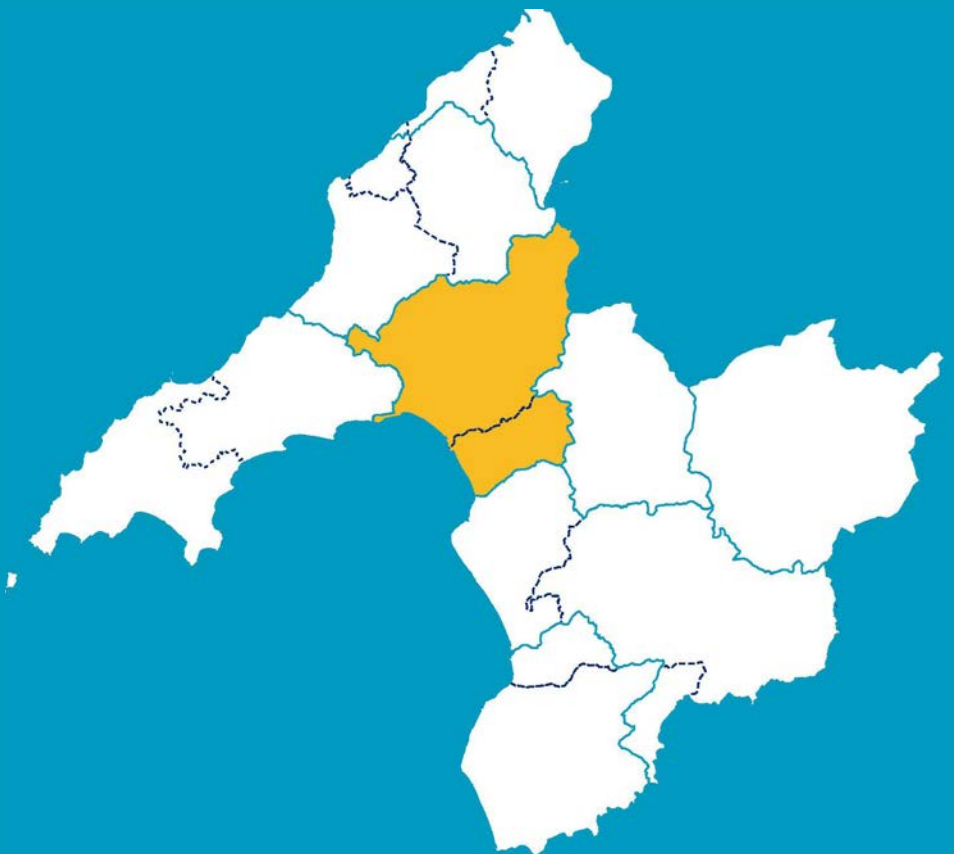


IT'S YOUR AREA WHAT'S IMPORTANT?

PORTHMADOG AREA



The Well-being of Future Generations (Wales) Act came into force on 1 April 2016. The aim of the Act is to improve the social, economic, environmental and cultural well-being of Wales.

The Act has established a Public Services Board (the Board) for every local authority area in order to ensure that public bodies work together to create a better future for the people of Wales.

For Gwynedd and Anglesey, the two Boards have come together to collaborate, and it is a partnership that includes the county councils, the fire and rescue service, the health service, Natural Resources Wales and other partners from the public and third sector.

The Gwynedd and Anglesey Public Services Board has divided the whole area into 14 smaller areas. Research has been undertaken on behalf of the Board on each of the 14 areas in order to understand and learn more about the well-being of those areas. In addition to the available data, partners of the Public Services Board have engaged extensively with our communities in recent months. The main piece of work in Gwynedd was the 'Our Area 2035' exercise, where conversations about local issues took place within smaller community boundaries. The aim of the 'Our Area 2035' project is to engage and work with residents, groups and organisations to identify the local priorities that will need to be addressed over the next 10-15 years and produce and implement local regeneration plans. In order to work with smaller communities,, the Porthmadog well-being area is split into two, namely the Porthmadog and Penrhyndeudraeth Area and Bro Ardudwy (part of which also falls within the Dolgellau well-being area).

