

“The cost of living is going up but my wage isn’t”

We found that

A living wage supports individuals families and the economy

- Salaries for full time workers have increased since 2018 but are still below the Wales average.
- Overall men still earn more than women.
- More women work part time than men.
- Fewer women than men are working, particularly those aged between 35 and 49.
- There are a higher number of females in professional occupations requiring a degree or equivalent qualification.
- Increasing numbers of people in work have an income below the poverty line.
- Increasing household bills are a concern to many.
- Support from local services on benefits and finances e.g. CAB, Community Hubs is valued.

We found that

Secure, well-paid jobs are important

- The number of people in work is increasing.
- More people work in health and social care than any other job.
- More women work in the retail, leisure and care sector than men.
- More men than women are self-employed.

We found that

Knowledge and skills can support our economic well-being

- Learning and developing skills is important to be able to get good jobs and be confident.
- There is a higher level of adults with no qualifications in the 35 to 49 age range.
- There are opportunities to develop skills in colleges and through local employability projects.

We found that

More support is needed to help people into employment

- Better transport links are needed to be able to get to jobs.
- Affordable childcare will help more people into work.

We found that

Local people want more equal opportunities

- There is a higher rate of disabled people who are able to and want to work compared to those who are actually working.
- People with learning disabilities want more opportunities for innovative employment, volunteering and education options.
- Carers and young people want support to be able to access opportunities.

We found that

Thriving towns and businesses are important for our local economy

- The area is successful in attracting investment using its natural beauty and cultural history.
- Coastal areas have gold standard bathing waters which is attractive for tourism.
- Retail sector is decreasing which will impact on the local economy
- Supporting local business in the recovery from Covid will be important.
- Construction industry is growing but will need to adapt and prepare for low carbon needs in the future.