



Understanding Welsh Places



Tuesday 13 June | Design Commission for Wales, Cardiff

An event to share learning from the development of www.usp.scot



Welcome

Vivienne Sugar

Chair, Bevan Foundation



Our 'Flourishing Towns' theme

Jennifer Wallace

Head of Policy, Carnegie UK Trust

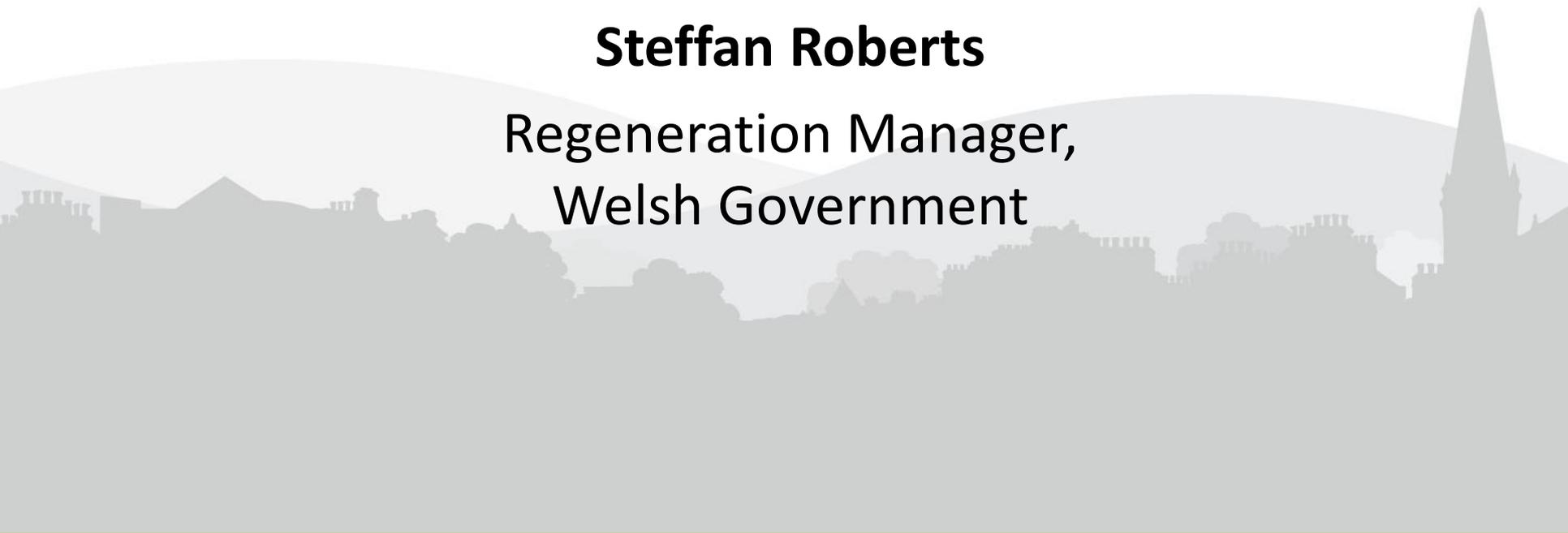




Setting the Welsh Context

Steffan Roberts

Regeneration Manager,
Welsh Government





Introducing 'Understanding Scottish Places'

Professor Leigh Sparks

Professor of Retail Studies ,University of Stirling

Matthew Jackson

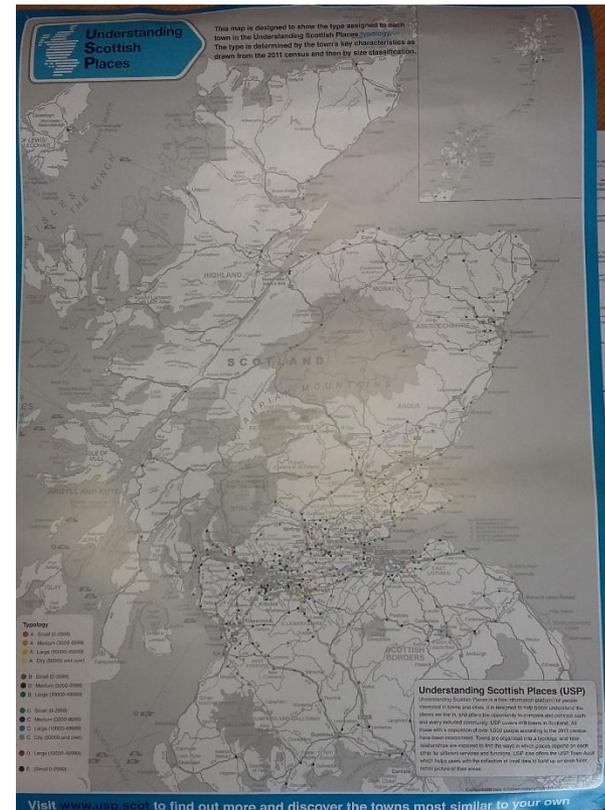
Centre for Local Economic Strategies

The Road to Understanding Scottish Places (USP)

Professor Leigh Sparks (University of Stirling)
Matthew Jackson (CLES)

Context

- Scotland – a nation of towns
- Recession 2008+ - focus on vacancy
- Portas – asking the wrong question
- Scotland – community and possibility



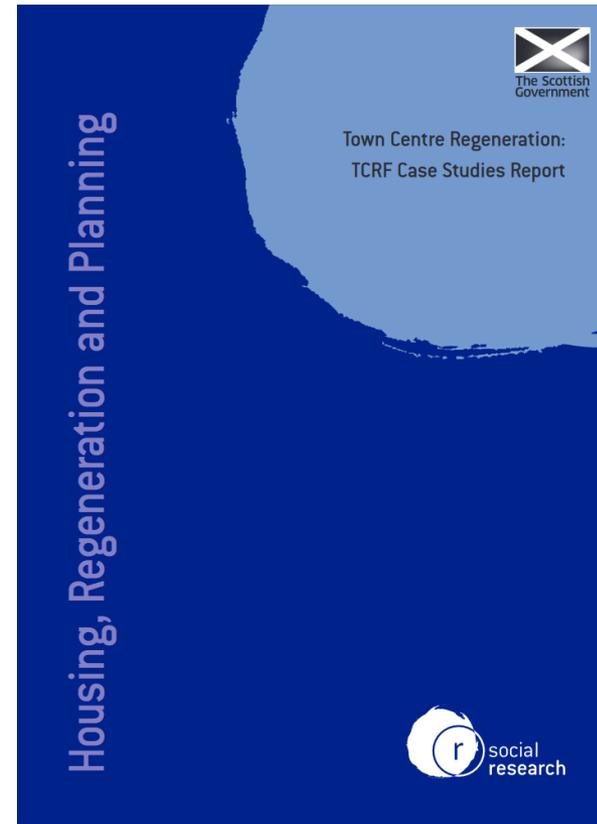
Not Just Retailing

- Offices – Prudential, Ogilvie
- Tourism – Castle, Bannockburn
- Sport – Annfield to Forthbank
- Light Industrial
- Schools (and Colleges and Universities)
- Cinema
- Hotels
- Accommodation
- Services e.g. Post Office, Dental Practices



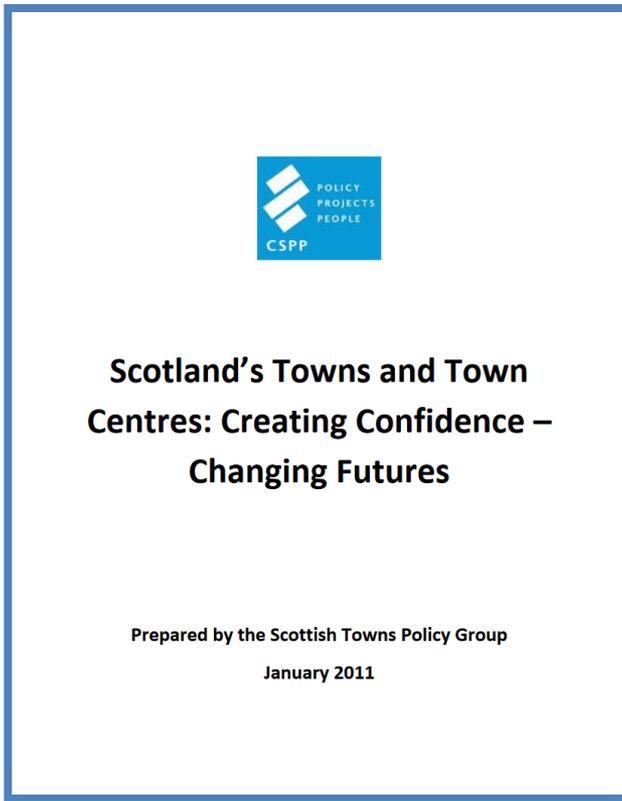
(In) Action

- TCRF - £60m, 2009 “a lesson in how not to spend public money”
- Town Centres and High Streets Learning Network closed



CSPP Scottish Towns Policy Group

Agitation



“There is a real absence of good, reliable, consistent data on Scotland’s town centres. All towns and town centres need firstly to understand themselves through a systematic, replicative, efficient and affordable data collection and benchmarking exercise. How else are we meant to know what is going on and what works and what does not? In an era of “evidence based policymaking” this is unacceptable. Indeed, it begs the question what local authorities and central government are basing their decisions on? Good data that is routinely and systematically analysed is a critical first step for local government that should be centrally funded by the Scottish Government.” (p3)

Fraser Review

“We accept that there is a need for action to be based on a clear understanding of the health of our town centres. The evidence here is patchy and inconsistent and the different types of data need brought together to present a useful overall picture. We recommend a model is developed, through a demonstration project, showing how data can be collected, presented and shared.” (p5)



Findlay A and Sparks L (2016) Don't forget about our towns, *Town and Country Planning*, 85, 10, 396-399

Available at
<https://stirlingretail.files.wordpress.com/2013/04/stp-and-wtls-oct-2016.pdf>

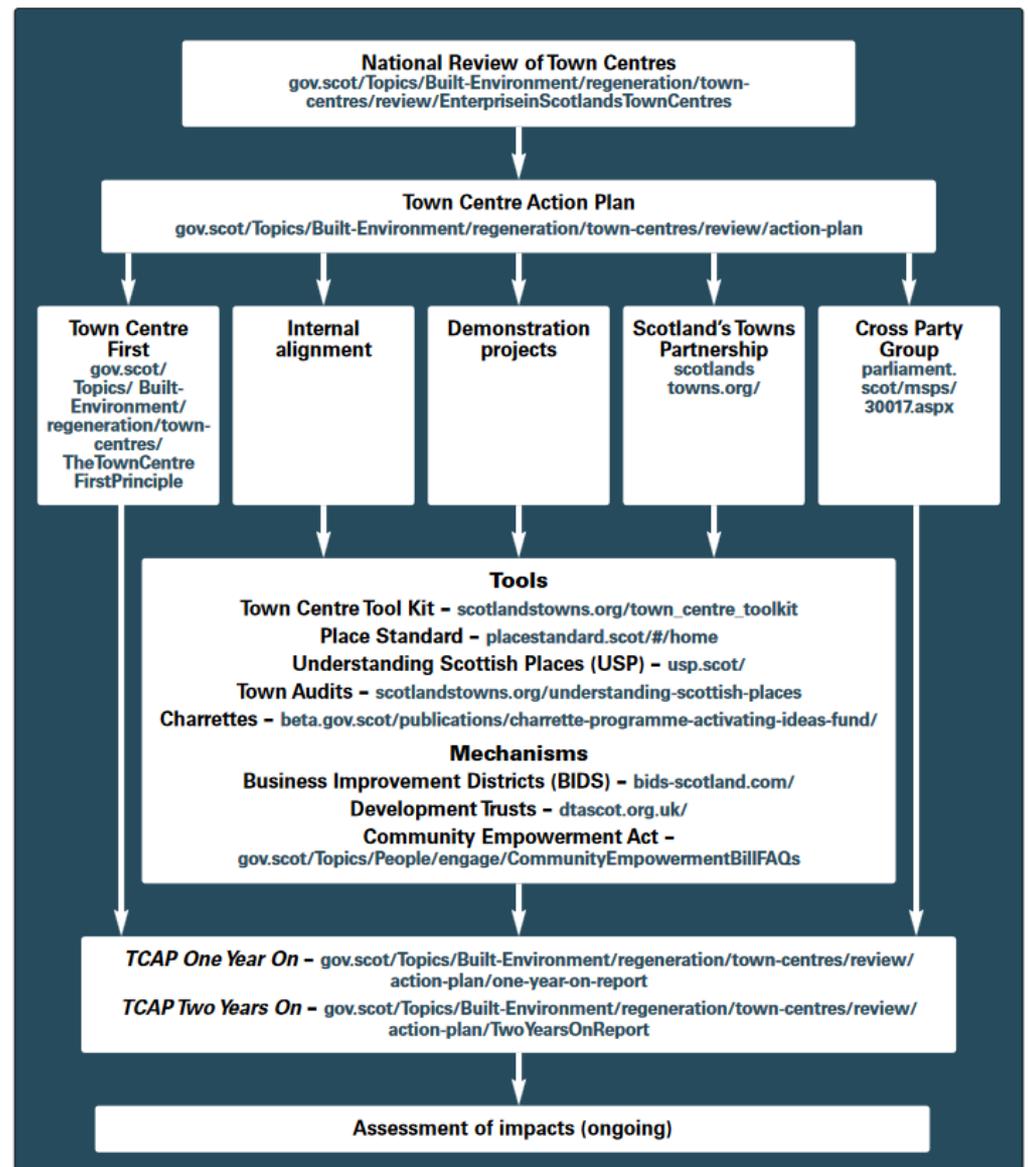


Fig. 1 Scottish policy on towns and town centres, from the 2013 National Review to the present day