It is also important to note that the research has highlighted some data gaps and that some figures are based on 2011 Census data, which is now over 10 years old. Our intention is to regularly update the data contained in this booklet in order to capture the key messages that have been conveyed about the wellbeing of the county, and thus led to the formulation of a Well-being Plan, which will guide the Board's work over the coming years.

Since the previous assessment in 2016, our communities have faced substantial changes in light of Brexit and more recently the Covid-19 pandemic. Dealing with the crisis has highlighted the importance of services provided by the voluntary and public sector to our communities, and the importance of the joint-working between them. Also, the crisis has highlighted issues that already existed in our communities, for example, poverty and employment, mental health, second homes and loneliness.

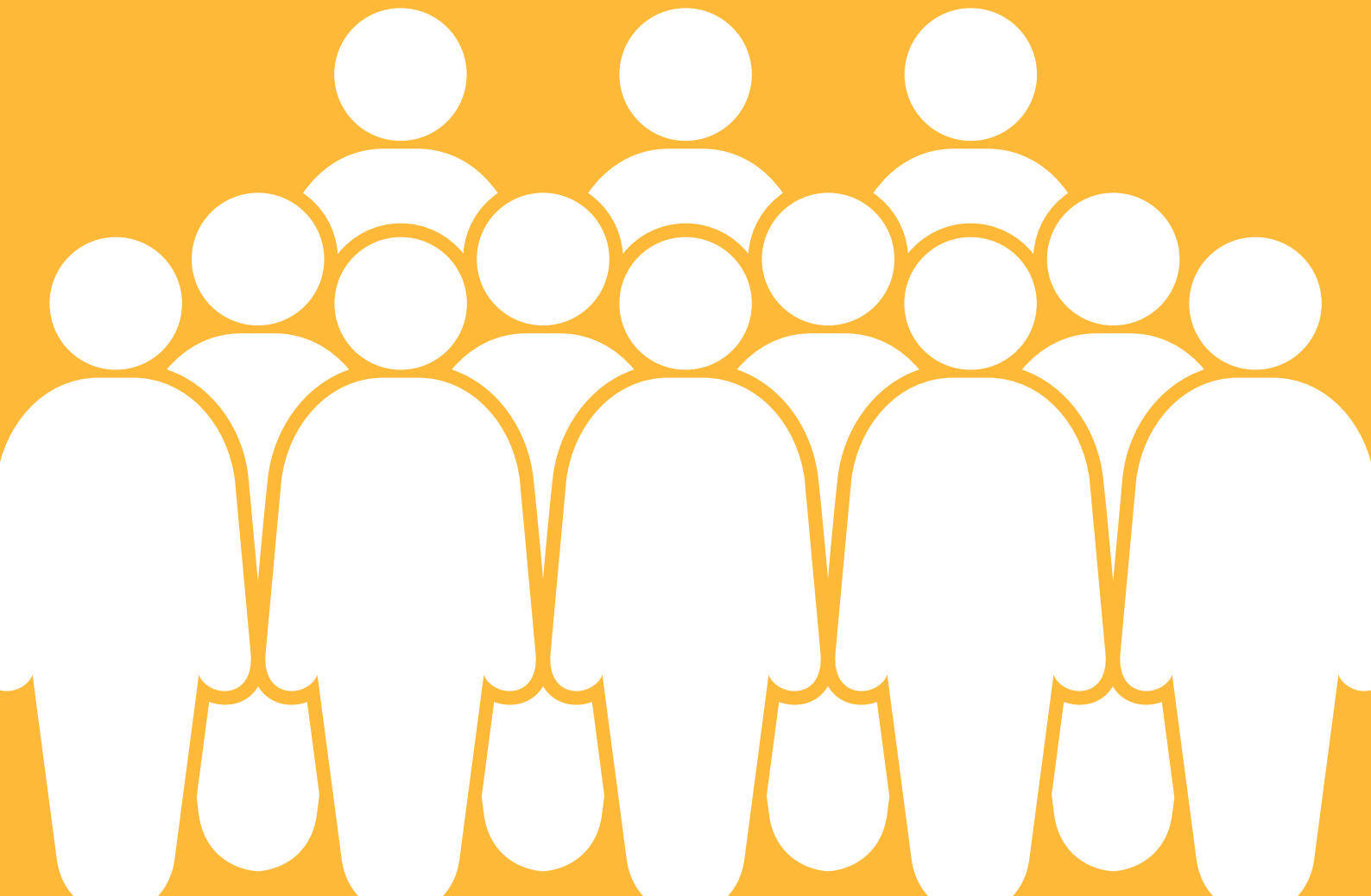
The period has also highlighted the importance of our environment which is central to the health and well-being of our residents and our local economy, attracting visitors to the area. As we look towards a greener path out of the Covid-19 pandemic, it is an opportunity for us to revisit how we use our natural assets to tackle the threats of the climate and nature crises.

