



# Assessment of Local Well-being for Flintshire - **Summary** April 2017



FLINTSHIRE PUBLIC SERVICES BOARD  
BWRDD GWASANAETHAU CYHOEDDUS SIR Y FFLINT

# ASSESSMENT OF LOCAL WELL-BEING FOR FLINTSHIRE - SUMMARY

## INTRODUCTION

Society and the public services in Wales continue to face big challenges in managing the impacts of poverty, stimulating economic growth and job and wealth creation, meeting housing demand, providing suitable and safe forms of care support for an aging population, and dealing with the consequences of climatic change.

The public and third sector partners in Flintshire, and across all parts of Wales, already work together closely to combine their resources in managing the challenges of social, economic and environmental change and reform.

The Well-Being of Future Generations Act (Wales) 2015 is a new piece of challenging legislation promoted by the Welsh Government. This ground-breaking legislation aims to improve further the social, economic, environmental and cultural well-being of Wales now and for the longer-term.

The Act is underpinned by seven 'well-being' goals:

1	A prosperous Wales	Sustaining a strong economy through job creation, skills attainment and wealth creation.
2	A resilient Wales	Caring for and conserving the natural environment.
3	A healthier Wales	High quality care and support services are provided for those with physical and mental health needs and alternative and responsible lifestyle choices are promoted to extend personal choice and independence.
4	A more equal Wales	Giving people equal life chances whatever their background or circumstances.
5	A Wales of cohesive communities	Communities enjoy quality of life, are safe and well-connected and are places where people feel they belong and support one another.
6	A Wales of vibrant culture and thriving Welsh Language	Heritage, culture and bilingualism are a valued part of community life and provide opportunities for community activity and rewarding social contact.
7	A globally responsible Wales	Taking action to protect the local environment and promoting and encouraging community involvement.

Public sector partners need to work together to achieve these goals. The first step required of public sector partners is to make a deep analysis of the conditions of 'well-being' in the communities they serve by using all available data. The second step is to agree a 'Local Well Being Plan' for collective action.

The Local Well-being Plan for Flintshire is being developed by the Flintshire Public Services Board (PSB). This Board is made up of senior leaders from a number of public and voluntary organisations including the Council, the Police and Fire and Rescue Services, the Health Board, Natural Resources Wales, further and higher education, and the voluntary sector. The Board replaced the previous Local Services Board in April 2016.

This short document is a summary of the draft Assessment of Local Well-Being for Flintshire. The full assessment is available on the Council's website [www.flintshire.gov.uk/en/Resident/Council-and-Democracy/Flintshire-Public-Services-Board.aspx](http://www.flintshire.gov.uk/en/Resident/Council-and-Democracy/Flintshire-Public-Services-Board.aspx)

## **Flintshire's Well-being Assessment**

The information collected to assess Flintshire's Well-being has been collected from a number of different sources including:

- 2001 and 2011 Census data
- Office for National Statistics (ONS)
- HM Revenue and Customs
- Welsh Government
- The Welsh Index of Multiple Deprivation
- Welsh Health Survey
- Welsh Public Sector bodies e.g. North Wales Police, Betsi Cadwaladr University Health Board

The Assessment provides a contemporary picture of life and well-being in Flintshire.

The themes included in the assessment will be things that matter to you. We would like you to tell us if it paints a picture of the Flintshire you recognise.

## ***Flintshire's Profile***

### ***Population***

Flintshire's population currently stands at 154,000 and is projected to grow to 157,554 by 2039.

### ***Religion***

Despite falling numbers since 2001, Christianity remained the largest religion with 66.4% of the population identifying themselves as Christian. Overall, the number of people with a religion other than Christian nearly doubled between 2001 and 2011 from 800 to 1,450. Within this number Muslims made up the largest religious group.

### ***Ethnicity***

In the 2011 Census 95.9% of people living in Flintshire identified their ethnic group as 'White British'. This compares with 93.2% across Wales, and 80.5% across England & Wales. In 2001 the percentage of people recording 'White British' in Flintshire was 97.7%.

All other ethnicities together collected in the 2011 census equated to 1.0% of Flintshire's population or about 1,500 people. The largest ethnic group in this total was Chinese with 0.2% of the population or about 300 people.