Notes:

The hyperlinks provide links to material as of 19 October 2016

Demonstration project details can be found in the TCAP and TCAP reports

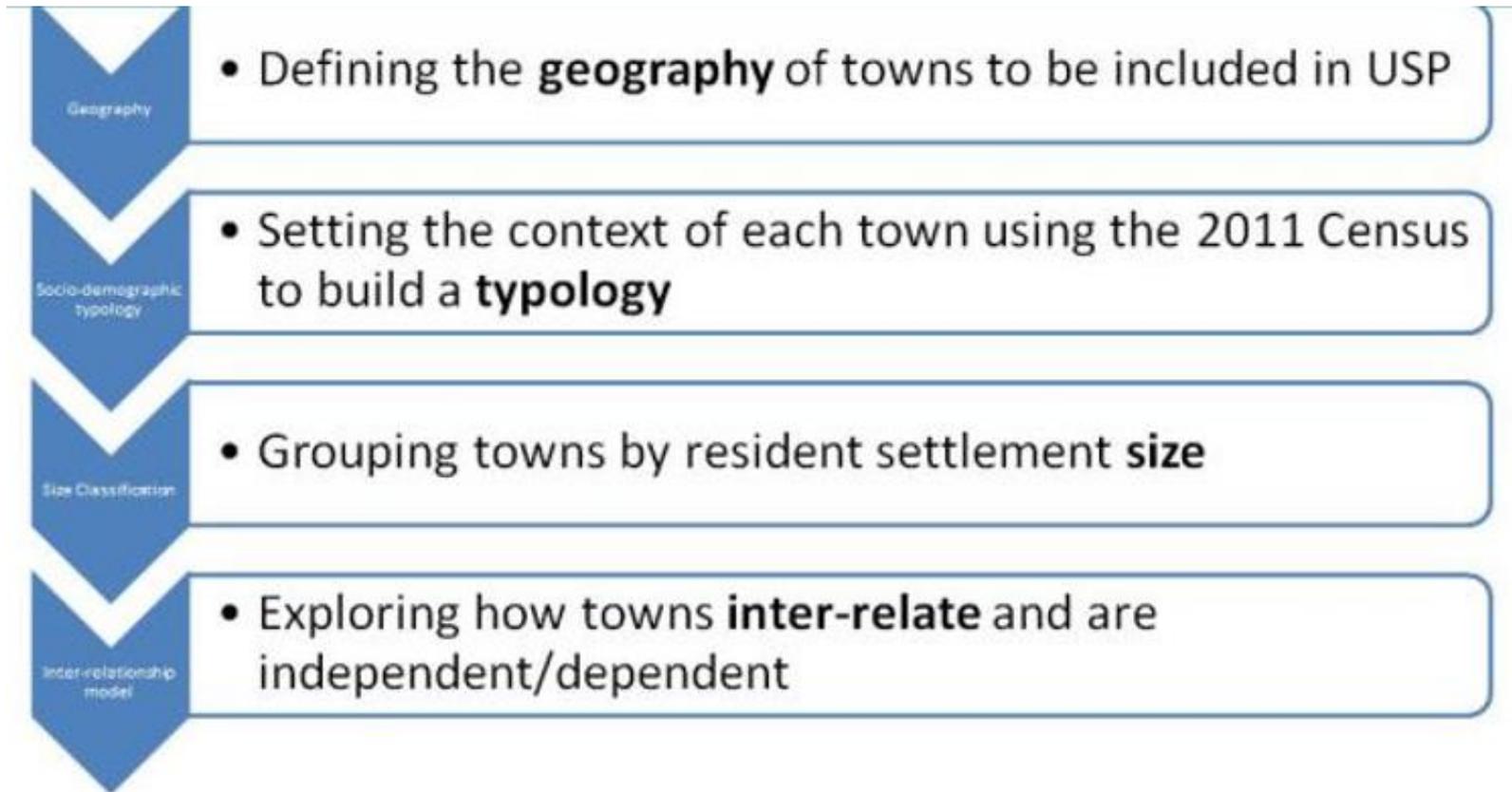
Charrette details are for 2016-17 - previous details are available from the Scottish Government's SSCI (Scottish Sustainable Communities Initiative) Charrette Mainstreaming Programme webpage, at gov.scot/Topics/Built-Environment/AandP/Projects/SSCI/Mainstreaming The Cross Party Group for Towns and Town Centres (as with all groups) disbanded on the dissolution of Parliament in April 2016 and is currently being reconstituted with the new MSP intake



USP Principles

1. Consistent, rigorous and comparable data
2. No “league tables” or “blame culture”
3. Typology and relationships
4. Your town audits
5. A starting point for conversations
6. Free to use

USP Methodology



Typology

- 2011 Census, Locality tool
- Demographic, social and economic indicators
- K Means clustering (5)
- Allows similarity index
- Size bands
- Deliberate choice of no descriptors

Inter-relationships

- Relational thinking
- Success is
 - Public, commercial and social relationships
 - Anchor institutions
 - Balanced growth
 - Existing asset base re population

Inter-relationships data indicators

Number of registered charities – this is the number of charities based in the town in relation to the resident population.

Number of GP's surgeries and dentists – this is the number of GP's and dentists in the town in relation to the resident population.

Number of hospitals – this is the number of Hospitals in the town in relation to the resident population.

Number of children in primary schools – this is the number of children in primary schools based in the town in relation to its resident population.

Number of children in secondary schools – this is the number of children in secondary schools based in the town in relation to its resident population.

Number of jobs – this is the number of jobs in the town in relation to its working age population (16-64).

Diversity of jobs – this is number of jobs in particular sectors in the town and the extent to which it is diverse or reliant in sector terms.

Public sector jobs – this is the number of jobs in the town in the public sector in relation to all jobs. Both low and high numbers of jobs are a sign of reliance on either the public sector or other sectors.

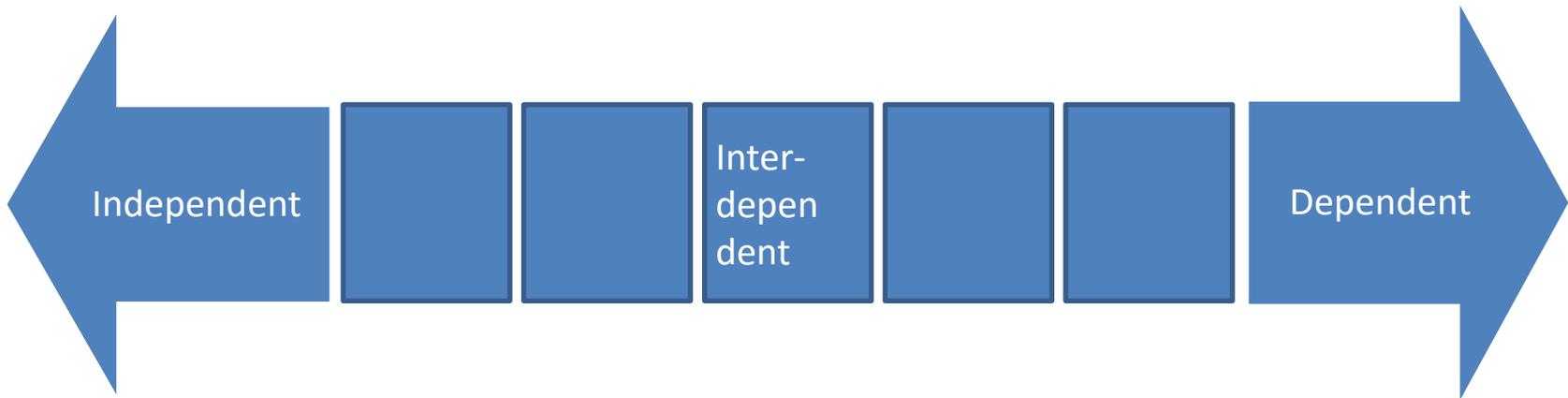
Number of shops – this is the number of shops in the town in relation to its resident population.

Distance travelled to work – this is the distance travelled by the working age residents of the town to reach their job.

Distance travelled to study – this is the distance travelled by students resident in the town to reach the place of their studies

Retail Diversity - this is the percentage of retail types in the town in relation to 37 different retail types. The higher the percentage the greater diversity of retail types.

Independent to Dependent



Independent to Dependent

Independent towns have a high number of assets in relation to their population; a strong diversity of jobs; and residents travel shorter distances to travel to work and study. These towns will attract people from neighbouring towns to access their assets and jobs.

Independent to Interdependent towns have a good number of assets in relation to their population. These towns have a good diversity of jobs; and residents on the whole travel shorter distances to travel to work and study. These towns attract people from neighbouring towns to access some of their assets and jobs.

Interdependent to Independent towns have a good number of assets in relation to their population. They have some diversity of jobs; and residents largely travel shorter distances to work and study, although some travel longer distances. These towns attract people from neighbouring towns to access some of their assets and jobs.

Interdependent towns have a medium number of assets in relation to their population; average diversity of jobs; and residents travel a mix of short and long distances to travel to work and study. These towns are attractors of people from neighbouring towns who come to access some assets and jobs but they are also reliant on neighbouring towns for other assets and jobs.

Interdependent to Dependent towns have a low number of assets in relation to their population. They have some diversity of jobs; and residents travel largely longer distances to work and study, although some travel shorter distances. They are reliant on neighbouring towns for some assets and jobs.

Dependent to Interdependent towns have a low number of assets in relation to their population. They have a poor diversity of jobs; and residents on the whole travel longer distances to work and study. They are reliant on neighbouring towns for some assets and jobs.

Dependent towns have a low number of assets in relation to their population; a reliance on one sector for jobs; and residents travel longer distances to work and study. They are reliant on neighbouring towns for assets and jobs.

USP

- Principles as before
- Visual not verbal (Storm)
- Exploration not solution
- Conversation not dictat
- Comparison of places

Understanding Scottish Places

4 case study towns worked with us to develop the USP Audit – helping users to collect local data to understand even more about towns

29.4.15
The launch date

479
Towns included in total

1,000
USP includes Scottish towns with a population of over 1,000

36,000
Pieces of data

3 parts) A data platform of 3 parts: typology, inter-relationships, USP Audit

13 types) A typology of 13 types: based on socio-demographic characteristics

7 levels) Levels of scoring a town's inter-relationships: from independent to dependent

Created by a consortium of 5 organisations
(Scottish Government, CUKT, University of Stirling, Centre for Local Economic Strategies, Scotland's Towns Partnership)

CarnegieUK UNIVERSITY OF STIRLING CLES SITIPI SCOTLAND'S TOWNS PARTNERSHIP

www.usp.scot

USP – Visual Tool

USP Search & browse Methodology USP Your Town Audit News About & Contact

SITIP SCOTLAND'S TOWN IDENTIFICATION PARTNERSHIP

Stirling STIRLING

POPULATION 36,142

Stirling is in Stirling Council area. Dating from the 6th century it now has city status. It was an early burgh and the site of notable battles such as Stirling Bridge in 1297. It is the administrative centre for Stirling Council. The city serves as a commercial and service centre. A military regiment is still stationed at Stirling Castle. Stirling University, STPA, Praxair/ical are major employers. The Springkense industrial estate includes small manufacturers and service industries.

This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socioeconomic status is higher than in other kinds of town and there is a mix of professionals and nonprofessionals, those with higher and lower educational attainment.

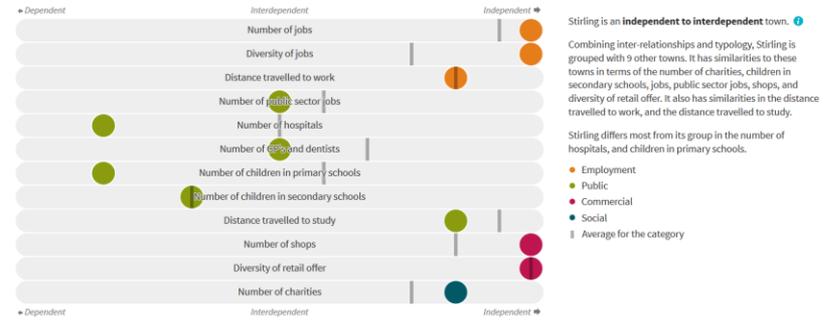
Stirling is an independent to interdependent town.

Its most similar towns are [Dunfermline](#), [Calaheilly](#), [Inverness](#), and [Peterhead](#).