The Well-being Assessment will further address those matters that were brought to our attention during the pandemic.

THIS IS THE INFORMATION WE HAVE GATHERED ABOUT THE PORTHMADOG AREA, WHICH INCLUDES CRICCIETH, BEDDGELERT AND HARLECH. DO YOU THINK THIS IS A FAIR REFLECTION OF YOUR AREA'S STATE OF WELL-BEING?



POPULATION



Who are the people of Porthmadog?

12,184 people live in the Porthmadog area, which is approximately 10% of Gwynedd's population.

The population of Porthmadog is expected to remain pretty consistent over the coming years. **Figures suggest that approximately 12,161 will live in Porthmadog by 2043**, a decrease of 0.3% since 2019. On the other hand, an increase of 6% is anticipated in Gwynedd.



Porthmadog is expected to see the largest decrease, namely 15%, in the population aged 65-74. This is different to Gwynedd as a whole where the 65-74 population is expected to remain pretty consistent, with a 0.2% increase predicted.

This decrease is not expected in all age groups, with the largest increase, namely 23%, predicted in the population aged 75 and over. A bigger growth in this age group is predicted in Gwynedd, where it is expected that there will be about 42% more people aged 75 and over living in the county by 2043.

Language

According to the results of the 2011 Census, **67% of people in the Porthmadog area can speak Welsh**, which is similar to the Gwynedd percentage of 65%, but higher than Wales (19%).

The figure has decreased over the last decades compared to 78% in 1981. This reduction of around 10% is similar to the rest of Gwynedd, which has reduced from 76% to 65% over the same period.

According to a 2019 questionnaire, 65% of Porthmadog's primary school children speak Welsh always or often on the yard. This is about the same as the Gwynedd percentage of 64%. The percentage of secondary school children who speak Welsh always or often on the yard is lower at 42%, which is the same percentage as Gwynedd as a whole.

According to Porthmadog groups and organisations, the Welsh language and culture is a key feature that make the area a good place to live. (Our Area 2035)



ENVIRONMENTAL



How green is the area?

Fly-tipping is lower in Gwynedd than the rest of Wales – with 5.1 fly-tipping cases to every 1,000 of the population compared to 10.6. There has been an increase in the number of fly-tipping cases recorded in Gwynedd from 529 in 2014/15 to 633 in 2019/20.

In Gwynedd, an increase has been seen in the percentage of municipal waste sent to be reused, recycled or composted from 59% in 2014/15 to 67% in 2020/21. In 2014/15, the percentage was slightly lower than the Wales but, by 2020/21, the Gwynedd and Wales percentages were very similar.



How clean are our streets?

Street cleanliness is inspected annually by Keep Wales Tidy.

In 2019/20 142 streets in Gwynedd were inspected, and 95% were of a high or acceptable standard of cleanliness, that is a Grade B or higher. This percentage is similar to what it was in 2015/16.

