific services.

Table 6.5 Residents' difficulties accessing services

Service	% of residents having difficulty accessing service
Hospital	18.3
Leisure facilities	16.6
Shopping	13.0
Doctor/Dentist	10.8
Work	7.7
Chemist	7.0
Other	3.0
School/College	2.8

Table 6.6 Difficulties Accessing services by Community

	Hospital	Leisure Facilities	Doctor/Dentist	Work	Chemist	Shopping	School /College	Other
Coedpoeth	9.4	18.2	2.6	10.4	1.0	6.8	3.1	4.2
Brymbo and Tanyfron	26.5	36.7	32.7	27.6	22.4	20.4	0.0	2.0
Broughton	12.5	22.1	6.3	3.8	4.2	11.7	2.9	3.3
Gwersyllt	15.2	7.5	11.5	8.3	10.3	4.9	2.0	2.3
Llay	35.7	14.3	12.2	9.7	7.1	17.3	4.1	2.6

6.7 Overall the biggest problems accessing services relate to hospitals, leisure facilities and shopping. However there are substantial local variations. In general few residents in Broughton (less than 15%) have problems accessing services except for Leisure Facilities. This does not call into question the evidence of the Index of Multiple Deprivation showing that Broughton, and specifically Gwenfro, is the most deprived part of West Wrexham but is principally a reflection of Broughton's relatively high population and population density which means that a range of services are available locally. However in Brymbo and Tanyfron over a fifth of the population struggle to access most of the named facilities including over a quarter having problems accessing work. In Coedpoeth and Gwersyllt access appears to be less of a problem whilst in Llay access to hospital is by some way the biggest problem. It is worth noting though that those facing exclusion from services in any of the five communities are likely to be those facing exclusion in a range of other fields such as jobs or skills: one of the most common reasons people struggle to access services is lack of access to transport and people on low incomes, for whatever reason, are more likely to suffer from poor access to transport, as is borne out by later discussion on issues of participation in the labour market.

6.8 Residents were also asked if they used local bus services. Overall 36.9% did use services, 29.3% did so on an occasional basis and 33.8% never use buses. Table 6.7 shows bus use by community.

Table 6.7 Bus use by community

	None User	Regular User	Occasional user	Total
Coedpoeth	35.4	31.8	32.8	100.0
Brymbo and Tanyfron	30.9	36.1	33.0	100.0
Broughton	35.6	41.0	23.4	100.0
Gwersyllt	41.0	32.6	26.3	100.0
Llay	36.2	27.6	36.2	100.0

6.9 The table shows that residents of Broughton are the most regular users of the bus services available and those in Llay and Gwersyllt use them least often.

6.10 Opinions on quality were also sought, looking at services in the day, evening and weekends. Responses are in Tables 6.8-6.11 below, with Tables 6.9-6.11 indicating opinions by community area.

Table 6.8 Overall rating of Bus Services

	View of Service Quality (%)		
	Poor	Neither	Good
Time of service			
Day	9	22.9	68.1
Evening	60.1	25	14.9
Weekend	57.7	24.1	18.1

6.11 Overall, services in the daytime were felt to be good or average but those in the evenings or at weekends to be much worse.

Table 6.9 Rating of Daytime Bus Services by Community

	View of Service Quality (%)		
	Poor	Neither	Good
Coedpoeth	6.8	19.7	73.5
Brymbo and Tanyfron	25.6	20.5	53.8
Broughton	4.4	23.1	72.5
Gwersyllt	8.1	24.8	67.1
Llay	8.7	24.4	66.9

6.12 The poor rating given to the daytime bus service in Brymbo and Tanyfron here is quite notable and links to the outcomes of table 6.6 showing Brymbo and Tanyfron residents struggling to access a range of services.

Table 6.10 Rating of Evening Bus Services by community

	View of Service Quality (%)		
	Poor	Neither	Good
Coedpoeth	51	29	20
Brymbo and Tanyfron	77	16	7
Broughton	65	27	8
Gwersyllt	62	22	16
Llay	50	29	22

6.13 The rating of evening bus services is more consistent, with services not being highly rated anywhere. However residents in Broughton and Brymbo and Tanyfron were especially dissatisfied with the service available.

Table 6.11 Rating of Weekend Bus Services by community

	View of Service Quality (%)		
	Poor	Neither	Good
Coedpoeth	56	17	26
Brymbo and Tanyfron	61	27	12
Broughton	57	32	11
Gwersyllt	49	26	24
Llay	71	16	13

6.14 Weekend bus services are rated as being slightly better than evening ones although the service to Brymbo and Tanyfron and Broughton still causes high levels of dissatisfaction. The weekend service to Llay appears significantly worse than the evening service, whilst the opposite is true for Gwersyllt.

6.15 Residents were also asked what improvements to services they would consider most important. Responses are shown in Table 6.12 below

Table 6.12 Priorities for Bus Service Improvement

Priority Issue	% rating of each issue		
	Not Impt	Neither Important nor unimportant	Impt
Different routes	28.0	22.8	49.2
Frequency of service	20.1	14.9	65.0
Cost of Fare	17.5	16.9	65.6
Reliability	18.1	11.0	71.0
Bus Stop locations	26.9	22.2	50.9
Access for disabled etc	22.5	12.7	64.8
Access to information on bus services	24.0	21.3	53.8
Increased transport to other parts of west Wrexham	24.3	17.8	57.9

6.16 The high rating given to almost every potential improvement illustrates quite significant levels of unhappiness with the bus service. Reliability, frequency of services and cost of fares were rated as the most important issues. Interestingly over half of those responding felt that improved linkages to other parts of West Wrexham was an important priority.

6.17 Hence as a potential alternative, residents were asked whether they would be interested in using a community bus service. Table 6.13 shows overall responses and Tables 6.14 –6.16 gives further details by community.

Table 6.13 Support for Community Transport

Use of Community Transport	No (%)	Yes (%)	Don't Know (%)
Early Morning	49.3	30.5	20.2
Late Evening	38.4	42.7	19
Weekend	33.2	49.2	17.6

6.18 Overall there is more support for community transport at the weekend than at any other time, despite findings from table 6.11 that the weekend Bus service was felt to be a little better than the evening bus service. This may well reflect higher demand for public transport at the weekends than later in the evening.

Table 6.14 Support for Community Transport in the early morning by community

	No	Yes	Don't Know	Total
Coedpoeth	45.1	39.6	15.2	100.0
Brymbo and Tanyfron	41.1	40.0	18.9	100.0
Broughton	51.5	21.4	27.1	100.0
Gwersyllt	54.3	24.9	20.8	100.0
Llay	44.3	40.9	14.8	100.0

Table 6.15 Support for Community Transport later in the evening by community

	No	Yes	Don't Know	Total
Coedpoeth	39.5	46.1	14.4	100.0
Brymbo and Tanyfron	29.3	52.2	18.5	100.0
Broughton	33.9	42.2	23.9	100.0
Gwersyllt	42.9	38.6	18.5	100.0
Llay	39.7	42.3	17.9	100.0

Table 6.16 Support for Community Transport at weekends by community

	No	Yes	Don't Know	Total
Coedpoeth	32.0	54.1	13.8	100.0
Brymbo and Tanyfron	30.1	54.8	15.1	100.0
Broughton	30.0	50.9	19.1	100.0
Gwersyllt	37.9	42.2	19.9	100.0
Llay	30.9	52.1	17.0	100.0

6.19 Support for community transport acts partly as a mirror image of the perceived quality of bus services. Support is strongest when bus services are felt to be poor and in areas where bus usage is strongest; in other words a community bus service would on this evidence be seen as filling a “transport gap” left for people without cars when the mainstream bus service isn’t

operating. However as paragraph 6.18 above noted there is simply more demand for public transport of all types at the weekend than later in the evening.