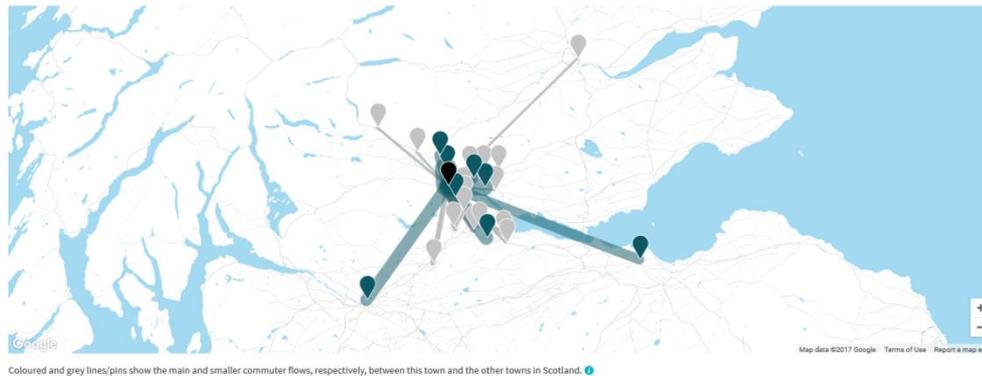
To gain more insight into Stirling, compare it to any of the other towns included in USP.

[COMPARE TOWNS](#)

Inter-relationships



Commuter Flow Map



Scotland's Towns Partnership (STP)



www.scotlandstowns.org

STP was officially launched as the go-to body for Scotland's towns in 2014 by then Minister for Towns, Derek Mackay.

STP is the go-to body for Scotland's towns; a hub for promoting all things towns, and a hive of activity to help you learn, connect, find practical support and advice, and share good practice and knowledge. It is a repository for a wealth of intelligence around the [Town Centre Action Plan](#) and other policy conversations.

Our deep rooted knowledge of the towns landscape and our extensive range of services, supports the Scottish Government's ongoing commitment to secure a positive future for Scotland's towns. Our work ensures better informed policy makers, more effective practitioners, better connected governance mechanisms, better value investment decisions, and critically, more sustainable and attractive towns across Scotland. STP is Secretary to the [Cross Party Group on Towns](#) which helps profile the issues relating towns.

USP and Networks of Change

- Roadshows
- Blogs
- Usage statistics
- Stories
- Audits
- Town Centre Toolkit
- Place Standard
- Economic Development and Planning
- Community Planning – charrettes
- Networking and Knowledge Exchange
- Carnegie UK Trust Twin Town scheme

Reflections

- Data remains an issue (but one we are winning) V1 (April 2015), V2 (Feb 2017), V3 (?)
- Challenges thinking – no quick solutions and answers
- Networks and community – but there is a deficit
- The places and things you learn!

Contact Points



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Email: matthewjackson@cles.org.uk
Telephone: 0161 236 7036
Twitter: [@mattjackson170](https://twitter.com/mattjackson170)



Exploring USP

Georgina Bowyer and Gina Wilson

Carnegie UK Trust





Understanding Scottish Places

Dunfermline FIFE

POPULATION **49,706**

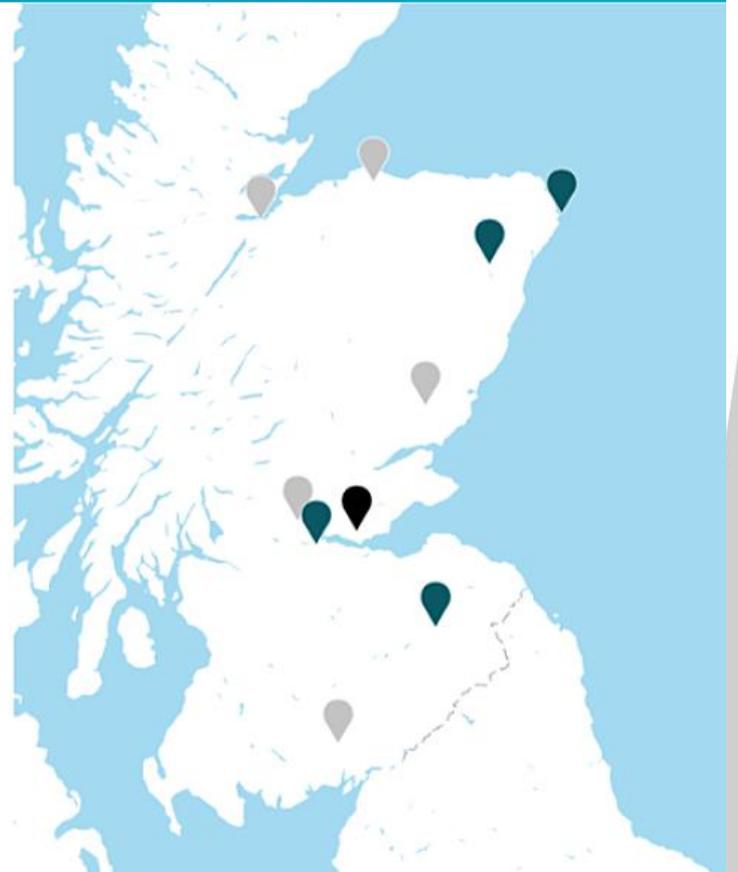
Dunfermline in Fife is a major service centre for south western Fife. It is an historic town which became the de facto capital of Scotland in the 12th century. The abbey dates from this period and reflects the close connection between church and state which would last until the Union of Crowns and the Reformation. Early industries were in the textile sector with a specialisation in linen and damask. Today key employers are BSKYB, Amazon, Best Western, CR Smith, Lloyds, Nationwide and FMC Technologies. In the last 20 years the town has expanded considerably on the eastern side towards the M90. The Carnegie Trust is also based in the town, the birthplace of Andrew Carnegie.

This type of large town is extremely mixed in terms of demographics. There is a particularly wide range of people, housing and activities. The number of older couples with no children is higher than average. There is a mix of professional and non-professional jobs, and part-time and self-employment are both important for a significant proportion of residents. Socioeconomic status is higher than in other kinds of town and there is a mix of professionals and nonprofessionals, those with higher and lower educational attainment. [i](#)

Dunfermline is an independent to interdependent town. [i](#)

Its most similar towns are [Galashiels](#), [Inverurie](#), [Peterhead](#), and [Falkirk](#). [i](#)

To gain more insight into Dunfermline, compare it to any of the other towns included in USP.



Understanding Scottish Places

Population

Population

50k

▲ More than similar towns

Households

22k

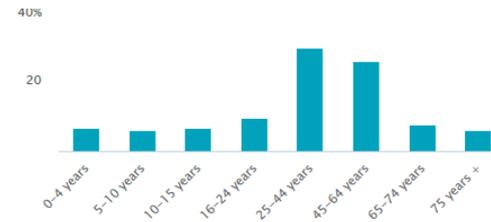
▲ More than similar towns

Population change 2001 to 2011

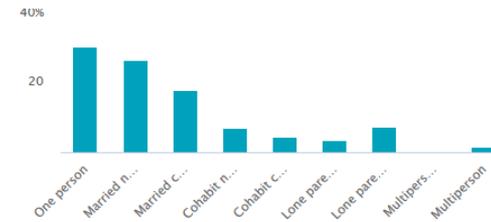
21%

▲ More than similar towns per head of population

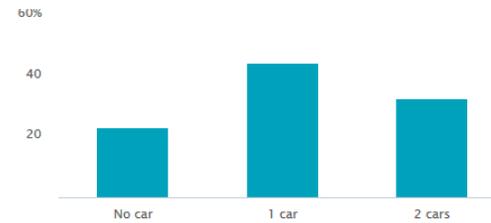
Age



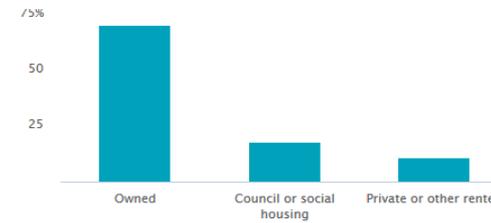
Household composition



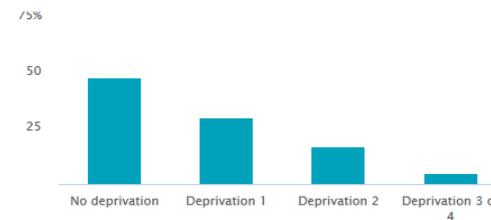
Car ownership



Tenure

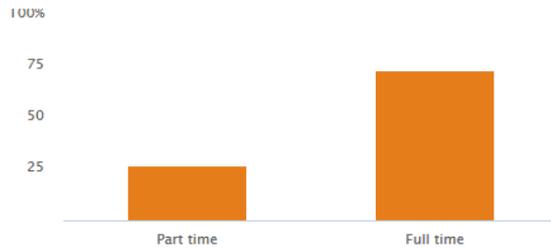


Deprivation dimensions i

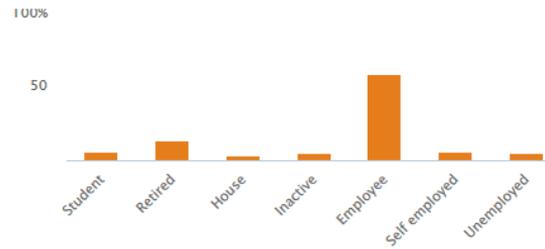


Employment

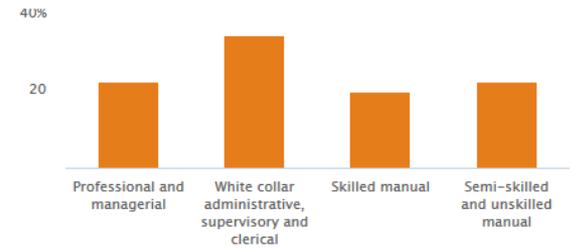
Employment (% working age 16-74)



Occupation (% aged 16-74)



Social Grade (% households aged 16-64)



Sector Diversity



Distance travelled to work



Jobs

24k

▼ Less than similar towns per head of population

Jobs change 2009 to 2014

-3%

▼ Less than similar towns per head of population



Public

Children in primary schools



▼ Less
than similar towns per head of population

Hospitals



▼ Less
than similar towns per head of population

Children in secondary schools



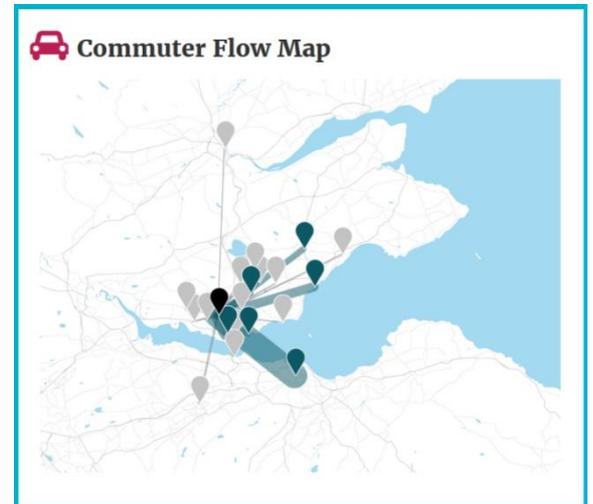
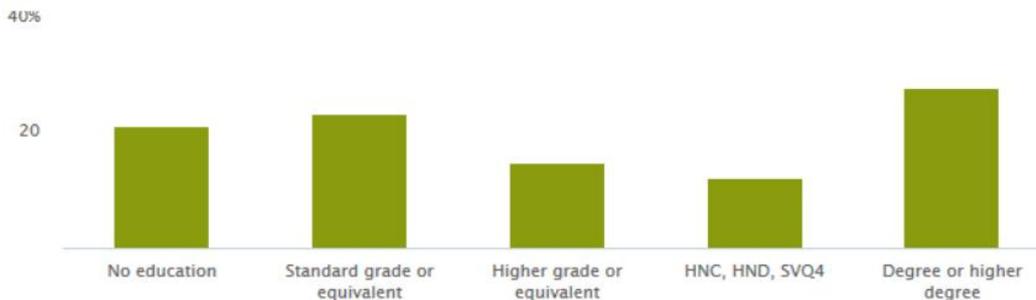
▲ More
than similar towns per head of population

GP's and dentists



▼ Less
than similar towns per head of population

Education (% all people aged 16 and over)



Understanding Scottish Places

Commercial

Number of people per shop

94

▼ Less
than similar towns per head of population

Diversity of retail offer (%) [i](#)

76

▼ Less
than similar towns per head of population

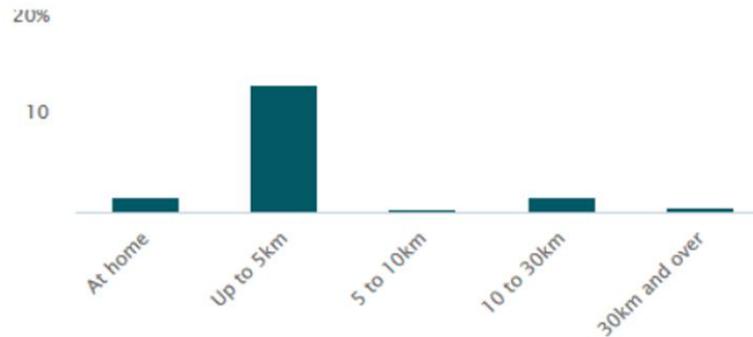
Number of tourist beds

455

▼ Less
than similar towns per head of population

Social

Distance travelled to study



Number of residents per charity

255

▼ Less
than similar towns per head of population

Amount of grant funding (£) [i](#)

817k

▼ Less
than similar towns per head of population

Try it out!