### ***National identity***

In the 2011 Census 97.1% of Flintshire residents recorded their national identity as either Welsh, English, Scottish, Northern Irish, or British.

## **A Prosperous Flintshire**

*Sustaining a strong economy through job creation, skills attainment and wealth creation*

### ***Flintshire's age profile***

The age structure in Flintshire is similar to the UK average with 61.5% of the population aged 16-64 (roughly equivalent to working age). This compares to 61.9% in Wales as a whole and 63.9% across in the UK. Though currently the proportion of young people in Flintshire is relatively robust compared to UK averages, recent trends in migration are likely to have an impact on the number and proportion of young people who live and work in Flintshire. Retaining young people within Flintshire is an important issue.

### ***Education and school achievement***

The percentage of young people leaving school without a qualification and the number of young people not in education, employment or training (NEET) is low. At 1.3% in 2015 the proportion of 16+ NEETs was lowest in Wales and the lowest ever Flintshire figure for the second consecutive year. Qualification levels in Flintshire have generally been improving year on year. However, figures for those with NVQ4 level qualifications or above remain well below Welsh and UK averages.

### ***Poverty***

A household is taken to be in poverty if the total annual household income (including any benefits received) is below 60% of the average for Great Britain (GB). Around 30% of households in Flintshire are below this average and there are 5, 770 children living in poverty.

### ***Local Employment Opportunities***

Flintshire is an attractive place to work with an overall strong economy and good comparative performance in jobs growth. A high proportion of Flintshire residents (43%) work outside of the County, but this is balanced by a high number of people who commute into Flintshire for work. Employment in the manufacturing sector is well above the national rate, 30% compared to 8% for GB and 11% for Wales). There is a low reliance on the public sector for employment (19%) against the Wales average (32%). Employment in the high skills, high wages sector e.g. finance, professional, scientific, is relatively low (19%) as is tourism related employment (16%). The arts, entertainment, recreation sector employs about 2,000 people in Flintshire, representing about 3% of all employment in the area.

### ***Economic Assets***

Deeside is home to highly skilled, contemporary manufacturing across a diversity of sectors – from aerospace and automotive to electronics, pharmaceuticals,

construction, food and sustainable energy. Deeside is recognised as a major economic hub for both North Wales and the North West of England and features in the growth plans for both regions.

The Northern Gateway within Deeside is a strategic, 90 hectare (222 acre), ready-to-go development site understood to be the largest, private sector-led development in north Wales and the north west of England. It has the potential to create up to 7,000 new jobs and up to 1,200 new homes. The Warren Hall development site in Broughton offers the potential for 3,000 new jobs and 300 new homes. With Northern Gateway and Warren Hall moving closer to development Deeside will be able to deliver considerable growth opportunities in the future.

### ***Small Businesses***

Flintshire has a high proportion of small businesses, having seen an increase of 15% since 2011. 73% of these businesses employ fewer than 4 people.

### ***The Rural Economy***

Farmers manage nearly 75% of the total land in Flintshire and over 1,550 people are directly employed in agriculture. Between 2003 and 2013 the number of people working in agriculture fell by 10% (from 1,709 to 1,556) mainly driven by a decrease in the number of full- and part-time farmers.

### ***Skills for employment***

Qualification levels for the working age population in Flintshire are slightly lower than the Welsh averages and figures for those who hold no qualifications are lower than the UK. A smaller proportion of the population is qualified to degree level or above (NVQ4+) and women are generally more qualified than men.

Compared to the national rate, Flintshire is better at providing apprenticeships for 16-24 year olds. Other work-based learning provision is however below the national averages. We have a higher than average provision of programmes within the engineering sector – 17% of apprenticeships (8% for Wales) and 14% of all programmes (6% for Wales). The manufacturing sector also has a higher proportion of learning programmes than the Wales average. This reflects the area's employment structures, and is also influenced by the courses available at local further education institutions.

### ***Highway infrastructure***

Flintshire's A and B roads are the best maintained in Wales (and have been for the past 3 years). This is key to reducing congestion and disruption from on-going road repairs and provides a reliable infrastructure to support growth and prosperity.