Within the Porthmadog area 18 streets were inspected, 100% of which received a Grade B or higher in 2019/20. This percentage is the same as it was in 2015/16.

100%
of Porthmadog streets
reach a high or
acceptable standard
of cleanliness



In the dog fouling consultation, 75% of respondents from Porthmadog felt that it was a problem in their area, this is slightly lower than the 81% with the same view in Gwynedd.

Climate change and flooding

The climate and nature crises are major challenges facing future generations. Over the past century, temperatures have increased, sea levels have risen, and weather patterns have changed significantly.

With a much higher proportion of coastline compared to other Welsh counties, climate change has a distinct impact on communities.

In Gwynedd, **11,285 properties are currently at risk of flooding.**

Porthmadog, Tremadog and the Glaslyn river catchment area have been identified as being at high flood risk. As the climate changes these areas, like many other coastal communities across Wales, is predicted to experience more frequent storms and heavy rainfall, as well as rising sea levels.



11,285

Gwynedd homes are at risk of flooding

“There’s a risk of serious flooding within half a century if no work is done to improve the Cob Crwn, Y Cob Mawr and on the rivers flowing into the harbor.”
(Porthmadog Town Council, Our Area 2035)

When asked about the changes they would like to see in the area over the next 10-15 years, living in a green, environmentally friendly area was noted as one of the highest priorities for Porthmadog and Bro Ardudwy groups and organisations. Specifically, there was a desire to increase the number of car charging points and make better use of renewable energy to help avoid the impact of climate change. (Our Area 2035)

Fresh air

NO₂ concentration is one way of measuring air quality and it is conveyed as average micrograms (µg) per m³. In 2019, there was an average of 4.8 µg/m³ NO₂ in residential dwelling locations in Gwynedd. This was much lower than the Wales average measurement of 9.2 µg/m³.



The natural environment

Morfa Harlech National Nature Reserve

Morfa Harlech National Nature Reserve is one of the most important actively growing dune systems in Britain and one of only a handful in Wales.

This impressive coastal landscape is one of our richest natural treasures and home to a diverse range of plants and animals. Here, in spring and summer, rare flowers like the three-coloured dune pansy, the pyramidal orchid and the maiden pink grow. The dry dune grasslands are also home to a number of butterflies and moths, such as the six-spot burnet moth and the common blue and small copper butterflies.

A number of bird species can also be seen on the landscape, including the ringed plover, the skylark and stonechat, redshank and lapwings. In winter wading birds such as oystercatcher, dunlin and sanderling feed along the shoreline, and wildfowl make use of the estuaries and saltmarsh.



Snowdonia National Park

Parts of the Porthmadog well-being area falls within the boundaries of the Snowdonia National Park. Maentwrog, Harlech, Beddgelert and Nantmor have also been designated as conservation areas for their special historic interest and architecture.

These areas are popular with locals and visitors because they are a hidden treasure of walking, cycling, horse riding and wildlife trails.

“Beautiful landscape, mountains, coastlines, wildlife - all on the doorstep.”
(Harlech & Arduwy Hamdden Leisure, Our Area 2035)



SOCIAL



Good health?



In the Porthmadog area in 2020-2021 ambulance response times for a 'red' call, which is the most serious type, averaged 12:14 minutes.

Porthmadog's average time has risen in recent years from 07:37 in 2018-2019 and 08:15 in 2019-2020.



Ambulance response time:

12:14 minutes

Two-way public and private travel time to a *GP surgery* is higher in Gwynedd than Wales, with an average time of 54 minutes and 11 minutes compared to 40 minutes and 7 minutes respectively.

This is also true for travelling to a *pharmacy* where the average two-way public travel takes 53 minutes and 11 minutes by private travel, compared to 38 minutes and 7 minutes for Wales.

Further population health figures are available for Gwynedd to provide an indication of the county's health conditions and patterns.

According to latest figures, **the life expectancy of males in Gwynedd is 79.5 years, while the life expectancy of females is 83.1 years.** This is slightly higher than Wales figures where the life expectancy of males is 78.3 years and the life expectancy of females is 82.1 years.