Comparing two towns in Fife

1. Which has a larger population, Dunfermline or Kirkcaldy?
2. Who has a more professional/managerial workforce?
3. Which town has more people per shop?
4. Why is Dunfermline more independent in terms of diversity of jobs?
5. What is Dunfermline most dependent upon compared to Kirkcaldy?
6. What is Kirkcaldy most dependent upon compared to Dunfermline?





Usage

Launched

April 2015 – 2 years old

Users

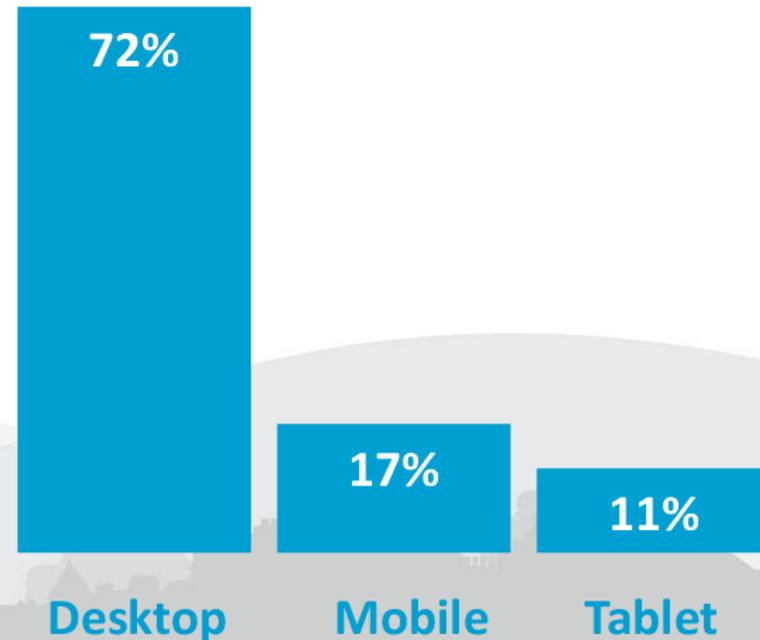
Over 11,000

Page views

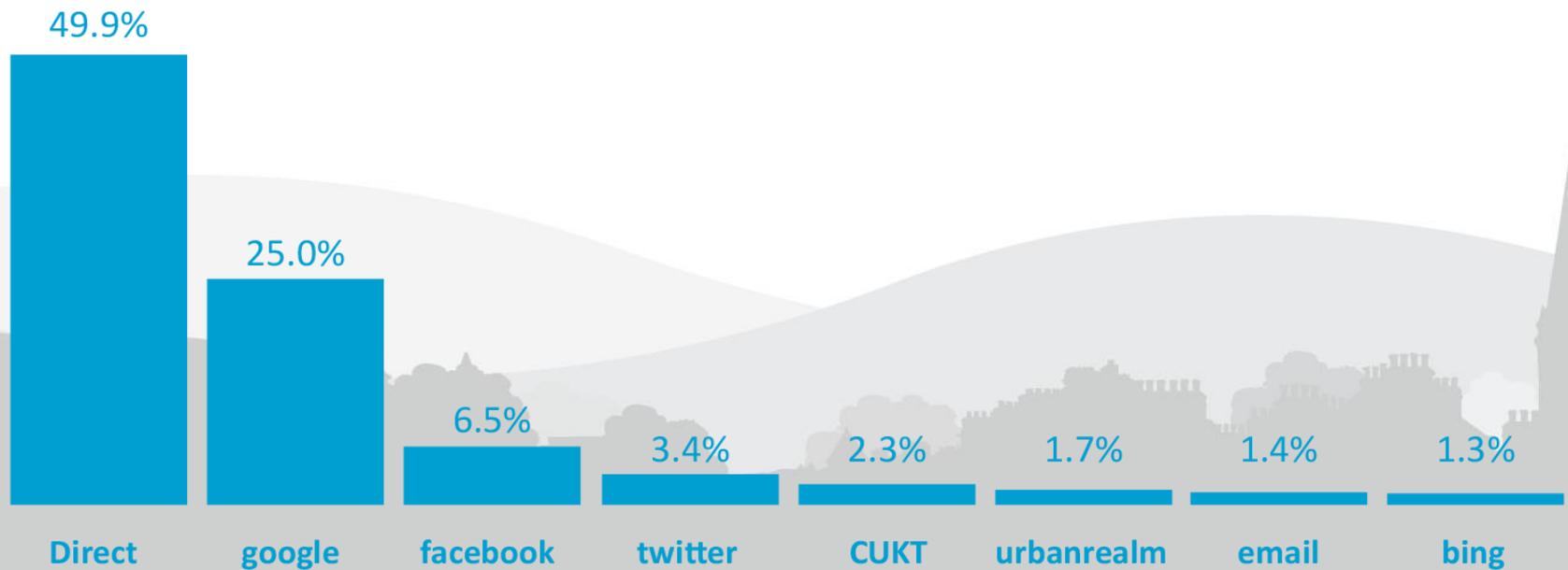
Over 67,000

Devices

See graph...



Source: How users access USP





USP is for anyone involved in improving their town

- local authority economic and planning teams
- town centre partnerships
- development trusts
- traders' associations
- business improvement districts
- community groups

Local authority: North Ayrshire





Local authority: North Ayrshire

How was USP used?

- To provide new insights and evidence to support thinking about towns in the area
- To prepare a series of town centre audits for North Ayrshire
- To provide a platform to support engagement with Locality Planning Partnerships as they identify priorities for Locality Plans and Local Outcome Improvement Plans





Local authority: North Ayrshire

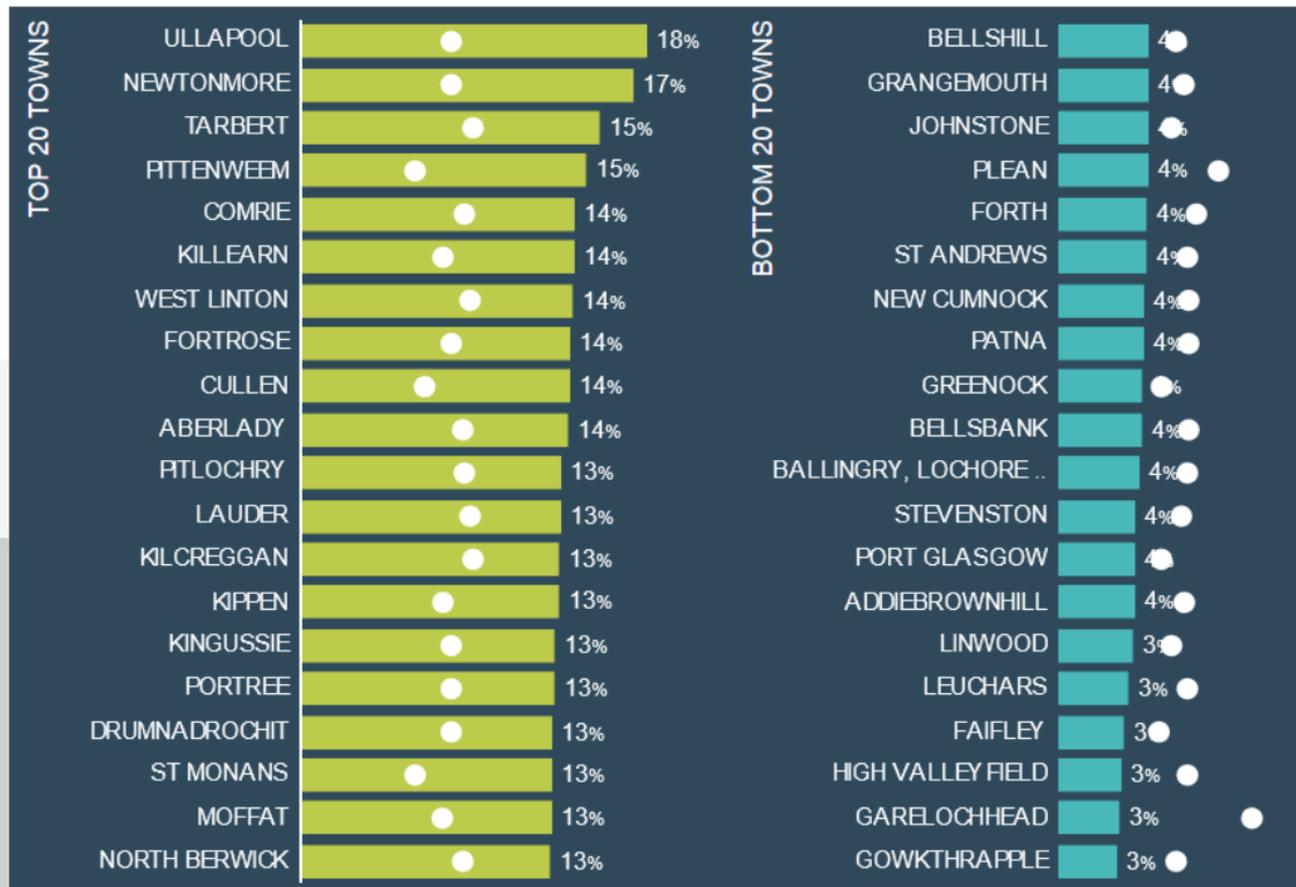
Using USP further...

The community planning partnership has a locality senior data analyst, who is interested in matching the data with other data (e.g. SIMD, ACCORN) and layer this at the lowest possible geography to identify trends in performance, to give locality planning partnerships the best understanding of the issues affecting their place (i.e. what are the causes? What interventions are required? What is working and how can that be replicated). This information has therefore been an effective tool and will continue to support deeper understanding of the dynamic factors affecting places to inform better and more effective identification and implementation of policy interventions.



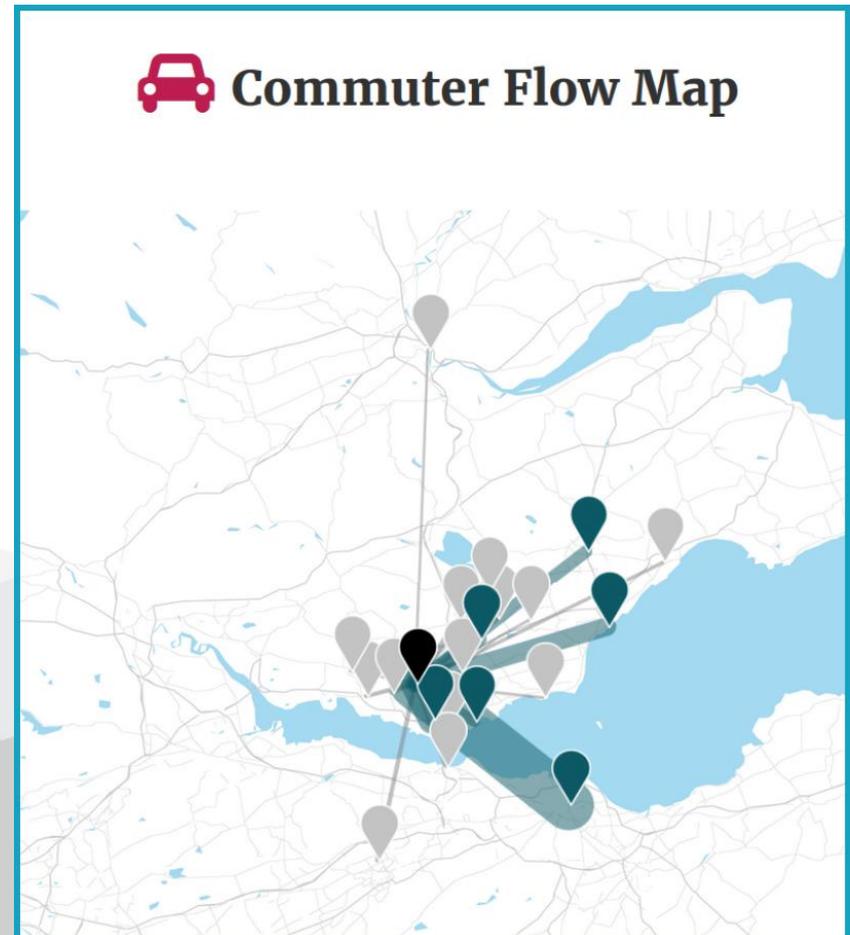
Business: FSB's Entrepreneurial Towns Work

Analysis of how enterprising Scottish towns are, using USP as a basis



Government: Active Travel Analysis

Use of the USP commuter flow map to identify potential numbers who could be using active travel





Academic: A source for towns studies

USP was used in a study of coastal towns under the sponsorship of Marine Scotland.

The work was presented at the 8th International Conference on Population Geography in Brisbane in July 2015.