6.20 Residents were asked what they would use community transport for if it was available. Responses are given below in Table 6.17. Table 6.18 provides a breakdown by community.

Table 6.17 Uses of community transport

	% use for this purpose
Getting to work	26.1
Shopping	45.5
Visiting friends	48.1
Doctor/Dentist	24.7
Hospital visits	35.1
Other	4.6

Table 6.18 Uses of community transport by community

6.21 This illustrates that community transport would primarily be used for social purposes acting as a supplement to the mainstream bus service which

	% use for this purpose				
Community	Work	Shopping	Friends	Doctor/ Dentist	Hospital
Broughton	20.4	47.9	52.9	28.8	6.7
Brymbo	35.7	61.2	60.2	54.1	5.1
Coedpoeth	33.3	47.9	17.7	31.8	4.2
Gwersyllt	19.5	33.9	46.3	25.6	3.4
Llay	31.1	52.0	37.2	52.0	2.0

is in most cases adequate during working hours. However in Brymbo, Coedpoeth and Llay a significant number of people would also use community transport for getting to work, whilst in both Llay and Brymbo over half of respondents would use it for accessing medical services such as doctor or dentist.

(b) Access to Employment and Training

6.22 The second major issue analysed in this section in terms of increasing participation relates to access to employment and training. Residents were asked if there were issues inhibiting access to employment. Table 6.19 highlights the percentage of those of working age who face particular barriers to employment; respondents were asked to indicate all factors applying to them.

Table 6.19 Barriers to Employment

Barrier	% working age population citing barrier
Lack of local employment	11.5
Lack of information about employment	7.5
Lack of childcare	5.9
Poor quality of childcare	2.2
Cost of childcare	4.9
Lack of work experience	4.7
Disability or ill health	4.3
Lack of care for adult dependents	2.5
Poor access to transport	5.0
Poor skills	6.1
Other	1.9

6.23 Overall, barriers to employment are faced by a relatively small proportion of the working age population. The largest single perceived barrier, lack of local employment, does not sit comfortably with the fact that over 80% of all working people in west Wrexham work within 10 miles of home; this may be a proxy for a range of other barriers (such as poor skills, lack of confidence) that are less likely to be identified by respondents during this type of questionnaire. The nature of what is “local employment” also depends on how easily people have access to transport and in areas of low car ownership (e.g. Broughton) “local” may mean within walking distance.

6.24 The same data is also analysed by gender in Table 6.20 below, showing the key barriers for men and women. Table 6.21 analyses the data by community.

Table 6.20 Barriers to Employment – By Gender

Barrier	% Men citing barrier	% Women citing barrier
Lack of local employment	21.5	19.3
Lack of information about employment	14.8	12.0
Lack of childcare	10.8	10.2
Poor quality of childcare	1.3	5.8
Cost of childcare	5.4	11.3
Lack of work experience	8.5	8.0
Disability or ill health	7.6	7.7
Lack of care for adult dependents	0.4	0.7
Poor access to transport	10.8	10.6
Poor skills	13.9	9.9
Other	4.9	4.4

6.25 There are few glaring gender discrepancies in the key barriers identified. More men cited lack of information about jobs and poor skills than women. Lack of childcare was cited almost equally by men and women although concerns about cost and quality affected women significantly more.

Table 6.21 Barriers to Employment by Community

Community	% citing issue as a barrier									
	Local Empt	Job Info	Lack Child	Poor Child	Cost Child	Work exp	Disab	Alt Care	Tpt	Lack Skills
Broughton	10.8	4.2	7.5	3.3	5.8	5.0	4.6	0.0	6.3	5.4
Brymbo	13.3	11.2	12.2	1.0	4.1	3.1	4.1	0.0	11.2	8.2
Coedpoeth	6.8	6.3	2.6	0.0	4.2	3.1	2.6	0.0	5.2	8.3
Gwersyllt	9.2	5.2	2.0	2.3	2.3	3.4	3.5	0.5	3.4	2.9
Llay	8.7	7.6	5.1	1.0	2.6	2.6	5.6	0.5	4.1	5.1

6.26 The analysis in table 6.21 shows that residents in Brymbo and Tanyfron face significant barriers in terms of lack of available jobs, lack of information, lack of childcare and poor access to transport. Lack of local employment opportunities are also identified as barriers in Broughton and to a lesser extent in Gwersyllt.

6.27 Finally we analysed barriers to employment by economic status in Table 6.22.

Table 6.22 Barriers to employment by economic status

Barrier	% Economically inactive citing barrier	% Unemployed citing barrier	% Working population citing barrier
Lack of local employment	11.8	29.3	22.4
Lack of information about employment	8.7	6.7	17.3
Lack of childcare	15.7	6.7	9.7
Poor quality of childcare	6.3	4.0	2.5
Cost of childcare	14.2	5.3	7.2
Lack of work experience	6.3	10.7	8.7
Disability or ill health	18.1	5.3	2.2
Lack of care for adult dependents	1.6		0.4
Poor access to transport	8.7	13.3	10.8
Poor skills	6.3	17.3	12.6
Other	2.4	1.3	6.1

6.28 The analysis by economic status does reveal significantly different barriers for different categories of people. Lack of local employment is cited as the major barrier for the unemployed and is a major barrier for those in work (who may wish to work closer to home). As we noted above “lack of local employment” may be a proxy for other issues such as lack of skills but also may reflect low car ownership rates among unemployed people making transport barriers more important for them than for many others; indeed poor access to transport is rated the second most important barrier for the unemployed whilst it is only fifth most important for the inactive and fourth most important for those already in work. Interestingly those in work cite lack of information about local jobs as a barrier while the unemployed do not.

6.29 Lack of experience, access to transport and poor skills are also significant barriers to the unemployed while low skills also provide a barrier to

those in work finding better jobs. Issues around childcare and ill health are the biggest barriers to the inactive.

6.30 Following on from this respondents were asked if they wished to have more information about jobs locally. 47% replied yes, 43% no and 10% were not sure. Those who answered yes were asked how they would like to access information about jobs. Responses are set out in Table 6.23.

Table 6.23 Preferences for accessing employment information

Means of communicating job information	% of respondents favouring this method
Mobile Job Centre	56.4
Library	21.0
Newspaper	84.7
Community Centres	18.8
Wrexham Job Centre	39.9
Internet	23.0
Health Centre	5.9
Other	2.5

6.31 Overall, newspapers and either a local mobile job centre or access to Wrexham Job Centre were the favoured means of communication. A breakdown of this information by community is in Table 6.24.

Table 6.24 Preferred means of communicating employment information by community

Means of communicating job information	% of respondents favouring this method				
	Coedpoeth	Brymbo and Tanyfron	Broughton	Gwersyllt	Llay
Mobile Job Centre	62.2	62.7	57.1	50.0	53.3
Library	24.4	19.6	22.0	24.4	14.4
Newspaper	91.5	72.5	79.1	94.4	81.1
Community Centres	11.0	17.6	29.7	16.7	17.8
Wrexham Job Centre	29.3	21.6	44.0	50.0	45.6
Internet	29.3	25.5	15.4	26.7	20.0
Health Centre	9.8	2.0	3.3	5.6	7.8
Other	2.4	0	3.3	3.3	2.2

6.32 The table above reveals some quite significant discrepancies in local preferences for receipt of job information. Although the rankings are similar with newspapers and job centres being the most popular means of communicating information about jobs, the degree of support varies considerably. Brymbo and Tanyfron residents' lack of enthusiasm for using Wrexham job centre is probably explained by transport difficulties. The enthusiasm shown in Broughton for using community centres may reflect support for the "Community House" idea.