## **A Resilient Flintshire**

*Caring for and conserving the natural environment.*

Flintshire has a diverse landscape ranging from lowland valleys to upland exposed plateaux.

### ***Conserving the environment***

The Dee Estuary, Deeside & Buckley Newt sites and Halkyn Mountain are the most important sites for conservation in the county and are all internationally designated. In total the county hosts over 23 Sites of Special Scientific Interest (SSSIs). Woodlands cover 8.8% of the county – well below the Wales average of 14%. Compared with many areas in Wales the county is largely urban/industrial.

### ***Potential flood risk***

Flintshire is exposed to the potential risk of combined river, tidal and coastal flooding. Urban drainage and surface water problems have also contributed to historical flooding. Widespread flooding has been experienced in the past and in 2000, some 150 residential properties and commercial were flooded. 8,387 properties are at risk of flooding and Natural Resources Wales provide a direct warning service to 7,541 properties in 14 areas within the extreme flood outline.

## **A Healthier Flintshire**

*High quality care and support services are provided for those with physical and mental health needs and alternative and responsible lifestyle choices are promoted to extend personal choice and independence.*

### **Healthy lifestyles**

Compared to the Welsh average Flintshire citizens are generally more likely to make healthy lifestyle choices. However only around a third of the adult population in Flintshire meet recommended physical activity levels and eat the recommended five a day. 44% drink above the recommended guidelines and 19% are smokers.

### **Obesity**

The trend towards increased obesity despite years of active and prominent healthy lifestyle promotion is an issue. Nearly 58% of people living in Flintshire are overweight or obese. This is equivalent to the Welsh average. In 2014/15, 25.5% of 4-5 year old children in Flintshire were found to be obese or over weight, slightly lower than the whole of Wales (26.3%) but higher than England (21.9%). Girls aged 4-5 are more susceptible than boys of the same age, although figures have been fairly static since 2011-12. The long term upward trend in the proportion of people who are overweight or obese is also likely to cause a rise in chronic health problems, and this will impact on healthy life expectancies in the future.

### **Chronic and limiting illnesses**

The 2011 Census tells us 29,650 (19.5%) people have limiting long term illnesses. By 2035 it is predicted that the number will rise by around 4,450.

Between 2011 and 2016 the number of people with chronic conditions such as high blood pressure, asthma, heart failure and chronic obstructive pulmonary disease has increased. The largest increase was diabetes (1,400 patients).

### **Immunisation**

More four year olds in Flintshire (91%) are up to date with their immunisations compared to the Welsh average (86%). This is however still well below the target rate of 95%.

### **Mental Health**

10.3% of the population reported being treated for a mental illness which is slightly lower than the Welsh average (12%). Flintshire is ranked 5<sup>th</sup> highest in Wales for referrals to health services for substance abuse (1,550 in 2014/15) and ranks fifteenth in Wales for alcohol specific hospital admissions.

It is anticipated that mental health problems are on the increase across North Wales with a forecasted increase for Flintshire of 1,000 people between 2015 and 2035.

### ***Longer life expectancy***

Life expectancy is improving for all groups in Flintshire and whilst overall the number of years spent in good health for men and women is comparable to the Wales average, there is an eleven year difference between females living in Flintshire's most and least deprived areas.

Life expectancy is predicted to continue to improve, and the population of those aged 65 is expected to grow from 31,000 in 2015 to 46,100 by 2039.

The number of people aged 65 and over who receive residential based services is expected to almost double by 2035 with the number requiring specialist nursing care expecting to show a significant increase.

Improved life expectancies also mean that people with complex needs are living longer than ever before, and this too could lead to increased demands on health and social care services, and on unpaid carers.

### ***People living with dementia***

In the five years between 2011 and 2016 the number of people living with dementia has increased from 500 to 700. Forecasts predict that between 2015 and 2030; the number will rise by about 1,350 (66%). This corresponds to the aging population and increased life expectancies.

### ***Carers***

According to the 2011 Census, nearly 17,650 people in Flintshire provide unpaid care, of which 25% provide 50 or more hours of care a week. It is anticipated that between 2011 and 2035 this figure will increase by 700. This has a significant impact on the economic and social well-being of the carers as well as those being cared for. The number of older people who are providing care is increasing with around two thirds aged 50 or over and over 24% aged 65+.