According to 2017/18-2019/20 figures, 38% of adults aged 16-64 have a healthy weight in Gwynedd. This is more or less the same as the figure for the whole of Wales. This figure increases to 41% in adults aged 65 and over in Gwynedd, which is higher than the Wales percentage of 38%.



Other factors that affect our health is smoking and alcohol consumption. **11% of people aged 16 and over state that they smoke**, one of the lowest figures among Wales' counties, and 16% of people report that they consume more than 14 units of alcohol a week. These two percentages are lower than the figure for the whole of Wales, where 17% smoke and 19% consume more alcohol than the guidelines.

In a survey in 2018/19 and 2019/20, 31% of Gwynedd adults noted that they had eaten at least five portions of fruit and vegetables during the previous day, higher than the Wales figure of 24%.

Mental health is an important part of well-being and health. Public Health Wales data from 2018-19 identifies adult mental wellbeing (16 and over) in the form of age-standardised scores. Gwynedd's score is 52.9 which is slightly higher than the Wales score of 51.4.

Data from the National Survey for Wales for 2018/19-2019/20 indicates that 8% of Gwynedd adults have a mental disorder, a slightly lower percentage than the rest of Wales (10%).

Child and adolescent health

Specific health statistics for Gwynedd children are also available.

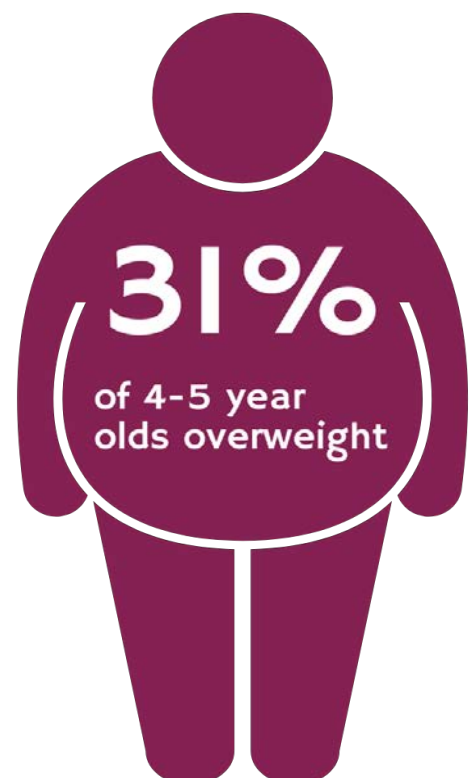
The percentage of individual live births with a low birth weight is slightly lower in Gwynedd than Wales, namely 5% compared to 6%.

In Gwynedd, the percentage of all children fully immunised on schedule by the time they are four years old has slightly increased from 88% in 2017 to 91% in 2019. This is higher than Wales figure, where 88% had been fully immunised in 2019.

31% of 4-5 year-old children are overweight or obese – which is higher than the Wales figure of 27%.

According to data from 2017/18, approximately 9% of Gwynedd children aged 11-16 consumed alcohol and 3% smoked.

In Gwynedd, the teenage pregnancy rate for girls under 18 years old is 16.6 per 1000 girls aged 15-17, and it has reduced since the previous well-being assessment. This is slightly lower than the all Wales figures, namely 18.9, which has also reduced since the previous well-being assessment.



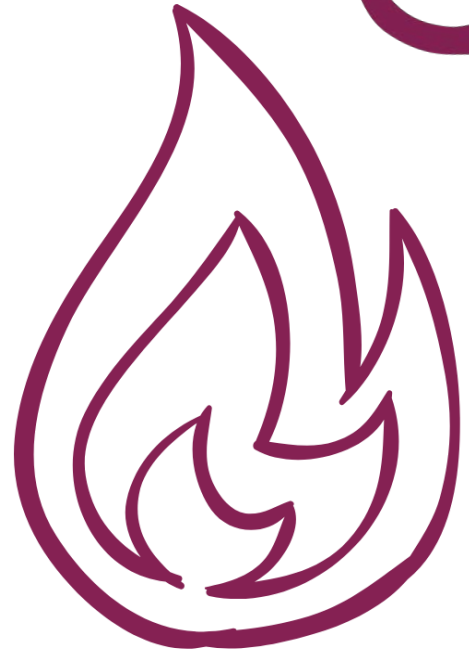
Keeping safe

Porthmadog offences per 1,000 of the 16 and over population have slightly decreased between 2018 and 2020 from 75 to 72. However, this is higher than it was in the previous well-being assessment in 2015, when the figure was 64.