6.33 Following this, residents were also asked if they wished to receive careers and training advice. 36% said yes, 53% said no and 11% were unsure. These responses are somewhat surprising given the greater

enthusiasm for advice about job opportunities. The idea that careers advice and training advice is central to finding jobs is not accepted by a significant number of respondents suggesting a lack of confidence in, or understanding of, the role of careers advice services. A breakdown of responses by community is in table 6.25. Interest was greatest in Brymbo and Tanyfron (where a high proportion of respondents are of working age) and lowest in Gwersyllt.

Table 6.25 Residents interested in careers advice

Community	% Interested in careers advice
Broughton	30.0%
Brymbo	38.8%
Coedpoeth	32.3%
Gwersyllt	20.1%
Llay	30.6%

6.34 Those who did answer in the affirmative were asked to

indicate where they would like to receive such advice. Their responses are in Table 6.26. A breakdown of these responses by community is in Table 6.27.

Table 6.26 Preferred location for Careers advice

Location for Careers/training advice	% of respondents in favour
Local Community Centre	59.9
Yale/NEWI	42.4
Over the telephone	13.8
In a Job Centre	28.3
Other	5.9

Table 6.27 Preferred location for Careers advice by community

Means of communicating careers training/advice	% of respondents favouring this method				
	Coedpoeth	Brymbo and Tanyfron	Broughton	Gwersyllt	Llay
Local Community Centre	53.2	76.3	59.7	43.1	76.7
In Yale or NEWI	52.6	36.8	37.5	50	33.3
Over the telephone	19.4	18.4	5.6	13.9	15
In a Job Centre	16.1	15.8	34.7	38.9	28.3
Other	3.2	0	13.9	5.6	3.3

6.35 Again the rankings here are consistent across west Wrexham even if the degree of support for the different options varies. There is strong support for careers advice to be delivered at community centres everywhere but this support is especially marked in Brymbo and Tanyfron and in Llay. Residents in Gwersyllt and Coedpoeth particularly favour advice being delivered in Yale or NEWI while residents in Broughton and Gwersyllt most strongly favoured advice being delivered at Job Centres.

6.36 Respondents were also asked if they were interested in attending courses on non work related issues. 43.7% said yes, 45.1% said no and 11% were unsure. Table 6.28 shows this data broken down by community area.

Table 6.28 Support for non vocational courses by community

	Not interested in courses	Interested in courses	Unsure	Total
Coedpoeth	34.6	55.5	9.9	100.0
Brymbo and Tanyfron	41.2	49.5	9.3	100.0
Broughton	43.7	41.6	14.7	100.0
Gwersyllt	53.2	35.3	11.6	100.0
Llay	45.8	45.8	8.3	100.0

6.37 Interest in non vocational courses is highest in Coedpoeth and Brymbo and Tanyfron and lowest in Gwersyllt. Perhaps at least as significant is the gender split which reveals that 48% of women are interested in such courses (with 39% not interested) while only 39% of men were interested with some 52% not interested.

6.38 Responses to the question of which non-vocational subjects individuals across the West Wrexham area would be interested in attending spanned across a wide and varied range. Subject areas including ballroom dancing, gourmet cookery to suggestions of “something a bit different” were identified. The top three subjects were Art and art/craft related courses; computing/IT and Welsh. Other popular answers included yoga, keep fit and sports; music and local history.

6.39 Respondents were also asked if they had attended any adult education or training in the last two years (including full or part time further or higher education but obviously excluding school education). 17% of respondents replied that they had, 78% that they had not and 5% were unsure.

6.40 Breaking these responses down by economic status it was shown that 21% of those in work had attended courses against 13% of the economically inactive, 4% of the unemployed and 7% of those who have retired. In other words those most economically advantaged already were most likely to attend training.

6.41 This is illustrated by the fact that of those that did declare that they had attended adult education and training during the last two years, two thirds of the courses attended could be considered as job related studies. The areas of study included equal opportunities; first aid; food hygiene; hospitality; catering and typing. Many of these courses were taken at work, as well as a variety of centres around Wrexham. Yale stood out as the place where many had taken courses as well as the related Groves Adult Education Centre. Table 6.29 provides a breakdown of attendance by community

Table 6.29 Community members attending adult education courses in last 2 years

Community	% Attending adult education
Broughton	12.1%
Brymbo	20.4%
Coedpoeth	24.0%
Gwersyllt	13.8%
Llay	15.3%

6.42 Most respondents that had attended adult courses gained accredited qualifications at the end usually NVQs. However a number of respondents also undertook non-accredited subjects where they achieved “enjoyment,” and / or a greater understanding of the subject in question.

6.43 Finally respondents were asked to consider what might make them think about undertaking more training or study in the future. Outcomes are shown in table 6.30.

Table 6.30 Factors that would encourage participation in training

Action to encourage training	% of respondents agreeing it was important
Transport links to education establishments	12.1
Training in the community	29.1
Childcare support	10.4
Learning at home	23.3
Mixture of training & work experience	18.8
Support from Employer	14.7
Financial Support	30.5
None of the above	29.6

6.44 The key issues emerging are therefore community based training, learning at home (which is notoriously difficult to do for all but the most confident learners) and financial support. “None of the above” was a factor stressed usually by respondents whose other answers suggested they were not interested in further education or training.

Table 6.31 Factors that would encourage participation in training by gender

Action to encourage training	% of male respondents agreeing it was important	% of female respondents agreeing it was important
Transport links to education establishments	10.8	13.3
Training in the community	27.8	30.3
Childcare support	7.6	12.9
Learning at home	18.6	27.5
Mixture of training & work experience	19.8	17.9
Support from Employer	14.7	14.7
Financial Support	28.2	32.6
None of the above	32.3	27.1

6.45 There are one or two important differences in emphasis shown by this table. Unsurprisingly women place more emphasis on the importance of childcare although even for them it was the least important factor and significantly more women want to learn at home (which may of course solve childcare problems anyway). 5% fewer women identified “none of the above” as a factor which we have identified as a proxy for “not interested”.

6.46 Finally we have analysed the data by community in table 6.32.

Table 6.32 Factors that would encourage participation in training by community

	% of respondents agreeing it was important				
	Coedpoeth	Brymbo and Tanyfron	Broughton	Gwersyllt	Llay
Action to encourage training					
Transport links to education establishments	14.1	11.2	12.1	13.8	7.7
Training in the community	33.9	46.9	28.3	27.9	18.4
Childcare support	7.8	16.3	15.4	7.8	8.2
Learning at home	25.5	30.6	17.1	25.3	21.4
Mixture of training & work experience	25.0	13.3	15.0	17.8	21.9
Support from Employer	22.4	17.3	9.6	14.9	11.7
Financial Support	33.3	34.7	37.5	26.1	30.1
None of the above	23.4	23.5	34.6	27.6	36.2

6.47 These responses indicate quite significant differences in the issues impacting upon training across the different communities. Relatively few people in any community have prioritised transport links to educational institutions. However people in Brymbo and Tanyfron and Coedpoeth are very keen to have training delivered locally and they are also most keen for learning opportunities that can be done at home. Childcare is significantly more important in Broughton and Brymbo and Tanyfron than elsewhere. The need for financial support was particularly strong in Broughton, Brymbo and Tanyfron and Coedpoeth: unless this barrier is tackled problems of deprivation may be reinforced as those in the poorest areas will be unable to access the factor most likely to help them tackle social and economic exclusion, namely better skills and the confidence that comes with them. Residents in Coedpoeth were keenest to link training and work experience and also, logically, were keenest on having support from employers to aid training. Lastly our proxy indicator would suggest that greater numbers of respondents in Llay and Broughton are not interest in further learning.

Chapter 7

Analysing Issues relating to Development of Active Communities

7.1 Priority 2, Measure 2 of the URBAN II programme deals with issues of **Development of Active Communities**. A substantial number of questions in the survey addressed these issues which are analysed below.

(a) Community Facilities

7.2 One of the key issues that has been widely discussed already in relation to the programme is the development of community facilities. In this area the Needs Audit is critical as it is imperative that we are aware of the priorities of local residents before more community facilities are developed.