### ***Living in isolation***

Between 2001 and 2015 the number of single person households in Flintshire increased by 2,150. Almost half of all single person households are pensioners living alone. In 2014 there were 8,950 lone pensioner households. It is predicted the number of lone pensioner households will increase by 3,900 between 2015 and 2039.

### ***Children and young people***

There has been a 40% increase in the number of children claiming Disability Living Allowance (DLA) in 2016 which is comparable regionally (North Wales) and nationally (Wales). Health professionals believe the increase is due to improved survival rates, multiple births and older mothers.

## **A More Equal Flintshire**

*Giving people equal life chances whatever their background or circumstances.*

### **Education**

Support for additional learning needs and social inclusion is good. Safeguarding arrangements are robust and monitored carefully. Levels of unauthorised attendance in both primary and secondary schools remain significantly below the national average and with the secondary schools achieving the lowest national level of 0.4%.

Though attainment levels for children receiving free school meals in Flintshire has improved significantly since 2012, it is still well below the Welsh average. This continues in year 6 (Key stage 2). At Key Stage 4 the attainment gap between those receiving free school meals and those who don't is nearly 31% (33% compared to 64%). The all-Wales attainment gap is 32%.

### **Affordable Housing**

Overall household income levels in Flintshire are below the GB national average and in 2015 it was estimated that average household income was only 95% of the national figure.

The average house price at April 2016 was £152,250, 5.6 times the average household income of £27,300 and 10.1 times the lowest of £15,000. This suggests that entering the housing market as a home owner is well out of the reach of the average household.

At 31st March 2015, there were 10,279 dwellings within the social housing sector in the area, 158 for every 1,000 households, compared to the all-Wales level of 175).

The general need for three-bedroomed social housing is higher (65%) than the all-Wales figure (48%). Overall less than 8% of stock is in one-bedroomed accommodation.

Since 1996 over 1,600 social housing properties have been sold under right-to-buy schemes. Although some stock has been replaced, it has fallen short of a direct one-for-one replacement. Overall this has depleted the stock available to meet social housing need.

The private rented sector comprises 12% of Flintshire's housing stock and has grown significantly (175%) over the last 25 years.

By 2030, predictions show there will be an oversupply in Flintshire of sheltered housing places and under supply of residential care, nursing home and housing with care across the area.

### **Longer life expectancy**

The ratio of older people per 100 people of working age who have dependants is 32.7. This is high compared to the UK average. This is a significant factor for Flintshire in the future as the number of older people is projected to increase significantly over the next 20 years and that by 2039 29.2% of the population will be over 65 and 6.6% will be over 85.

## **A Flintshire of Cohesive Communities**

*Communities enjoy quality of life, are safe and well-connected and are places where people feel they belong and support one another*

### ***Housing***

There are currently around 67,550 dwellings in Flintshire. In the year ending March 2016, 662 new homes were built, nearly double the amount projected to meet the demands of population growth. In the ten years up to March 2016 on average 405 new dwellings or conversions were completed each year.

### ***Rural Isolation***

Isolation within the rural community is a particular issue for those who are older, younger or on lower incomes, and can contribute to other health and well-being problems. Isolation for the elderly is, of course, not limited to rural communities with one in six households in Flintshire occupied by a single pensioner.

Three areas in Flintshire feature in the 10% most deprived in Wales for access to services - Trelawnyd and Gwaenysgor, Caerwys and Gronant. These areas cover a population of about 4,650 people.

To support and sustain public transport availability, a local community transport service is being developed.

### ***Volunteering***

In 2014/15 Flintshire Local Voluntary Council placed 777 volunteers and provided training courses for 350 participants; received and responded to over 10,000 general enquiries; received and responded to 365 funding advice enquiries; helped local voluntary groups obtain almost £1m of funding and provided nearly £7,500 of funding through grants and loan schemes.

### ***Social inclusion***

82% of people agree to a 'feeling of belonging to the local area'. 71% also agree that 'people in the local area from different backgrounds get on well together' and 'people in the local area treat each other with respect and consideration.'

### ***Digital inclusion***

Overall, the likelihood of digital exclusion in Flintshire is high and the internet take-up rate is lower than the national average. By the start of 2016, about 16% of all residents aged 16+ had either never used the internet or had not used it for over three months.