In Gwynedd, 55% feel very safe and 34% feel fairly safe in the local area after dark. Also, 89% feel very safe and 10% feel fairly safe in their home after dark in Gwynedd. More people feel very safe in their local area or home after dark in Gwynedd than the whole of Wales.

On average between 2017/18-2019/20 there were 6 fires that were started deliberately a year in the Porthmadog area and 33 accidental fire incidents. These two figures are lower than the number noted in the last well-being assessment.

In Gwynedd, on average between 2017/18-2019/20, there were 113 fires that were started deliberately a year and 335 accidental fire incidents a year. The fires that were started deliberately figure is higher than the number noted in the last well-being assessment whilst the accidental fire incidents figure is lower.



39 fire incidents in Porthmadog

Keeping in touch

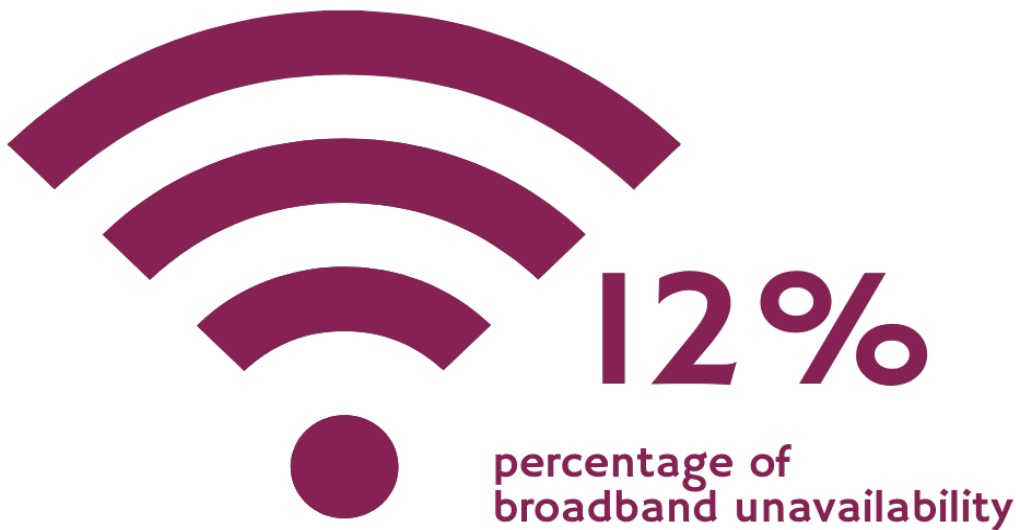
81% of homes in the Porthmadog area have a car or van, which is higher than the figure for Gwynedd, namely 79% and 77% for the whole of Wales.



81% of homes have a car or van in the Porthmadog area

Return public and private travel time to a grocery store is higher in Gwynedd than the whole of Wales, with an average time of 40 minutes and 6 minutes compared to 32 minutes and 4 minutes. There is variation within the Porthmadog area, where some areas have a longer travel time than Gwynedd and others that are shorter. The average public travel time of the East Porthmadog area is one of the shortest in the county.

Concerns about the lack of public transport was one of the main themes to emerge during conversations with local groups and organisations in the Porthmadog area. (Our Area 2035)



Figures from 2019 show that Gwynedd had a higher percentage of broadband unavailability at 30Mb/e than the whole of Wales, namely 12% compared to 7%.