7.3 When asked if they were interested in having more community facilities some 90% of local residents said yes and around 10% said no. Support for facilities was strong everywhere and In Broughton, Brymbo and Tanyfron, Coedpoeth and Llay ranged from 91% to 94%. However in Gwersyllt support was slightly lower at 82%.

7.4 Interviewees were also asked about the facilities any community centre might have. Table 7.1 shows the support for key proposals, indicating that social activities and sports facilities are regarded as being of greatest importance followed by an information centre.

Table 7.1 Key activities to be held within a Community Facility

Activity	Yes (%)	No (%)	Don't Know (%)
Training Facilities	52.2	35.3	12.5
Social activities	73	17.5	9.5
Information & Resources Centre	58.4	28.4	13.2
Sports activities	61.8	30	8.2
Other	43.7	43	13.3

7.5 Table 7.2 shows support for the different activities within each community. This shows that support within each community broadly mirrors that in Table 7.1. However support for providing training within a community centre is favoured most by residents of Coedpoeth, Brymbo and Tanyfron and Llay. The lower level of support in Broughton may well be influenced by the existing proposals life long learning centre, thus tempering the responses here.

Table 7.2 Support for key activities within a community centre by community

	Training (%)	Social (%)	Info & Resource (%)	Sports (%)
Coedpoeth	64.3	77.1	75.3	74.1
Brymbo and Tanyfron	66.7	82.1	77.6	56.7
Broughton	45.1	79	45	67.5
Gwersyllt	40	64.6	44.6	48.4
Llay	65.7	70.1	76.4	70.1

7.6 Table 7.3 shows support for the different activities by age band; young is defined as 16-25; middle aged as 26-49 and old as 50 and above. Unsurprisingly sports activities are more popular among the young. Support for training and information and resources is similar among people aged under 50 but declines significantly thereafter.

Table 7.3 Support for activities within a Community Centre by age

	Training (%)	Social (%)	Information (%)	Sports (%)
Young	56.6	66.0	52.5	67.9
Middle	50.3	65.6	52.6	59.9
Old	27.4	64.8	44.2	34.3

7.7 Residents were also asked their views on the importance of a number of suggestions that had been put forward to improve (or in some cases introduce) specific community facilities and services. Table 7.4 shows the overall responses to these suggestions, the figures show the percentages of residents.

Table 7.4 Support for key community services

Issue	Not Important	Neither important nor unimportant	Important
More Training Courses	30.2	21.2	48.6
Better Childcare	25.8	15.5	58.7
Improve Public Transport	16.1	18.3	65.4
Sports/Leisure Facilities	20	21.7	58.3
Youth Facilities	12.5	16.8	70.7
Meeting rooms/shelters for young people	15.9	19.7	64.3

7.8 This shows that improved facilities for young people are viewed as being of greatest importance followed by better public transport with training being viewed as the least important issue although as we shall see below this is caused by the views of the sample of residents who were questioned from Gwersyllt.

7.9 Tables 7.5 – 7.9 show the perceived importance of each issue within each community. The figures again are percentage responses from residents.

Table 7.5 Support for Training courses by community

	Not Important	Neither Important nor unimportant	Important	Total
Coedpoeth	14.9	18.8	66.3	100.0
Brymbo and Tanyfron	15.6	21.9	62.5	100.0
Broughton	19.5	25.1	55.4	100.0
Gwersyllt	59.6	18.5	21.9	100.0
Llay	14.3	22.6	63.1	100.0

7.10 The key to the low overall figure given in support for training relates to the views of residents questioned in Gwersyllt who are much less interested in training courses than residents elsewhere; this reflects their views on non vocational training shown in the previous chapter.

Table 7.6 Support for better childcare facilities by community

	Not Important	Neither important nor unimportant	Important	Total
Coedpoeth	3.7	9.0	87.2	100.0
Brymbo and Tanyfron	13.3	15.3	71.4	100.0
Broughton	11.2	16.4	72.4	100.0
Gwersyllt	64.2	14.9	20.9	100.0
Llay	6.0	22.8	71.3	100.0

7.11 Again the consistency of support for better childcare (with very high support in Coedpoeth) is undermined by the outcome from Gwersyllt where almost two thirds of respondents did not rate better childcare as being important.

Table 7.7 Support for better public transport by community

	Not Important	Neither important nor unimportant	Important	Total
Coedpoeth	9.4	17.2	71.4	100.0
Brymbo and Tanyfron	13.3	17.3	69.4	100.0
Broughton	3.3	19.2	74.2	100.0
Gwersyllt	34.5	23.3	35.3	100.0
Llay	3.6	6.1	85.2	100.0

7.12 In the previous chapter we saw that those questioned who highlighted less problems in accessing certain services, are the lowest users of bus services and are least enthusiastic about community transport. On the other hand, residents interviewed in Llay and Broughton in particular emphasised the importance of better public transport.

Table 7.8 Support for better Sports Facilities by community

	Not Important	Neither important nor unimportant	Important	Total (%)
Coedpoeth	17.6	29.1	53.3	100.0
Brymbo and Tanyfron	30.5	20.0	49.5	100.0
Broughton	8.7	19.9	71.4	100.0
Gwersyllt	33.7	22.9	43.3	100.0
Llay	6.7	15.0	78.3	100.0

7.13 There are widespread discrepancies in the results by community. In Broughton and Llay great emphasis was placed on the importance of sports facilities while a significant number of respondents in Brymbo and Tanyfron and Gwersyllt did not rate them as being important at all.

Table 7.9 Support for better youth facilities by community

	Not Important	Neither important nor unimportant	Important	Total (%)
Coedpoeth	10.9	16.4	72.7	100.0
Brymbo and Tanyfron	16.8	17.9	65.3	100.0
Broughton	9.1	15.7	75.2	100.0
Gwersyllt	16.1	14.9	68.9	100.0
Llay	9.6	21.7	68.7	100.0

7.14 The issue of better facilities for young people commanded the most widespread support with those rating the issue being very important ranging from just under two thirds to over three quarters. In Broughton, Coedpoeth and Llay only 1 in 10 people rated the issue as unimportant.

7.15 Finally we analysed the relative importance of improvements in the five issues highlighted by age group. Table 7.10 shows the percentage of respondents in each age group rating the issues as being very important.

Table 7.10 Support for Key community services by age group

	Training	Childcare	Public Tpt	Sports	Youth
Young (ages 16-25)	49.4	59.2	62.6	64.9	62.6
Middle Aged (ages 26-49)	48.7	56.0	62.8	55.6	66.3
Older People (ages 50 plus)	35.8	48.9	62.3	45.5	67.0

7.16 There is pretty much consensus among different age groups on the importance of improving public transport and providing better youth facilities (indeed support for the latter slightly increases with age!). Unsurprisingly younger people are significantly more enthusiastic about better sports facilities than older people and support for childcare declines with age; after all relatively few people over 50 would require childcare. The most obvious difference is in levels of support for training which is rated as being very important by almost half of all people under 50 and by only just over a third of older people. Given the low participation rates in formal or informal adult education this could be an encouraging indication that residents of working age in west Wrexham recognise the need to be looking to continually update

their skills. (Table 7.16 does show that, Gwersyllt apart, less than 20% of respondents in each community rated training as unimportant).

7.17 A further question was asked about the presence of such facilities a few miles away rather than “on the doorstep” within the local community. Levels of support for such facilities fell away due to the transport needs that would arise. Only in Coedpoeth were a majority of people prepared to travel more than 3 or 4 miles to use a community facility whilst around half of respondents in Brymbo and Tanyfron, Gwersyllt and Llay were unwilling to consider using any venue not immediately adjacent to where they live. This could jeopardise the viability of community centres within these areas given that any physical building will have to be a moderate distance away from the homes of a considerable number of residents. Table 7.11 provides a detailed breakdown of views by community area.