Understanding Welsh Places



CHANGING MINDS • CHANGING LIVES

Lunch





Welsh Towns

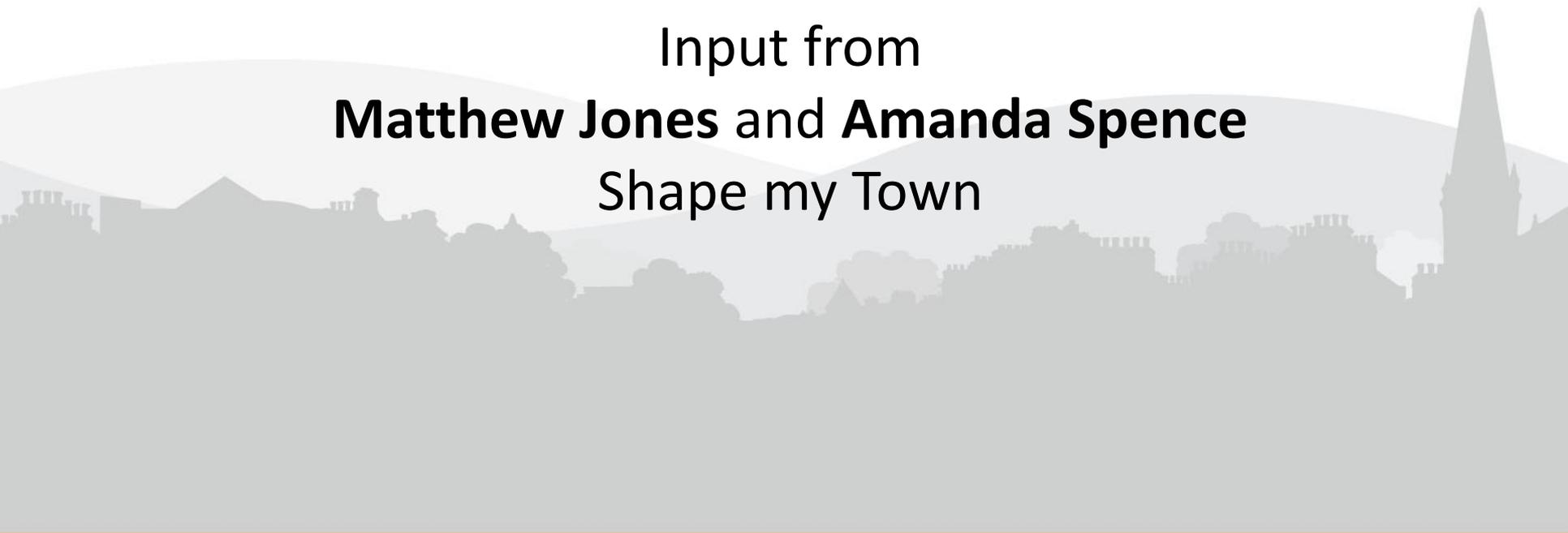
Video from **Professor Michael Woods**,
Professor of Transformative Social Sciences,
University of Aberystwyth

View video: <https://vimeo.com/222182349>



Welsh Towns

Input from
Matthew Jones and Amanda Spence
Shape my Town



Understanding Welsh Towns

Matthew Jones & Amanda Spence



Dr Matthew Jones

Senior Lecturer in Architecture at the University of the West of England, partner at Coombs Jones Architects and an Advocate in Practice for Design Commission for Wales.

Matthew is involved in practice-led research around themes of placemaking and community-led, participatory design.

PhD, Placing the market town: design led, place specific approaches to rural town futures.

Amanda Spence

Design Advisor and architect at the Design Commission for Wales.

As part of DCFW's team, Amanda helps promote good design for the built environment in Wales, across sectors, by connecting the design disciplines.



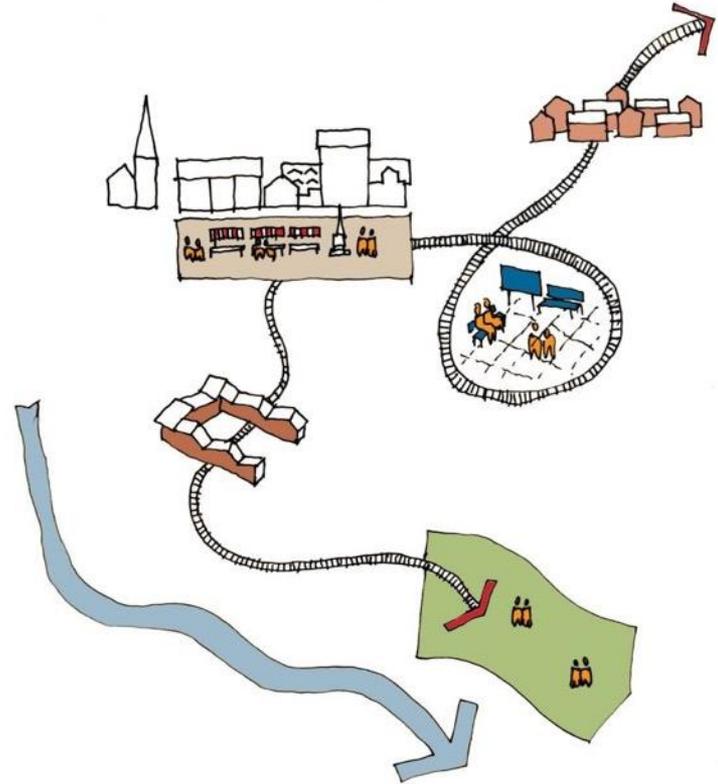
Why Towns?

One in five people in Europe live in rural towns of under 50,000 people (Knox, 2009)

In Wales this figure rises to 40%

249 settlements in Wales with a population of 1,000-25,000 (smaller rural towns)

170 defined as towns with a charter of incorporation



Why now?

REGENERATION OF TOWN CENTRES REPORT

Individual towns should have a comprehensive plan in place developed by stakeholders and the community

WELLBEING OF FUTURE GENERATIONS ACT

Commits local authorities to improving social, economic, cultural and environmental well-being

POSITIVE PLANNING IMPLEMENTATION PLAN (2015)

Introduced 'place plans', authored by local communities, as Supplementary Planning Guidance



Typologies of towns

Powe, Hart & Shaw identify five functional roles:

- Service centres
- Visitor attractions
- Locations for specialised employment
- Commuter towns
- Housing the retired

In Wales, Woods (2011) identifies a typology of towns based on population, economic activity and service function:

- Sub-regional centres
- Anchor towns
- Island towns
- Niche towns



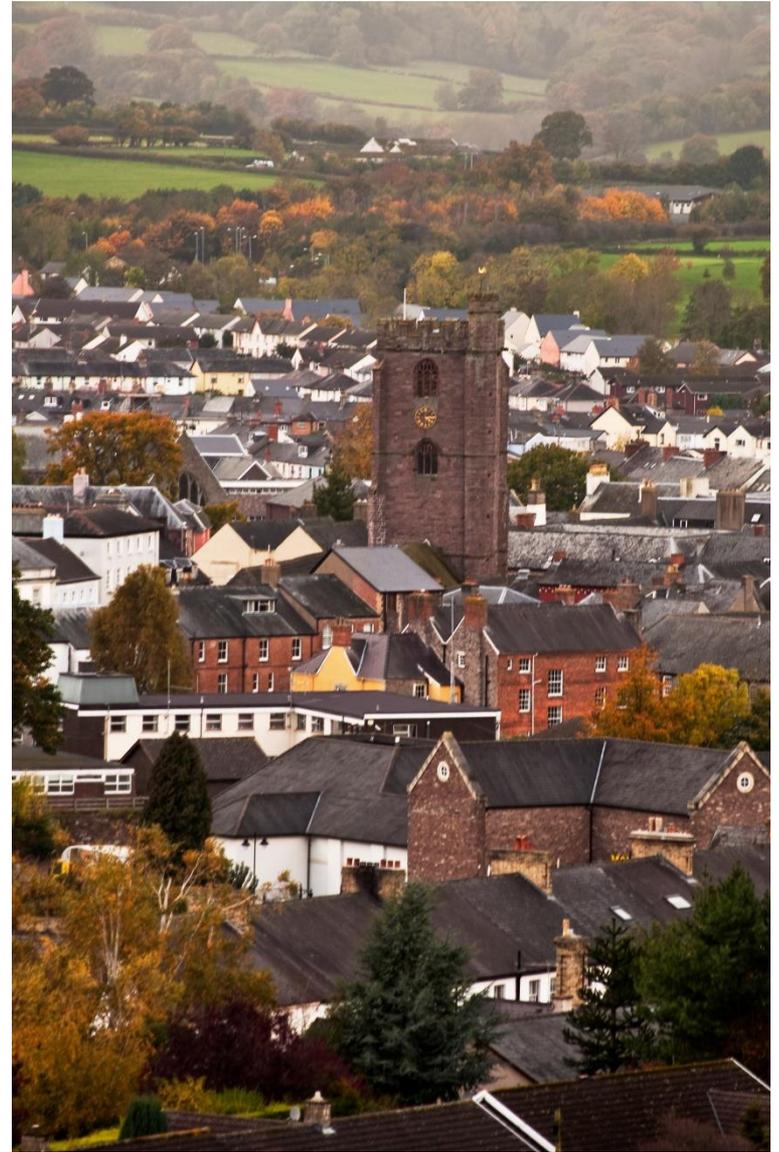
Characteristics of Welsh towns

- Landscape & setting
- History & Heritage
- Mobility & Employment
- Housing
- Peripheral development



Landscape & Setting

- Most towns are freestanding in nature
- A dense urban settlement surrounded by a rural hinterland
- A “symbiotic relationship” with their surrounding area
- Many have clear edges where the town changes into countryside
- But- threatened by peripheral expansion



History & Heritage

- Many towns have a long history and heritage, eg: market & industrial towns
- A cumulative legacy in creating character, texture and place
- But- additional planning constraints, conservation areas, working with existing buildings and limited plot sizes can deter development and leave town cores in a state of atrophy
- The challenge might be place-sustaining (Radstrom, 2011).



Mobility & travel

- Changing working patterns attract people to countryside as a place to live
- Low cost of motoring makes residents more inclined to work, shop and play further from their homes
- Public transport often a challenge due to low density of population
- Impact of motorised transport on town centres- parking, by passes, congestion



Peripheral development

- Cheaper land cost and the possibility of larger plots on the edge of towns can be more attractive to investors and developers
- Growth of edge-of-town industry, business and housing around historic town cores at the interface with the landscape
- Often poor quality architecture and anonymous development



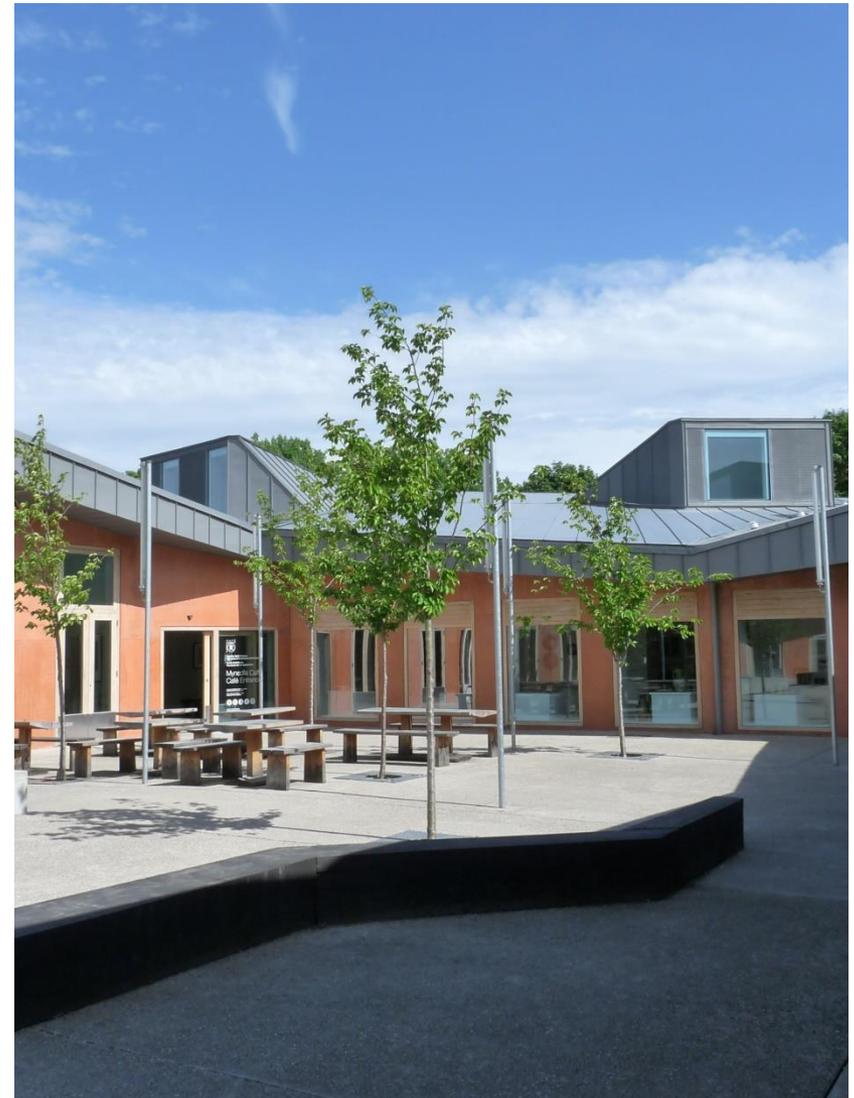
Housing

- Potential impact of planned new housing on market towns- some towns may expand by up to 25 percent (Taylor, 2010)
- Some towns will undergo considerable housing expansion, particularly in peripheral areas
- As estates grow, residents have to travel to work, to shop or for leisure, almost invariably by car
- Less affordable housing is built in rural areas than urban areas