16% of Gwynedd residents are lonely, compared with 15% who are lonely across the whole of Wales.

Helping each other

According to 2011 Census figures, 11% of the population in the Porthmadog area provide at least one hour a week of unpaid care. This figure is similar to other areas in Gwynedd and Wales.

Pre-pandemic figures show that the percentage of people who volunteer in Gwynedd has increased a little from 31% in 2016 to 33% in 2019, higher than Wales' 26%. Covid-19 probably led to a further increase in this figure, however, there is no data by local area available to measure this.



ECONOMY



Tourism

Including AirBnB there are 1,608 visitor accommodation businesses in Dwyfor, representing around 18% of the total for Gwynedd in 2019.

In the Porthmadog area, there's an estimated 29,702 visitor accommodation beds. This represents around 22% of the total number of visitor accommodation beds in Gwynedd.

Four of Gwynedd's 18 main tourism destinations identified by the Council are located in the Porthmadog well-being area, namely Porthmadog,



1,608 visitor accommodation businesses in Dwyfor

Houses and second homes

In 2020, the median house price in the Porthmadog area was £170,000, which has fallen by £4,000 since the last assessment in 2015. Despite this, the median house price in Porthmadog remains the second highest of all areas in Gwynedd.



The median income of the Porthmadog families is around £27,419, however at least £37,357 is needed to afford an entry level price on the housing to market. This means that 66% of Porthmadog households have been priced out of the market. This percentage higher than the figure for Gwynedd, namely 59%, and the percentage for Wales, namely 56%. It's likely, however, that the 2020 figures does not fully illustrate the impact of the pandemic on the area's house prices, and these will be updated as the data becomes available.

These concerns are further highlighted in conversations with local groups, organisations and organisations. In the Porthmadog and Penrhyndeudraeth area the lack of affordable housing and the high number of holiday homes, are the two the main issues that have a negative effect on how they feel about their area. It is also a cause for concern in Bro Ardudwy. (Our Area 2035)

“Too many second homes and self-contained holiday units which means that the availability of affordable homes for local young people is very limited.”
(Criccieth Town Council, Our Area 2035)

What do the people of Porthmadog do?



Figures from the 2011 Census show that of the population in work in the Porthmadog area with no qualifications 26%, work in the elementary occupations e.g. cleaning, factory work, waste collection, farm work. In general, more people with no qualifications at all work in the elementary occupations than in any other occupations across Gwynedd.

31% people with a degree or equivalent qualification work in the professions. This trend is very similar to Gwynedd and Wales as a whole. Skilled trades employ the majority of workers in the Porthmadog area (19%). This pattern is similar to that across Gwynedd and Anglesey. Reliable data on areas of work by local well-being area after 2011 is not available, and therefore a significant data gap is evident.



£361 median weekly wage

Salary

The median weekly wage in the Dwyfor Meirionnydd constituency (of which Porthmadog is part) is around £361 a week, which is 7% lower than Gwynedd as a whole (£386 a week) and 19% lower than Wales (£469 a week).

Women's pay is 19% less than men's pay in the constituency. This gap is narrower than the gap across Gwynedd where women are paid 32% less than men.

The lack of permanent high paid jobs was the main concern in Bro Arudwy (part of which falls within the Porthmadog well-being area). The community groups and organisations felt that there was too much seasonal work and low-skilled jobs in the area. (Our Area 2035)

“Not enough high value jobs in the area. Young people in the going away to look for work and don't return to the area.”
(Llanfair Community Council, Our Area 2035)

Unemployment

75% of Gwynedd residents aged between 16 and 64 are in work or education, which is slightly lower than the Wales percentage of 76%.

On average, the percentage of people aged 16-64 claiming Jobseeker's Allowance in the Porthmadog area between November 2020 and October 2021 was 4.5%, similar to Gwynedd for the same period. The figure varies greatly month to month with the highest being February 2021 (5.7%) and the lowest in September 2021 (3%). This is probably due to the impact of the Covid-19 lockdown at the beginning of 2021, and also that the pattern of work in the Porthmadog area is very seasonal.