Table 7.11 Willingness to use Community facilities 3 or 4 miles from home

Community	Residents replies (%)			
	Yes	Yes if transport available	Don't Know	No
Coedpoeth	41.7	14.7	11.7	31.9
Brymbo and Tanyfron	29.2	9.0	6.7	55.1
Broughton	33.9	14.1	11.5	40.5
Gwersyllt	26.6	12.8	7.3	53.3
Llay	31.8	13.5	6.8	48.0

7.18 Respondents from each of the five community areas were given the opportunity to identify appropriate sites available locally where new community facilities could be located. The most popular sites identified within each community are listed in table 7.12 below:

Table 7.12 Possible Locations for community facilities

Community	Site
Llay	Alyn Waters County park Former Youth club site
Brymbo and Tanyfron	Legion site Brymbo and Tanyfron school Tanyfron School house Former Brymbo Steelworks site
Broughton	Fields on Gatewen Road Solway Banks Drill Hall on Clayton Road Darby Road Gaffneys
Gwersyllt	Market square Village hall Youth centre
Coedpoeth	Community facilities at Bryn Tabor Old burnt out school on High Street Parish hall Empty shops on High Street

7.19 Each of the five communities was also asked to highlight the key issues for improvement within their areas. The issues identified for prioritisation were highlighted by the Community Committees themselves so there is no easy read across to show priorities across communities; the information does however show some interesting things about priorities within communities.

Table 7.13 – local priorities in Coedpoeth

Issue	% rating it very important
More safe children's play areas	63
More activities for young people	85
Sports Facilities	71
Improve public transport	50
Smarten up High Street	68
Traffic Calming	69
Renovations and Environmental Improvements	57
Drop-in centre for training and job information	57
Local computer/IT courses	57

Table 7.14 local priorities in Brymbo and Tanyfron

Issue	% rating it very important
Community Transport	61
Traffic Calming	71
Improve the pavements	68
Better Childcare	48
Explore the opportunity to improve former St Mary's School, Brymbo	61
Explore the opportunity to improve former school house in Tanyfron	63

Table 7.15 local priorities in Broughton

Issue	% rating it very important
More children's play areas	53
Create/set aside teenage meeting places	70
Youth Centre	74
Sports Facilities	69
Improve public transport	55
Environmental improvements	72

Table 7.16 local priorities in Gwersyllt

Issue	% rating it very important
More training courses	20
Better Childcare	19
Improve public transport	35
Sports and leisure Facilities	40
All-weather playing surface at Bryn Alyn school	41
Youth facilities	64
Meeting rooms/shelters for young people	58

Table 7.17 local priorities in Llay

Issue	% rating it very important
More safe children's play areas	54
Community Centre	61
Youth Centre	85
Sports Facilities	72
Environmental Improvements	66
Better Library Facilities	58
Better Childcare	31

(b) Crime Related Issues

7.20 Issues relating to crime and safety were also focused upon under this particular Measure as they are vital to community stability and increased participation by all West Wrexham residents. Hence a number of crime-related concerns are detailed below, some of which are subsequently picked up and addressed in a third section detailing potential improvements that could be undertaken to the local environment.

7.21 Respondents were questioned as to the extent they perceived a “menu” of seven types of crime to be a problem in their communities. Tables 7.18 – 7.25 provide both an overall analysis of these responses and specific responses to the question by community area and by type of crime.

Table 7.18 Threats provided by specific forms of crime

	No Threat (%)	Mild threat (%)	Serious threat (%)
Youths causing annoyance	22.5	25.2	52.3
Criminal Damage	30.9	27.9	41.2
Burglary	27.2	34.5	38.3
Car theft	30.2	29.6	40.1
Drunkenness	39.5	25.9	34.7
Drug abuse	42.2	23	34.8
Assault	61	25.5	13.4

7.22 Overall it can be seen that annoyance from youths is regarded as the most serious threat, followed by criminal damage, burglary and car theft. Assault is the crime causing least concern to residents.

Table 7.19 Threat from Youth Annoyance by community

	No Threat (%)	Mild Threat (%)	Serious Threat (%)	Total
Coedpoeth	28.3	24.1	47.6	100.0
Brymbo and Tanyfron	26.3	21.1	52.6	100.0
Broughton	18.2	27.5	54.2	100.0
Gwersyllt	25.8	29.1	45.1	100.0
Llay	14.0	18.8	67.2	100.0

7.23 Youth annoyance has been identified as a major concern across all of Wrexham. Table 7.19 shows that concern is markedly higher in Llay than elsewhere and lower than average in Coedpoeth and Gwersyllt but overall it remains the largest single source of concern for residents.

7.24 Strong concerns were raised from respondents within each of the community areas surveyed regarding youths. The main concern everywhere was youth annoyance in its different forms – “boy racers”; “children walking the street swearing and drinking”; “Gangs of youths damaging property” “underage drinking”; “young people ruining the park” etc are typical of the responses offered.

Table 7.20 Threat from Criminal Damage by community

	No Threat (%)	Mild Threat (%)	Serious Threat (%)	Total
Coedpoeth	28.8	30.4	40.8	100.0
Brymbo and Tanyfron	22.9	30.2	46.9	100.0
Broughton	28.9	27.7	43.4	100.0
Gwersyllt	42.0	25.2	32.8	100.0
Llay	19.2	29.1	51.7	100.0

7.25 Criminal Damage is another crime which causes widespread concern amongst residents of West Wrexham; the probability is that concerns are linked to those around the issue of youth annoyance. Again concerns are highest in Llay and lowest by a significant margin in Gwersyllt.

Table 7.21 Threat from Burglary by community

	No Threat (%)	Mild Threat (%)	Serious Threat (%)	Total
Coedpoeth	32.6	31.6	35.8	100.0
Brymbo and Tanyfron	19.8	22.9	57.3	100.0
Broughton	16.0	40.3	43.7	100.0
Gwersyllt	32.2	34.7	33.1	100.0
Llay	32.1	35.2	32.7	100.0

7.26 Overall burglary is regarded as quite a serious threat but markedly more so in Brymbo and Tanyfron and Broughton than in the other parts of West Wrexham.

Table 7.22 Threat from Car Theft by community

	No Threat (%)	Mild threat (%)	Serious Threat (%)	Total
Coedpoeth	31.6	26.2	42.2	100.0
Brymbo and Tanyfron	15.6	25.0	59.4	100.0
Broughton	35.5	33.8	30.8	100.0
Gwersyllt	35.3	27.6	37.1	100.0
Llay	19.8	34.0	46.3	100.0

7.27 The threats from car theft are regarded as being quite serious by residents overall. This is especially true in Brymbo and Tanyfron, Llay and Coedpoeth though markedly less in Gwersyllt and Broughton. Many respondents clearly regarded the apparent lack of Police presence to be a major contributory factor to these problems.

Table 7.23 Threat from Drunkenness by community

	No Threat (%)	Mild Threat (%)	Serious Threat (%)	Total
Coedpoeth	33.2	20.7	46.2	100.0
Brymbo and Tanyfron	47.9	24.5	27.7	100.0
Broughton	39.2	29.3	31.5	100.0
Gwersyllt	46.1	26.9	26.9	100.0
Llay	29.3	25.1	45.5	100.0

7.28 Overall, drunkenness is regarded as being less of a threat than car theft or burglary. However this disguises quite significant local differences with residents in Coedpoeth and Llay registering specific concern. Drunkenness appears to be much less of a worry for residents in Brymbo and Tanyfron and Gwersyllt.