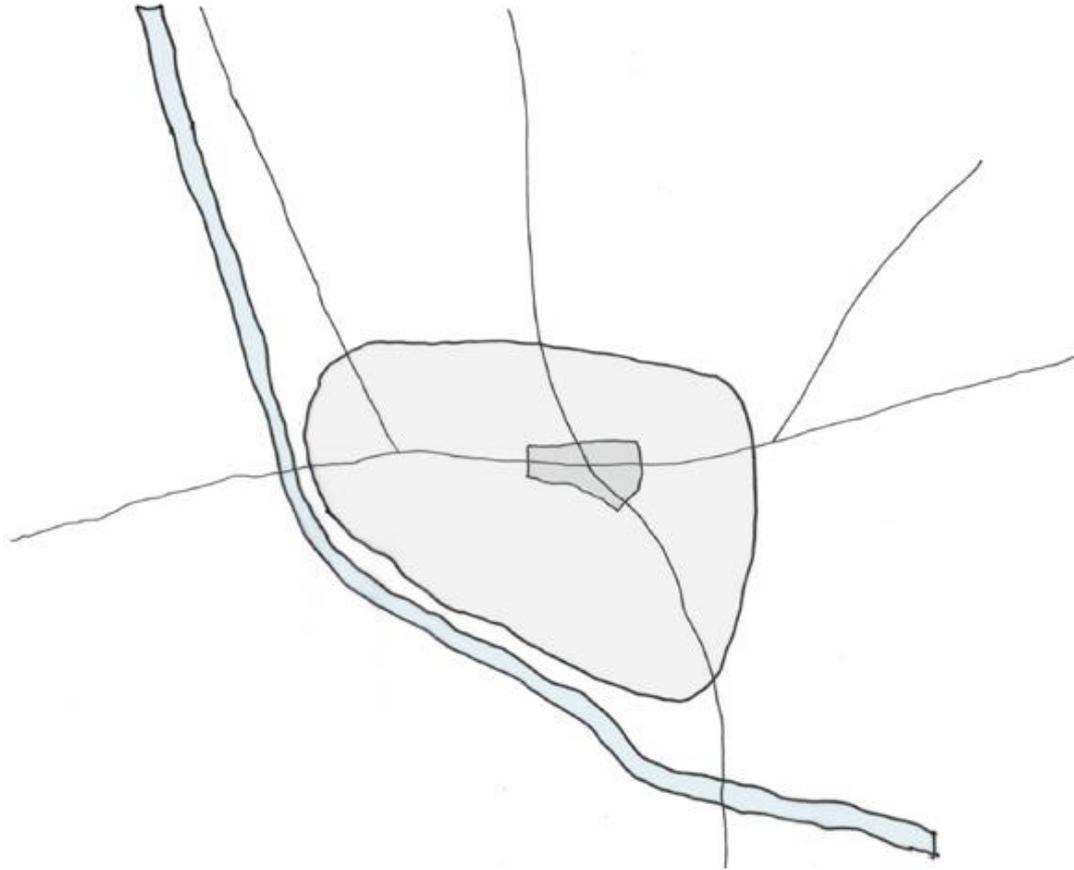


The importance of design quality

- Maximises efficiency and value for money
- Focuses on users, maximising ease of use, accessibility, inclusiveness and public value
- Uses resources and energy efficiently, contributing to carbon reduction
- Has been shown to improve well-being and public health
- Reduces maintenance, costly refurbishments and running costs
- Makes products, places and buildings more attractive
- Adds value and enhances public good



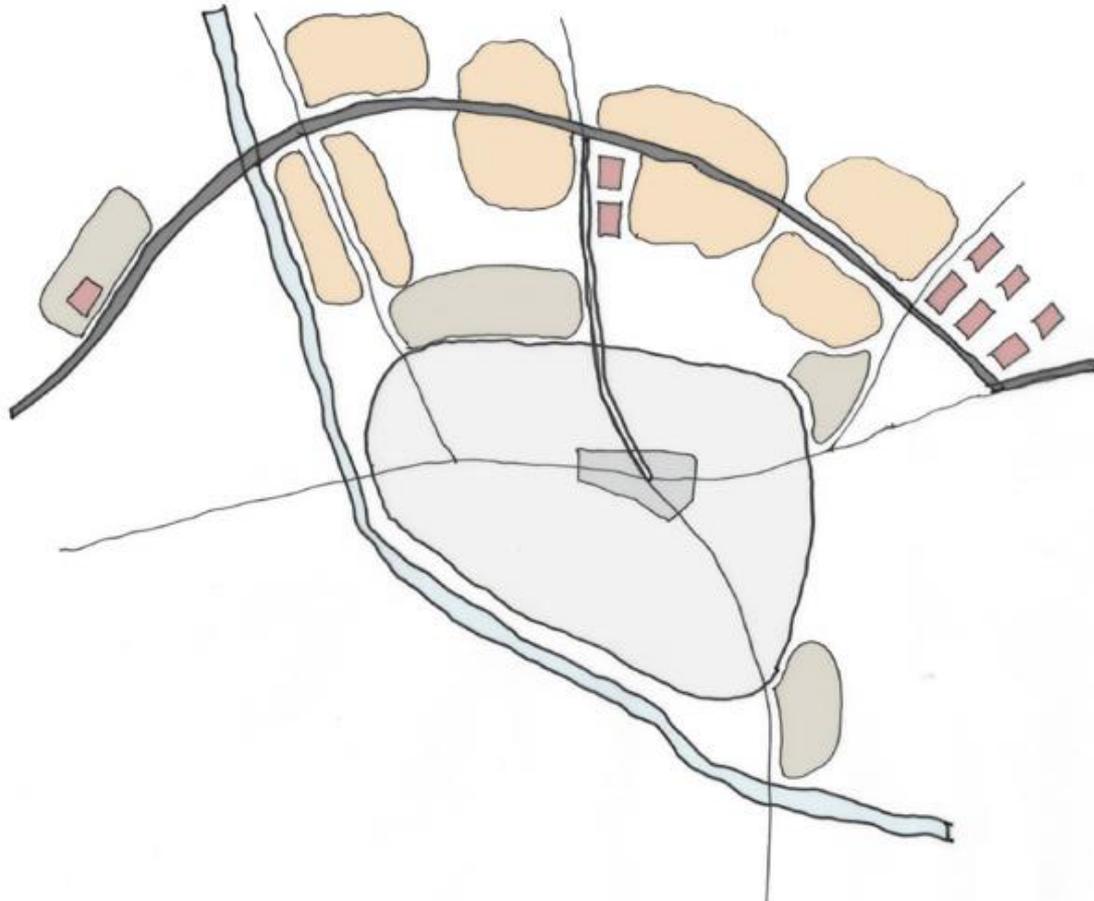
Towns over time



Towns over time



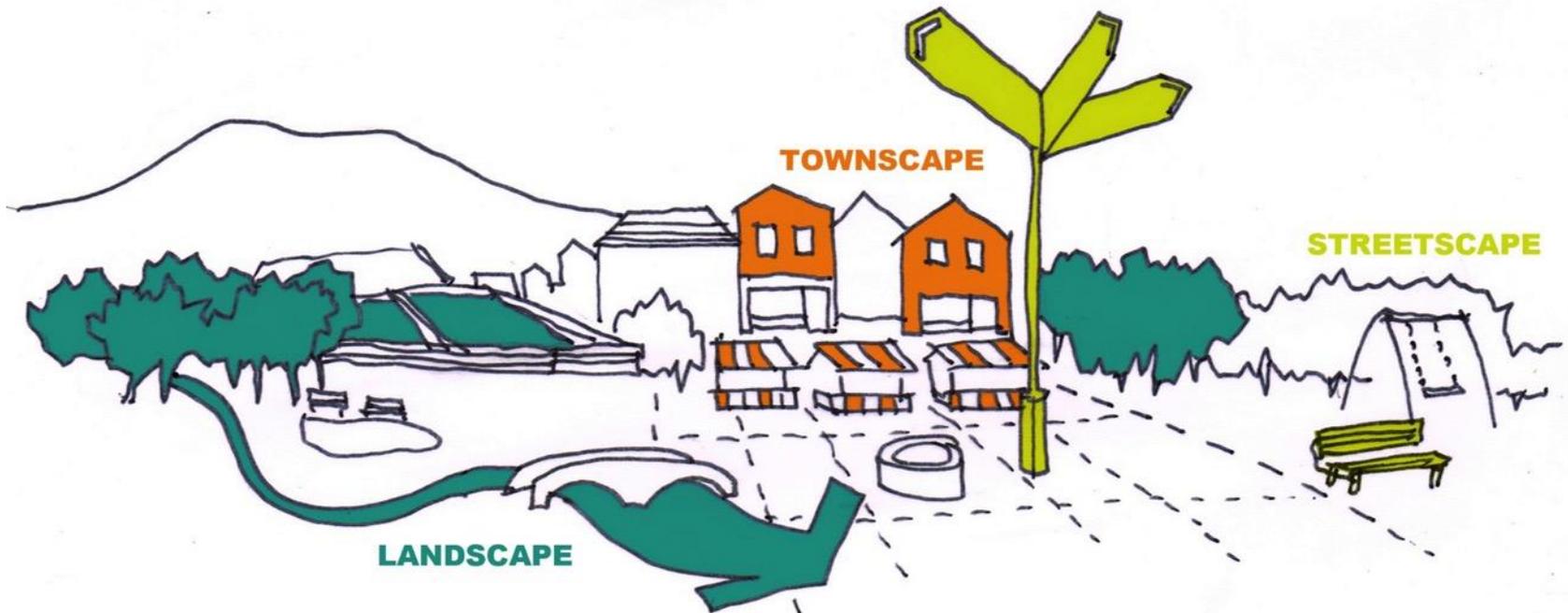
Towns over time



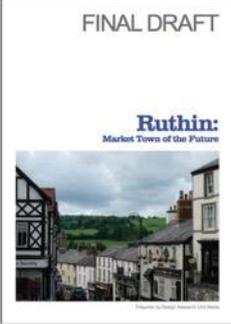
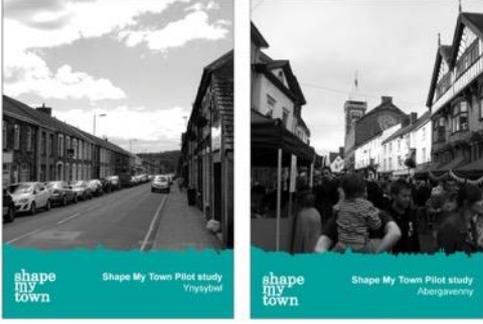
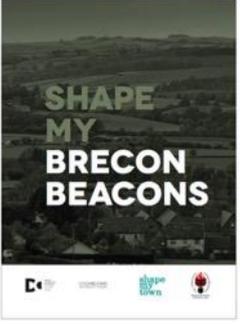
Towns over time

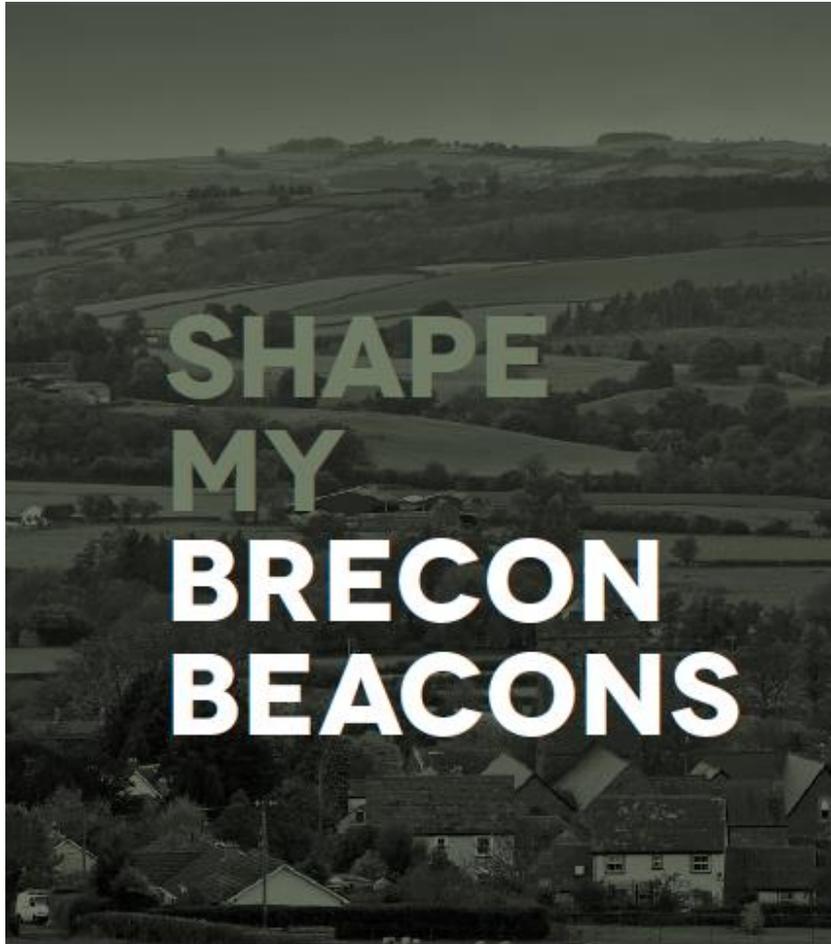


Community-led planning: Shape My Town



Community-led planning: Shape My Town

				
PROJECT	RUTHIN MARKET TOWN OF THE FUTURE	SHAPE MY TOWN (www.shapemytown.org)	SHAPE MY TOWN PILOT STUDIES (www.shapemytown.org)	SHAPE MY BRECON BEACONS
Author(s)	Matthew Jones (project lead, facilitator, architect)	Matthew Jones (originator, designer and lead author); Amanda Spence (author & DCFW project management).	Matthew Jones (originator, facilitator, designer and lead author); Amanda Spence (DCFW project management)	Matthew Jones; Amanda Spence (joint authors).
Practice/parties	Design Research Unit Wales	Coombs Jones & Design Commission for Wales	Coombs Jones & Design Commission for Wales	Coombs Jones, DCFW & The Undercard (graphic design)
Date	2010-12	2013-present	2015-16	2016
Outputs	Design report; InBetween Symposium presentation; Corwen Rail presentation; ARQ paper (in draft); Economy Conference paper, WSA 2012.	Website (1,500 unique visits); DCFW seminars; RTPI Cymru presentation; Building Design article, 8th April 2014; New Start Magazine article, May 2014; BBC Radio Wales interview.	Project reports; DCFW/SusTrans seminar	Guidance document; Planning Aid Wales seminar; PLEA 2017 abstract (outcome pending)
Awards	Action for Market Towns (partnership) Award 2012			Shortlisted, RTPI Awards for Planning Excellence 2017