It is estimated that 87% of premises can receive reliable 3G from all of the four main mobile phone operators but only 3% can receive reliable 4G coverage for all operators. This compares with 88% and 46% respectively at UK level.

95% of households in Flintshire receive broadband speeds of at least 10 megabits per second (Mbps) and superfast broadband is available to 78% of premises.

### ***Domestic violence***

2015/16 data shows there were around 340 domestic crimes with violence recorded. Over 50% of cases involved children aged under 16, and 30% children under 5. There were 270 sexual offences recorded in the same period. Women are more likely to experience domestic violence or be victims of sexual offences than men. About 80% of victims of both crimes were women.

## **A Flintshire with a vibrant culture and thriving Welsh language**

*Heritage, culture and bilingualism are a valued part of community life and provide opportunities for community activity and rewarding social contact.*

### ***The Welsh Language***

Though the number of Welsh speakers increased between 1981 and 2001 they have decreased in number in more recent years. The proportion of Welsh speakers within the population has been in slow decline for several generations in Flintshire. It is estimated that 13.2% of the population speaks Welsh with the highest levels generally found in rural areas (the average for Wales is 19%).

In the 2015/16 school year, five out of Flintshire's 67 primary schools were first language Welsh or bilingual schools and were attended by 6% of the County's primary school pupils. Only one of the nine secondary schools provide Welsh medium or bilingual education and which was attended by 5% of Flintshire's secondary school pupil population.

### ***Tourism***

In total it is estimated that tourism brought in around £238.7 million to the local economy in 2015. In recent years there has seen a steady increase in the number of visitors to the area, over 3.6 million visitors in 2015, 2.8 million of which were day visitors. The number of people employed either directly or indirectly in tourism has also increased (from 2,850 full-time equivalent jobs in 2004 to 3,150 in 2015). The input to the local economy has increased from £144.7 million to £238.7 million in the same period, supporting over 3,150 jobs (between 4-5% of employment).

### ***Leisure and Culture***

Flintshire is well-placed, in terms of built facilities and the natural environment, which impacts positively on physical activity and well-being. It has an ice rink at Deeside Leisure Centre (National Centre for Ice Sports), four swimming pools and four sports centres linked to secondary schools. There are 160 children's play areas, 13 multi-use games areas, 10 wheeled play areas and 7 artificial turf pitches.

In 2015/16, nearly 1.5 million physical activity visits were recorded placing Flintshire as 5th highest for participation in Wales. Nearly half of all children aged 7-16 in Flintshire (49%) participate in at least 3 occasions of sport per week.

In 2016 working in partnership with Town and Community Councils, Urdd Gobaith Cymru and Action for Children, summer play schemes were held in 60 communities and 19,297 visits recorded, including provision for 31 children with disabilities.

99% of library users rated Flintshire libraries as 'good' or 'very good' and between 2014/15 and 2015/16 membership increased by 5% (UK membership fell by 4% in the same period). Seven libraries meet the national 2.5 mile access standard for library locations.

The principal provider of arts experience within Flintshire is Theatr Clwyd, an internationally known theatre and production company that regularly attracts audiences and visitors in excess of 200,000 each year. The theatre building also hosts gallery space and community engagement events.

Accessibility and availability of other community arts venues, is currently limited within Flintshire, particularly evident by a low number of gallery and performance spaces.

Flintshire is well provided in terms of access to archive material with a records office at Hawarden. Museum provision is relatively small with museums located either in libraries or in parks.

## **A Flintshire which is Globally Responsible**

*Taking action to protect the local environment and promoting and encouraging community involvement*

### ***Recycling and reducing waste***

Around 85,000 tonnes of municipal waste is generated in Flintshire each year. In 2004/05 only 22% of waste collected was being reused, recycled or composted. By 2014/15 this figure had increased to 55%, just below the all-Wales figure of 56.2%. Significant investment is still needed to meet the European target of 70% by 2025.

Between 2004/05 and 2014/15 the annual volume of waste going to landfill has reduced by about 5,000 tonnes in Flintshire (-6%). The average for Wales as a whole was -20% in the same period.