Table 7.24 Threat from Drug Abuse by community

	No Threat (%)	Mild Threat (%)	Serious Threat (%)	Total
Coedpoeth	29.9	22.3	47.8	100.0
Brymbo and Tanyfron	35.5	19.4	45.2	100.0
Broughton	42.7	22.6	34.6	100.0
Gwersyllt	60.5	22.5	17.0	100.0
Llay	23.7	27.2	49.1	100.0

7.29 Threat from drug abuse provokes very different reactions across west Wrexham. Residents in Llay are especially concerned, with over three quarters saying it is a threat of some degree and high numbers in Coedpoeth and Brymbo and Tanyfron are also concerned (as we have seen from chapter 7 residents in Brymbo and Tanyfron record easily the highest levels of concern about hypodermic needles). On the other hand over 60% of those in Gwersyllt do not regard it as a threat at all, easily the highest number of any community saying that one of the perceived crimes is not a problem for them.

7.30 There is a strong possibility that this concern is linked with high levels of concern about youth behaviour as illustrated in the tables above.

Table 7.25 Threat from assault by community

	No Threat (%)	Mild threat (%)	Serious Threat (%)	Total
Coedpoeth	57.9	27.9	14.2	100.0
Brymbo and Tanyfron	62.4	18.3	19.4	100.0
Broughton	57.3	31.0	11.6	100.0
Gwersyllt	71.8	17.6	10.5	100.0
Llay	47.2	35.2	17.6	100.0

7.31 As shown above, assault is not widely regarded as being a major threat but clearly residents in Llay are more concerned than those elsewhere and those in Gwersyllt least concerned.

7.32 Residents were also asked if they had been victims of crime. Outcomes are in Tables 7.26 and 7.27 below. These findings must however be treated with a little caution as individuals may interpret whether they have been victims of crime differently, especially when it comes to relatively minor issues such as damage to property of low value or minor physical assaults.

Table 7.26 Levels of victimisation from crime

	Percentage response
People who had not been victims of crime	67.8
People who had been victims of crime	28.5
Would not disclose information	3.7
Total	100.0

Table 7.27 Crime victims by community

	No	Yes	Would Not Disclose	Total
Coedpoeth	64.2	34.7	1.1	100
Brymbo and Tanyfron	57.1	41.8	1.0	100
Broughton	66.7	28.7	4.6	100
Gwersyllt	66.5	27.8	5.7	100
Llay	80.4	16.5	3.1	100

7.33 There was significant variation in the degree to which residents had been victims of crime. Those in Brymbo and Tanyfron were significantly more likely to be victims of crime than those elsewhere, with Coedpoeth also recording above average levels of victimisation. On the other hand residents in Llay were much less likely to be victims of crime than anywhere else in West Wrexham.

7.34 Finally, residents were asked if there were particular local problems of crime or anti-social behaviour that the police should address. Results are set out in Tables 7.28 and 7.29 below.

Table 7.28 Numbers identifying local crime problems

Are there specific local crimes requiring attention?	Percentage response
No	24.5
Yes	49.4
Not Sure	26.1
Total	100.0

Table 7.29 Numbers identifying local crime problems by community

	No, there are not problems	Yes, there are problems (%)	Don't Know (%)	Total
Coedpoeth	23.5	52.5	24.0	100.0
Brymbo and Tanyfron	17.3	70.4	12.2	100.0
Broughton	19.7	46.2	34.0	100.0
Gwersyllt	34.8	36.3	29.0	100.0
Llay	17.8	61.8	20.4	100.0

7.35 Unsurprisingly residents in Brymbo and Tanyfron felt that there were local issues requiring attention from the police. A similar if less vehement position is also observable in Coedpoeth, the other area with above average numbers suffering from crime. The situation in Llay remains of interest; relatively few residents have suffered from crime but concerns remain very high and the reason for this is not obviously apparent.

(c) Improving the Local Environment

7.36 This final section of the chapter discusses environmental improvements. A number of these relate to improving safety which relates back to the concerns raised about crime and safety issues earlier in this chapter. Respondents were asked their priorities in improving the local environment and in relation to safety and transport-related environment issues. The responses are in Table 7.30 below.

Table 7.30 Potential Environmental Improvements

Potential Improvement	% of respondents in favour
Cycle Paths	34.0
More footpaths	32.3
More street lights	58.0
Traffic calming	58.0
None of the above	10.0
Other	5.3

7.37 The key issues identified are thus street lighting and traffic calming followed by additional cycle paths. This impression is reinforced by the information available at community level in Table 7.31 below.

Table 7.31 Key Environmental Improvements by Community

Community	% in favour of improvement			
	Cycle Paths	Footpaths	Street Lights	Traffic calming
Coedpoeth	38.5	33.9	61.5	66.1
Brymbo and Tanyfron	40.8	54.1	67.3	76.5
Broughton	30.4	25.8	55.8	52.9
Gwersyllt	30.5	35.6	58.6	43.7
Llay	35.2	21.9	51.0	71.9

7.38 Table 7.31 shows that traffic calming is a major concern in Brymbo and Tanyfron and in Llay whilst being much less of an issue in Gwersyllt. Residents in Brymbo and Tanyfron saw a much greater need for improved footpaths than elsewhere and were also most strongly in favour of increased street lighting although half of residents in all communities saw this issue as being important.

7.39 Residents were also asked about the safety of their local community. Only 11% of all respondents felt west Wrexham was unsafe; 43% felt it was neither very safe nor very unsafe and 46% felt it was very safe. These findings are interesting when compared with tables 7.26 – 7.29 above; they show that concerns about crime do not lead to fundamental concerns about personal safety for most people, suggesting crime has little more than a nuisance value.

7.40 Broken down by community (7.32 below) we see more divergence with residents of Broughton much more likely to feel their community is unsafe than people living elsewhere.

Table 7.32 Safety – by community

	Residents' perceptions of their community (%)			
	Unsafe	Neither safe nor unsafe	Very Safe	Total
Coedpoeth	9.5	41.1	49.5	100.0
Brymbo and Tanyfron	12.4	39.2	48.5	100.0
Broughton	14.3	51.9	33.8	100.0
Gwersyllt	10.2	39.5	50.3	100.0
Llay	10.5	42.6	46.8	100.0

7.41 Residents were also asked what would make them feel safe in their community. Overall responses are in table 7.33 below.

Table 7.33 Improvements to increase feelings of safety

Improvement	% support
More street Lights	50.5
CCTV	44.0
Neighbourhood watch Group	28.5
Somewhere for young people to go	75.2
Slower traffic	56.1

7.42 Table 7.34 provides a breakdown by community.

Table 7.34 Desired environmental improvements to improve safety – by community

	% residents favouring improvement				
	More Street Lights	CCTV	Neighbourhood watch Group	Somewhere for Young People	Slower Traffic
Coedpoeth	51.6	41.1	28.6	75.0	66.7
Brymbo and Tanyfron	50.0	60.2	38.8	92.9	72.4
Broughton	52.5	42.5	20.4	75.0	54.6
Gwersyllt	52.3	39.9	28.7	65.8	46.0
Llay	44.4	48.0	31.1	83.7	62.8

7.43 The analysis by community broadly supports the ordering of the issues presented in Table 7.33. The level of support in Brymbo and Tanyfron for providing venues for young people is almost total. Almost twice as many people in Brymbo and Tanyfron support the establishment of a neighbourhood watch group than in Broughton, and Broughton residents are far more enthusiastic about CCTV than any other community in West Wrexham, possibly because they have recently had such cameras installed although its working is hindered by poor street lights, hence partly explaining their support for better street lights.

7.44 Table 7.35 provides an analysis of priorities by age group, which shows relatively few differences except in attitudes towards Neighbourhood Watch groups and traffic calming where enthusiasm seems to increase with age. Younger people also favour improvements to street lighting more than older people, perhaps explained by their greater use of the streets after dark.