SHAPE MY BRECON BEACONS



DEVELOP
COMMUNITIES
FOR THE
FUTURE
OF THE
COUNTRY

COOMBS JONES
architects-makers

shape
my
town



BRECON BEACONS
NATIONAL PARK



SHAPING CONWY COMMUNITIES



DEVELOP
COMMUNITIES
FOR THE
FUTURE
OF THE
COUNTRY

COOMBS JONES
architects-makers

shape
my
town

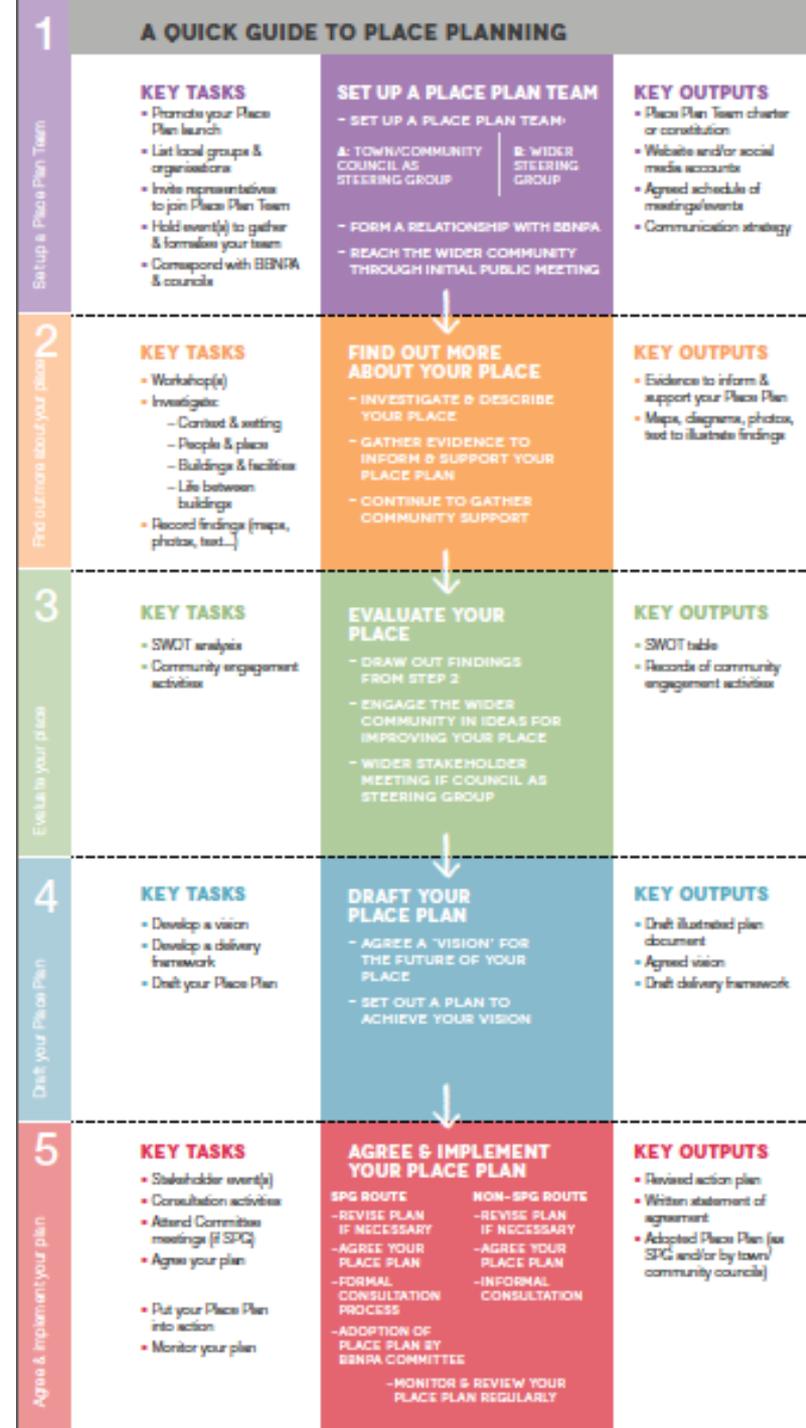


CONWY
COUNCIL



Principles of Shape My Town

- Undertake an objective study of a place
- Provide evidence to support a vision (attract community support and funding)
- Build capacity and engage with local people
- Understand how a vision and ideas can fit with planning policy
- Produce a realistic plan which is deliverable and will maximise benefits to the community
- Route to adoption as SPG



Ongoing development

- Shaping Conwy Communities tested in a pilot study yesterday



Conclusions

- A constant need for towns to adapt to maintain competitiveness and avoid decline – resilience
- No two towns are the same- but there are commonalities
- Place Planning offers the opportunity for local people to influence regeneration processes
- Towns need a long term approach- change does not happen quickly and needs continued support



Thank you!

Matthew Jones
Amanda Spence

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amanda.spence@dcfw.org



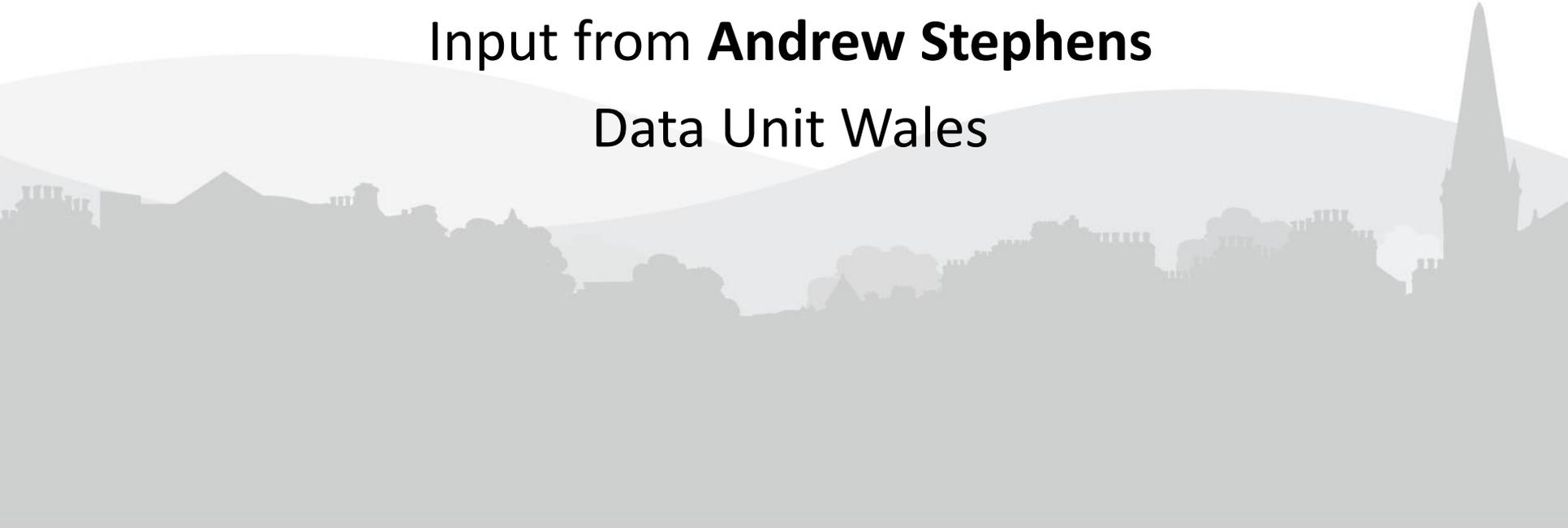
COOMBSJONES
architects+makers



Welsh Towns

Input from **Andrew Stephens**

Data Unit Wales



The Data Unit and InfoBaseCymru



Understanding Welsh Places

13 June 2017

Andrew Stephens
Executive Director

Brief presentation.....



- About us
- Our data support
- InfoBaseCymru

The screenshot shows the Data Unit Wales website. At the top, there is a navigation bar with 'Data' and 'News' tabs, and 'Our portfolio' on the right. The main content area features a blue background with a headline: 'Fifth National Intelligence Event hits the mark, once again!'. Below the headline, it says: 'Over 100 delegates attended our fifth National Intelligence Event – Planning together to improve local well-being: What works? on Thursday 2 March 2017 at Cardiff City Stadium..'. There are two small images: one of a speaker at a podium and another of a group of people in a meeting. A link 'Further details are available on our website.' is provided. The top right corner has social media icons for Twitter, Facebook, and LinkedIn, and the text 'Mae'r wefan hon ar gael yn y Gymraeg'.

Some of our partners...

As well as providing support to local authorities across Wales, we work with a range of organisations, including...



The Data Unit: About us



- Part of the local government family in Wales
- Supporting the WLGA, local authorities their partners
- Providing a range of specialist support designed to assist in finding and using data effectively, including:
 - Help to source, collect, or collate data
 - Data analysis and data presentation
 - Advice on the best ways to undertake research
 - Help to find out what citizens, service users/customers think
 - Training in relevant topics such as *Basic Statistics, Presenting Data, Managing Performance, Survey Design & Analysis, Questionnaire Design etc.*



Our data support



- Wide ranging
- National, regional and local
- Bespoke information systems
- Recent focus - Well-being of Future Generations and Social Services and Well-being acts
- More than data.....

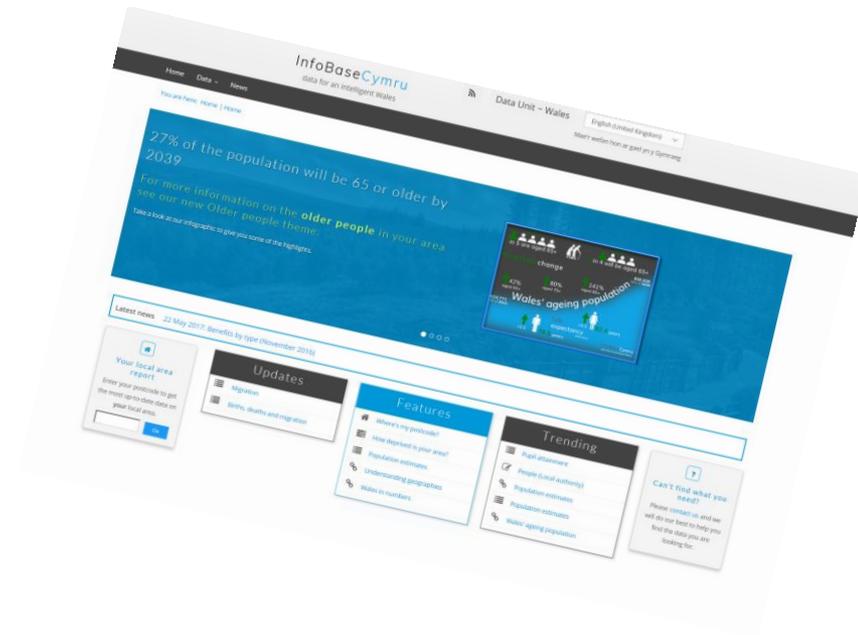


InfoBaseCymru



- National free resource
- Aimed at a range of users
- Fully bilingual
- Key national data sets
- Data kept up to date
- Ongoing review

www.infobasecymru.net



Questions



Our contact details:

Andrew.Stephens@dataunitwales.gov.uk

Enquiries@dataunitwales.gov.uk





Fill Window

WIMD 2014 Ranks >> Overall rank >> 2014 >> Filter: Local Authority >> Cardiff

Select a domain

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Filter

More info on WIMD

Name	Rank	Quintile
W01001874 - Splott 6	4	10% most deprived
W01001884 - Trowbridge 8	13	10% most deprived
W01001741 - Ely 5	24	10% most deprived
W01001871 - Splott 3	26	10% most deprived
W01001740 - Ely 4	31	10% most deprived
W01001880 - Trowbridge 4	38	10% most deprived

Notes on this indicator

Help

Local Area (2011 LSOA)

- 10% most deprived - Ranks 1 to 191
- 11%-20% most deprived - Ranks 192 to 382
- 21%-30% most deprived - Ranks 383 to 573
- 31%-50% most deprived - Ranks 574 to 955
- 50% least deprived - Ranks 956 to 1,909

WLGA regions
 Local authority
 Background map

Area name	Indicator	Rank	Quintile
▼ WIMD 2014 Ranks			
W01001874 - Splott 6	Overall rank	4	10% most deprived
W01001874 - Splott 6	Income	15	10% most deprived
W01001874 - Splott 6	Employment	42	10% most deprived
W01001874 - Splott 6	Health	24	10% most deprived
W01001874 - Splott 6	Education	45.00	10% most deprived
W01001874 - Splott 6	Access to Services	633.00	31%-50% most deprived
W01001874 - Splott 6	Community Safety	26	10% most deprived
W01001874 - Splott 6	Physical Environment	13	10% most deprived
W01001874 - Splott 6

How deprived is your area?