Businesses

In 2020, a total of 4,380 businesses were registered in Gwynedd.

The rate of new business start-ups in Gwynedd is lower than Anglesey, North Wales and Wales.



61%
of companies
survive 3+
years

However, 61% of companies in Gwynedd stay in business for at least three years or more. This is higher than Wales at 54%. The rate of failing businesses is also lower in Gwynedd compared to Anglesey, North Wales and Wales.

Skills for life

From 2018/19 the Welsh Government has introduced a new set of performance measures which include literacy, numeracy and science points score. This makes it difficult to make year-on-year comparisons over recent years and there is no breakdown by county since 2018/19.

However, figures are available for the number of year 11 school leavers known not to be in education, employment or training (NEET). In Gwynedd the percentage for 2020 is 1.2%, which is lower than the Wales figure of 1.7%.



The money in your pocket

The money available to spend by the people of Gwynedd, after paying taxes and household bills, is £15,941 per head per annum, which is £1,322 less than for Wales as a whole.

£15,941

income available to
spend after home
and tax costs



In the Porthmadog area, 11% of primary school pupils claim free school meals which is lower than Gwynedd as a whole (14%). By the time pupils reach secondary school, the figure drops to 10%, which is also lower than the 12% for Gwynedd as a whole.

According to pre-pandemic figures, 21% of households in the Porthmadog area are in fuel poverty. This is the same as for Gwynedd as a whole but higher than the all-Wales figure of 14%.

However, with the recent fuel price increase this figure is likely to be much higher than estimated in 2018, but unfortunately sourcing reliable data in this field was problematic.

CULTURAL



Keeping fit

According to the latest School Sports Survey by Sport Wales, the number of Gwynedd children participating in sports three or more times per week is similar to the figure across Wales

In 2018, 49% of Gwynedd children participated in sport activities three or more times a week – this compared to 48% in Wales. 66% of Gwynedd pupils also participate in community sports outside the school at least once a week, similar to the 65% in Wales.



49%

of children participating in sports 3+ times a week

In 2019, 33% of adults reported participating in sporting activities three or more times a week compared to 32% in Wales.

Return public and private travel time to a sports facility is higher in Gwynedd than Wales, with an average time of 71 minutes and 12 minutes compared to 55 minutes and 10 minutes respectively.

Within the Porthmadog area there are a variety of travel times and whilst some areas have an average public and private time that's much longer than other areas, East Porthmadog has one of the shortest average travel times in the county.

Leisure time

Return public and private average travel times to a public library is higher in Gwynedd than the whole of Wales, with an average time of 61 minutes and 15 minutes compared to 45 minutes and 10 minutes.





Leisure time figures are available for the run up to the pandemic. According to a survey from 2019/20, **65% of adults in Gwynedd stated they had attended an arts event during the year** and 38% had visited a museum.

Both of these figures have slightly increased since the previous well-being assessment. In 2016/17, 47% had visited historical places, a reduction since the previous assessment.

The effect of the pandemic on arts and culture is apparent, with theatre and cinemas having to close over the lockdown period and subsequent restrictions on event attendance. However reliable figures to measure this effect per local area was not available.

Green spaces

There is a link between cultural well-being and spending time in green spaces and nature, and proximity to a natural green space is one form of assessing an area's physical environment.

The score for proximity to an Accessible Natural Green Space is the same for Gwynedd and the whole of Wales, namely 77%. There is a variety of scores in the Porthmadog area, with Tremadog, Porthmadog East and Criccieth areas having very high scores while the Dolbenmaen area has one of the lowest scores in the county.

One of the main things that Porthmadog and Bro Ardudwy groups and organisations valued about their area was the environment and the proximity to natural attractions, for example, the mountains, the seaside and the countryside. (Our Area 2035)

“Plenty of public footpaths and the Covid period has inspired people to search and find more local trails.”
(Dolbenmaen Community Council, Our Area 2035)



FOR MORE INFORMATION...

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