Table 7.35 Priorities for environmental improvements by age group

Age band/% support	Street Lights	CCTV	Neighbourhood Watch group	Venue for young people	Slower Traffic
Young	55.8	41.9	20.0	75.8	49.4
Middle	51.1	45.2	29.9	75.7	58.5
Old	45.2	43.9	32.4	74.1	61.1

7.45 Respondents were given the opportunity during the course of the survey to identify major traffic or pedestrian danger spots near where they live. Again wide ranges of responses were collected. However there were some key recurring danger spots which were frequently identified within responses. These are highlighted in table 7.36 below.

Table 7.36 Locally identified traffic/pedestrian danger spots

Community	Traffic / pedestrian danger spots
Coedpoeth	The Main Rd (High Street) Talwrn Road Narrow pavement on High street
Brymbo and Tanyfron	Tanyfron Rd (bottleneck; no footpath; near the school) Pool Rd Offa St (need speed limit) High St Ael y Bryn and High St junction.
Broughton	Bryn Hedd Street especially by the school and Londis shop Victoria Rd All of Brynteg Bottom of Rose Hill Broughton Rd Darby Rd Gatewen Road
Gwersyllt	Mold Rd/Wheatsheaf Junction Dodds Lane
Llay	School Road and Llay Main Road Llay New Road

7.46 Respondents from all areas identified the speed of traffic as a major pedestrian and traffic hazard, and a great deal of emphasis was made on the need to enhance traffic calming measures.

7.47 Residents were also asked questions about the pleasantness of their local environment. Overall some 57% described it as pleasant, 36% as neither pleasant nor unpleasant and 7% as unpleasant. However as table 7.37 below shows there are considerable variances in the replies of residents from different communities.

Table 7.37 Perceived Pleasantness of environment by community

	% of respondents from each community			
	Unpleasant	Neither pleasant nor unpleasant	Pleasant	Total
Coedpoeth	4.2	24.6	71.2	100.0
Brymbo and Tanyfron	10.2	32.7	57.1	100.0
Broughton	8.8	50.8	40.3	100.0
Gwersyllt	6.9	35.4	57.7	100.0
Llay	5.2	34.9	59.9	100.0

7.48 A balance of positive and negative responses were given with regard to how pleasant individuals regarded their local environment. The friendly nature of neighbours and the wider community was a particularly common positive response. One respondent described her local area as “a beautiful environment with a good community spirit”

7.49 Respondents from Brymbo and Tanyfron and Coedpoeth also commented on the nice views and the close proximity to the countryside as well as the quiet village atmosphere.

7.50 Among the more negative views, many commented on the dilapidated nature of local buildings and again the annoyance of local youths. One comment from a resident in Brynteg noted, “My children cannot go out at night because the big boys harass them.” Other respondents from Brynteg also commented that the place was frightening at night because of the degree of drug abuse.

7.51 With regard to the quality of the environment residents were asked about the presences of a number of specific environmental despoilers. Table 7.38 presents their views, which show litter and poor street lighting to be the major problems, followed by damaged telephone boxes and poor footpaths.

Table 7.38 Key environmental despoilers

Topic	% answering No	% answering Yes	% not knowing
Litter	40.8	54.9	4.2
Poor footpaths	48.5	45.2	6.2
Poor street lighting	34.9	59.0	6.1
Hypodermic needles	61.6	13.4	25
Damaged 'phone boxes	36.0	45.3	18.7

7.52 Table 7.39 shows the proportion of people within each community area identifying the factor as a problem locally. All figures are percentages of residents asked.

Table 7.39 Key environmental despoilers by community

	Litter	Poor Footpaths	Poor street lighting	Hypodermic Needles	Damaged 'phone boxes
Coedpoeth	52.6	46.9	54.2	6.3	37.5
Brymbo and Tanyfron	59.2	63.3	61.2	23.5	44.9
Broughton	48.3	31.3	55.8	16.7	47.9

Gwersyllt	43.1	36.8	52.3	4.3	34.8
Llay	60.2	33.7	41.8	14.3	31.1

7.53 The responses indicate that litter, while being widely regarded as a problem, is seen as a particular issue in Llay and Brymbo and Tanyfron. Poor footpaths were also widely seen as a problem but especially so in Brymbo and Tanyfron and Coedpoeth. Street lighting was identified as the single most prevalent problem and received high scores everywhere. Damaged phone boxes were also widely regarded as a problem though most seriously in Broughton and Brymbo and Tanyfron. Finally the presence of hypodermic needles, which obviously is closely linked to illegal drug use, was regarded as a much more serious problem in Brymbo and Tanyfron than elsewhere (and to a lesser extent in Broughton and Llay) and was regarded as almost non-existent in Gwersyllt and Coedpoeth.

7.54 Respondents were subsequently given the opportunity to suggest a maximum of three changes that they regarded would improve the local environment.

7.55 Many responses addressed problems identified earlier in the questionnaire. Youth facilities, better street lighting and cleaner streets were suggestions that would tackle some of these problem issues. Traffic calming, more CCTV cameras (or at least ones in better working order) as well as greater Police presence were also ranked as high priority by a number of individuals.

7.56 Improvements not necessarily targeted at tackling specific problems were also identified. These included better facilities for the old and an internet café to provide better access to computers. Possibly less likely suggestions such as the creation of a local ice rink were also among the ideas put forward.

Chapter 8

Programme Publicity Issues

8.1 Interviewees were asked three questions about publicity for the programme - if they had heard about the programme, how they had heard about it and how they would like to hear about it in the future. Overall between two thirds and three quarters of respondents had heard of the programme, mostly through newspapers.

8.2 Table 8.1 below shows the preferences of residents for hearing about the programme in the future. The total percentages are above 100% because respondents were given up to three choices. What is clear is that written communication that people have access to in their homes are overwhelmingly the most popular way for people to hear about the programme.

Table 8.1 Publicising the Programme

Preferred Means of Communication	Percentage Support
Local Paper	65.8
Newsletter	59.3
Post Office	22.6
Notice Boards/ Posters	21.9
Schools	14.0
Internet	11.7
Library	9.8
Public Meeting	7.6
Fun Day	7.0
Comm Centres	6.9
Health Centre	6.3
Community Comm	5.0
Social Clubs	3.5
Other	2.7
Youth Centre	1.7

8.3 The percentage support for each form of communication by community is shown below in Table 8.2.

Table 8.2 Support for means of publicity by community

Means of Communication	% support in each community				
	Coedpoeth	Brymbo and Tanyfron	Broughton	Gwersyllt	Llay
Internet	13.5	11.2	10.8	12.6	9.7
Notice Board/Posters	26	19.4	26.3	16.4	23.5
Newsletter	52.6	74.5	59.2	57.2	61.7
Local Paper	58.3	50	67.1	73	66.3
Library	9.4	10.2	9.2	12.1	6.6
Post office	29.7	25.5	15	25.3	18.9
Social Clubs	3.1	1	8.3	2.3	1.5
Schools	13.5	9.2	17.9	13.5	12.2
Health Centre	2.6	5.1	7.9	3.7	13.3
Community Centres	3.6	13.3	6.7	6.6	7.7
Youth Centre	2.6		3.3	0.6	1.6
Fun Day	8.3	13.3	14.6	2.3	1.5
Open Committee meeting	5.2	12.2	2.9	3.2	7.1
Public Meeting	8.9	12.2	7.1	5.2	9.2
Other	1	1	4.6	3.7	1

8.4 These rankings broadly support the overall preferences for communication by newsletter (especially popular in Brymbo and Tanyfron) and newspaper (especially in Gwersyllt). Within Broughton and Brymbo and Tanyfron there is some enthusiasm for repeating the success of “Fun Days”. The health centre in Llay is identified as a venue for spreading publicity locally and a notice board is favoured in Broughton, Llay and Coedpoeth. Just about all areas prefer using proper public meetings to open meetings of the Community Committee to spread information about the programme.

8.5 Although the internet currently scores generally poorly as a vehicle for communicating information about the programme, general internet use can be expected to increase during the lifetime of the programme, increasing its future relevance as a means of communication about URBAN II.