Enter a postcode:

GO

This area is known as: **Two Locks 4**

It is ranked number **1136** out of **1,909** local areas in Wales. It is in the **50% least deprived** areas in Wales.

This information comes from the Welsh Index of Multiple Deprivation (WIMD) 2014.



Explore WIMD 2014 data in [InfoBaseCymru](#)

[Tweet](#)



Your postcode is in the following areas:

Local area (2011 LSOA) W01001535 - Two Locks 4

Local Authority	Torfaen
Local Health Board	Aneurin Bevan
Electoral Division/Ward	Two Locks
Community/Parish	Henllys

More information

[What is a local area?](#)

[What is a statistical geography?](#)



Responses from the room

Your insights into Welsh towns





Understanding Welsh Places

Georgina Bowyer and Gina Wilson

Carnegie UK Trust



Would a tool like USP be useful in Wales?

Purpose

Is it a data tool, an advocacy tool or both?

Format

How will the data be organised?
Would information about inter-relationships or comparisons outside of Wales be helpful / necessary?

Audience

Who are the audience?
Does a network of towns practitioners exist?
Is UWP required by local authority practitioners / community organisations / businesses / civil servants / other?

'Home'

Where does UWP belong?
Who would host and maintain the site?
Who would publicise it?

Other considerations

- **Maintenance**
 - Renewing data sets as updated versions become available
 - Adding new indicators as new data becomes available
 - Keeping in step with new web technology / trends
 - Answering queries / correcting errors
- **The open data movement and potential for data interoperability**
 - Include RDFa that improves searchability and connectivity with other sites
 - Making source data available to view and/or download in a variety of formats
 - API feeds (input and output)
- **Town definition and data threshold**
- **Availability of data**
- **Creation of fully bilingual tool**



USP – The data sources

2011 Census: All typology indicators, plus several of the inter-relationship indicators including commuter flows, distance travelled to work and study

OSCR: Number of registered charities

NHS: Number of GP surgeries, dentists and hospitals

Education Scotland and Scottish Council of Independent Schools: Number of children in primary schools and secondary schools

Business Register and Employment

Survey: Number of jobs, change in number of jobs, diversity of jobs, public sector jobs, diversity of retail offer

Scottish Assessors Association:

Number of shops

Visit Scotland: Number of tourist beds

Several large grant funding organisations:

Amount of funding secured by organisations in Scottish towns



USP – The data criteria

479 towns

with a resident population of 1000 or more.

New data sets proposed for incorporation into USP must:

1. **Be national datasets** that contain information for all 479 towns in USP.
2. **Be reliable datasets** from a reputable source
3. **Be appropriate** for purpose

USP – The data ‘wishlist’

Businesses
(types of businesses,
new businesses, size
of business)

Business space
vacant/let)

Average rents/
rateable value

Footfall

Enterprise

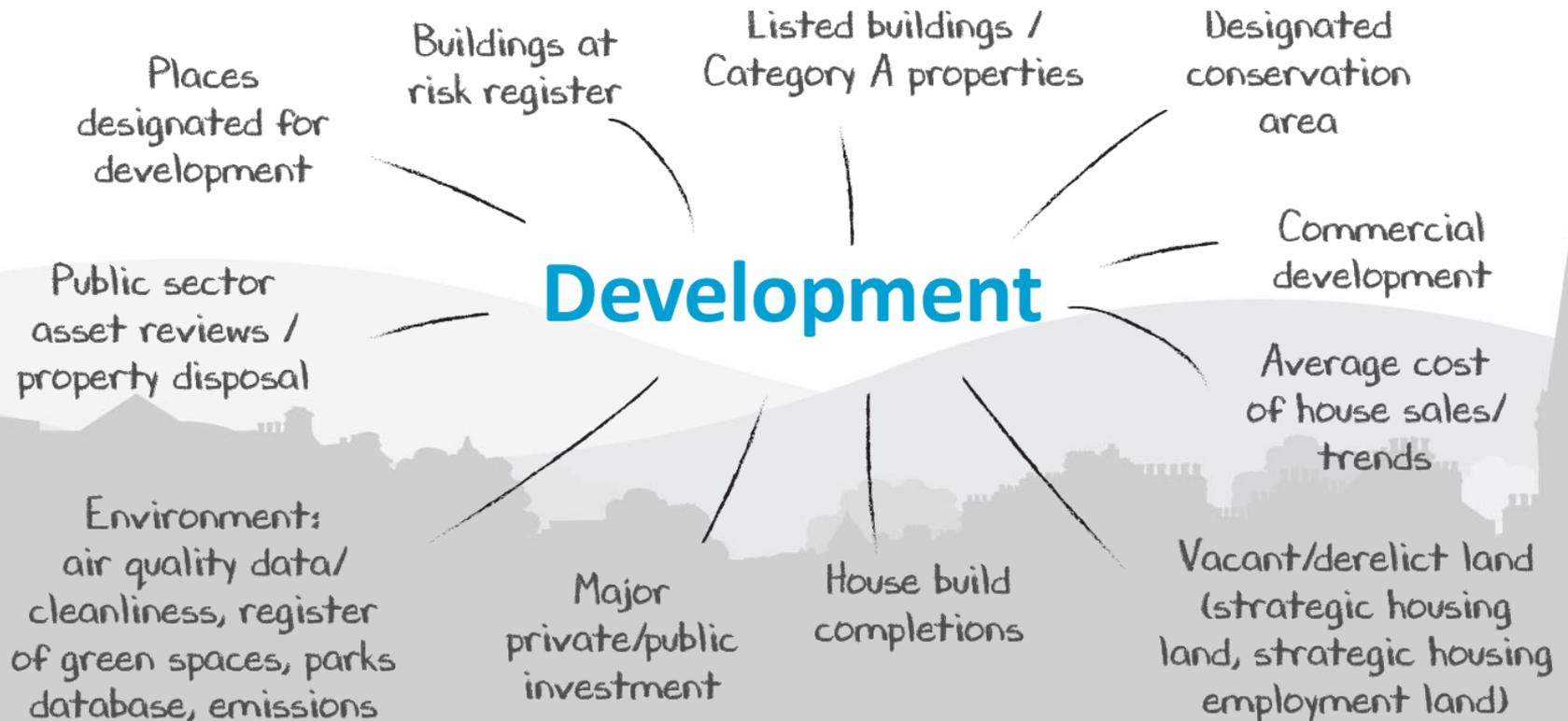
Key employers

Tourism: volume or hotel
rooms, occupancy rates,
visitor spend, number of
visitor attractions

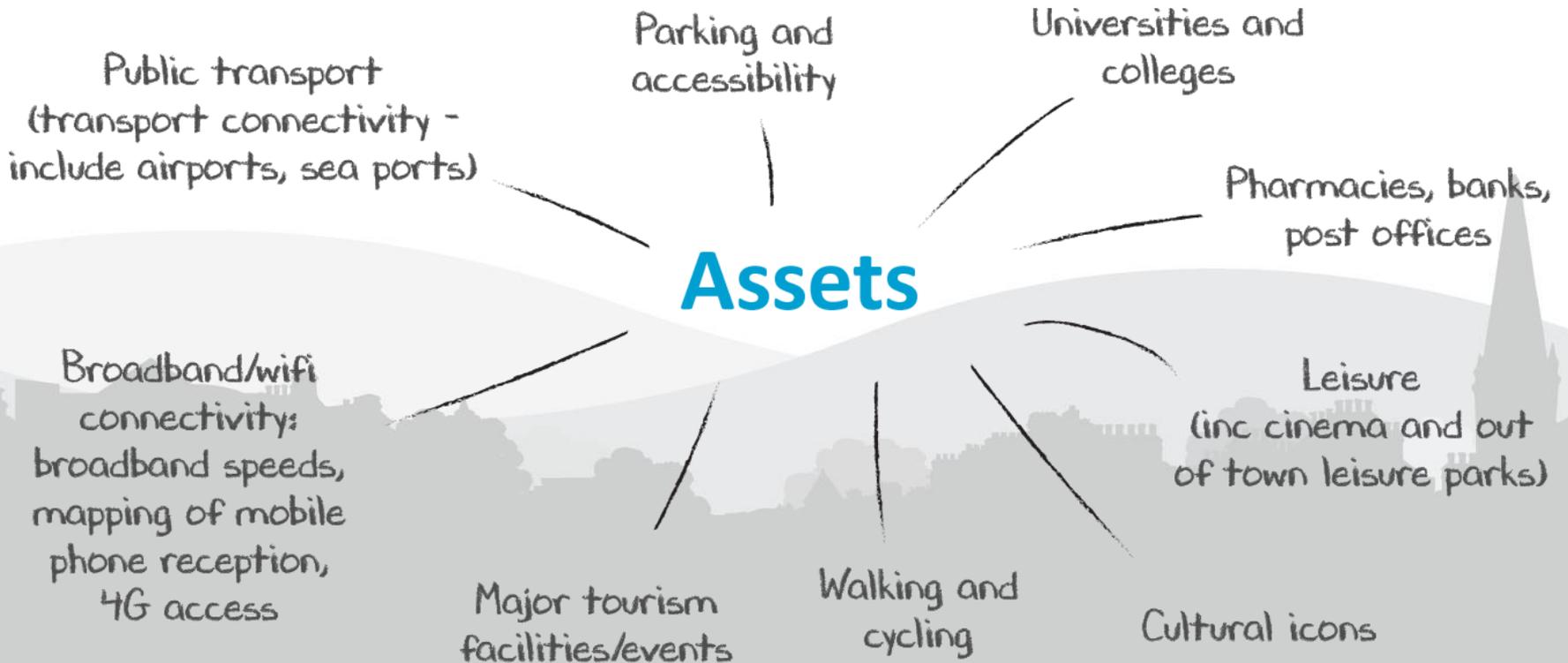
New business
formation and
entrepreneurial
startup
information

Business: NDRs, voids,
self-employment
details, home working,
business birth rate,
GVA, exporters, youth
employment rates,
gender of employees

USP – The data ‘wishlist’



USP – The data ‘wishlist’





USP – The development team



UNIVERSITY OF
STIRLING

University of Stirling – development of the typology



Centre for Local
Economic Strategies

Centre for Local Economic Strategies (CLES) –
development of the interrelationships work



Carnegie UK Trust – contributed some funds (core funding came from Scottish Government), project management including work to secure additional data sets, some organising, processing and proofing of data, communication between the data specialists and web developers

stormid

Storm ID – Edinburgh-based web developers



Scotland's Towns Partnership – hosts and managers of the USP site, lead on publicity and advocacy

Consortium of partners remains active to discuss development, maintenance and advocacy



USP – The budget

USP Version 1	
Data processing	£20,000
Website development	£35,000
Publicity events and communications	£3,000
Project management	<i>In kind</i>
Total	£58,000

USP updates (v2)	
Data processing	£14,550
Website development	£20,400
Project management, publicity and communications	£3,050
Total	£38,000

USP maintenance (per annum)	
Website hosting and support	£4,000
Project manager (e.g. responding to queries, making any corrections as necessary)	<i>In kind</i>
Publicity events and communications	<i>In kind</i>
Total	£4,000

Discussions

Purpose

- Would a Welsh version of USP be useful?
- What purpose would it serve?
- What are your impressions of the current towns agenda and networks in Wales?
- How might UWP fit in this context?

Audience

- Who are the audience for 'UWP'?
- What are the most effective channels for engaging that audience?
- What does that audience need/want from a tool like UWP?

Format

- How might UWP be organised?
- Should it be designed around some of the existing themes/objectives/goals outlined by Welsh Government?

Home

- Where should UWP be 'housed'?
- What organisation(s) are best placed to take this forward?
- How can we ensure that UWP is developed and publicised with the intended users in mind?

Summing up and next steps

Vivienne Sugar

Chair

If organisations would like to continue a conversation on any of the ideas discussed today please contact gina@carnegieuk.org by the end of September 2017.



Thanks

Sir John Elvidge

Chair, Carnegie UK Trust



A light grey silhouette of the United Kingdom is positioned in the background, behind the main title text.

Understanding Welsh Places

A dark grey silhouette of a city skyline, including various buildings and a prominent spire, is located at the bottom of the slide.

Tuesday 13 June | Design Commission for Wales, Cardiff