Chapter 9

Conclusions

9.1 The Needs Analysis has provided a wealth of information about the needs and aspirations of the residents of west Wrexham which will now be used to inform the further development of the URBAN II programme. This section reiterates some of the key points emerging from the analysis and suggests some issues for close consideration during the development of the West Wrexham URBAN II Strategic Action Plan, and the five local Community Action Plans.

Priority 1 – Entrepreneurship – Encouraging Enterprise and Self-Employment and the Development of Competitive and Sustainable Businesses

9.2 In terms of **entrepreneurship** the survey found little interest in self employment among residents. In truth, for the majority, the idea is a “turn off”. This suggests that one of the requirements is promotion of a greater understanding of the potential benefits of self employment and understanding of where to obtain advice and support. Even among those who expressed an interest in self employment a lack of understanding of where to go for advice and guidance was a significant concern and this can be addressed by the programme. Indeed, this concern expressed by those who were in effect potential entrepreneurs was confirmed by the views of those who are already self employed. There are already a wide range of schemes to support entrepreneurship being developed in Wales, mostly under the banner of the Welsh Development Agency’s (WDA) Entrepreneurship Action Plan (EAP). Unless it can be shown that there are clear local gaps in the delivery of some schemes associated with the EAP it makes little sense to launch new projects. On the other hand it does make sense to use URBAN to promote understanding of these schemes and as a lever to encourage those delivering the schemes to give specific prioritisation to west Wrexham because of the availability of funds. It may for example make sense to use the area as a pilot for projects promoting community entrepreneurship or projects supporting women wishing to start their own businesses.

9.3 In terms of the **Development of competitive and sustainable businesses** the information collected in the needs analysis focused mainly on the views of residents as employees. There is a notable lack of demand for vocational skills training although those who do express preferences seem to be focusing on the right areas (i.e. those offering good future employment prospects). Given that so many of those who do train do so through work and presumably with employer support (as well as what we know about skills development more widely in the area and in the area’s dominant sectors) lack of training probably also reflects employer preferences. There is a need to promote the importance of higher level skills to employees and employers alike and provide better information and advice about how to access courses. This could also be coupled with more accessible delivery of training to firms within the West Wrexham area. Training could be delivered outside the area

supported by other funds but marketed and promoted to West Wrexham residents using URBAN resources (including transport provision).

9.4 As with entrepreneurship it does not make much sense to start designing brand new schemes for business support for this programme. There are a plethora of courses and initiatives in place run by WDA, Business Connect, the local authority and ELWa and its partners. What the URBAN programme can do is to facilitate their better delivery in west Wrexham, add to resources available for their delivery locally and fill in any missing gaps.

Priority 2 – Participation – Overcoming the Barriers to Participation and the Development of Active Communities

9.5 A great deal of information was collected around issues relevant to **Overcoming Barriers to Participation**. This information focused on two main issues, transport and access to employment.

9.6 **Transport issues** are predominantly local ones; the people of west Wrexham overwhelmingly live, work and train within Wrexham and generally those travelling further afield own cars, reducing the problems they face.

9.7 In terms of the individual communities it appears that Brymbo and Tanyfron faces some of the biggest problems accessing services (and work). Broughton, where car ownership is known to be low, also faces significant access problems mitigated by a better quality bus service (at least during working hours).

9.8 In the view of residents, community transport has important potential to “fill in the gaps” left by inadequate bus services in particular. However except in Brymbo and Tanyfron the main uses of community transport would be social in nature leading to some questions about its relative importance. This could change quite significantly if it was linked to providing access to local training or lifelong learning opportunities.

9.9 Factors affecting **access to employment** appear to be determined most strongly by economic status rather than residence. Lack of local employment is cited as the major barrier for the unemployed (although we express a belief in chapter 6 that this hides other issues) and is a major barrier for those in work (who may wish to work closer to home). Interestingly those in work cite lack of information about local jobs as a barrier while the unemployed do not. Lack of experience, access to transport and poor skills are also significant barriers to the unemployed while low skills also provide a barrier to those in work finding better jobs. On the other hand issues around childcare and ill health are the biggest barriers to the inactive, who are much more likely to be women. Support for childcare initiatives would clearly be eligible under the programme and there are a number of other communities who have started initiatives in this area from whom lessons can be learned.

9.10 Despite these expressions of the barriers faced seeking new or better jobs there is a reluctance to engage in some of the activities which could help

overcome them. There is a low take up of training and general learning opportunities and no strong interest in undertaking more training, particularly strongly expressed in Gwersyllt although this may partly reflect the age profile of those interviewed in the area. The more positive aspect is that there was an appreciation expressed that more local training was both desirable and necessary and this is an issue that needs further exploration and probably pilot projects to identify real levels of demand.

9.11 There appeared to be a lack of understanding of the function of careers advice and its close links to training and employment. Most people are probably informed by their school experiences which do not reflect the changed nature of careers advice. Interestingly most people want careers advice delivered locally whereas they wanted employment information delivered in more traditional venues; there may well be scope to integrate the services through local delivery which would also need to promote the value of careers advice in its current form.

9.12 A lot of information was collected around issues relevant to the **Development of Active Communities**. This information focused on issues of community facilities, crime, community safety and the quality of the local environment.

9.13 The analysis found quite widespread support for local multi purpose community facilities. These facilities could include a resource centre, and training venue(s) with provision for sports and social activities. There was very strong support for facilities for young people but it will be essential to use results from the additional work undertaken by the local authority with young people to inform the nature of those facilities. There is a long history across Britain of inappropriate developments “for young people” remaining unused, and those that are developed will need to be offering the types of activities young people want.

9.14 It may also be possible that a centre which offers good quality social and sporting activities might be an attractive venue for training: although participation in training and lifelong learning is currently very low there is some recognition, especially among younger people, of its growing importance in helping them access the labour market at the level they desire.

9.15 One of the factors which could lead to doubts about the possible usefulness of community facilities is residents' general unwillingness to travel. Given that many of these communities are quite dispersed (and there are of course five communities within the URBAN programme area) there will be serious financial constraints on what can be provided. The choice would appear to be between a network of low level small centres and a small number of large multi purpose facilities probably supplemented by local youth activity centres (In Swansea - Townhill - one large centre was built, admittedly in a much more compact area).

9.16 Almost all of the major concerns about crime in the area are linked to the behaviour of young people. Although qualitative responses show a

significant degree of uncertainty and even fear about youth behaviour, the favoured responses show considerable sympathy for the position of young people locally. Residents' proposals overwhelmingly favour the development of appropriate activities and venues for young people rather than, for example, more rigorous police action. The volume of support for positive steps to reduce youth alienation will make this likely to be a priority for action under the programme although as we cautioned above, it is vital that steps are taken to ensure that measures address the real needs of young people rather than perceptions of those needs.

9.17 The interviews found that most people were reasonably content living in West Wrexham and that their relationships with their neighbours was a key factor in that. The principal environmental concerns relate to the volume and speed of passing traffic and other dangerous driving practices such as illegal parking.

9.18 In terms of the way **information about the programme is communicated** most peoples' preferences were for "passive" types of communication such as newsletters and newspapers. While these views should be respected it could be unwise to rely totally on such means. It could be all too easy for the programme to become distant from the communities it is meant to serve. Those who have had well organised "fun days" are keen to see them repeated and this kind of event can help bring people together to discuss the programme, help shape it and feel part of it. A programme newsletter could of course spread information very widely and it would have the advantage of being edited by the project team and community committees, meaning that they would not be at the mercy of the editorial decisions of others. Finally a newsletter has potential to be a valuable vehicle for promoting URBAN II as one programme for West Wrexham, not five separate mini programmes. This is a crucial issue and will be integral to the overall success of URBAN II in meeting the needs and aspirations of all the residents of West Wrexham.