The Caerphilly We Want Future Scenarios Event
20th September 2016

'A Prosperous Caerphilly'

What do you think are the 3 top issues for Caerphilly county borough?

Group 1

Transport	• Integrated transport • Transport – cost analysis re: communities in which they provide services
Health	• Perceived barriers to employment
Education/training	• Improved education outcomes to meet employment opportunities and KS4 attendance exclusions pathways • New modes of learning (time & place) • Quality training provision that focuses on individuals and labour market trends • Apprenticeships – over dependency on exam results at 16 • Understanding 'new' vocational skills • Education & training aligned to future business needs
Town centres	• High street re-image – what it is and what it can be
Worklessness	• Workless households - intergenerational
Social issues	• Addressing cultural issues re: employment • Lack of knowledge around entitlement (benefits) • People's budgeting skills – not prioritising • Demand on support services
Businesses	• Engagement with global economies • Attracting industry/commerce that will remain in the borough – no 'grant hopping' • Attracting industry/commerce that demands skills that pay reasonable salary
Jobs	• Protected jobs for under 25s – to start a pathway on which to build • employment opportunities for most disengaged children and young people • Inclusive digital agenda for 50+ and aiming to return to work

Group 2

Transport	• Better access to community activities i.e. transport • Promotion and investment in good quality active travel routes • Availability of transport varies throughout borough • A great, connected place for recreation (e.g. walking, cycling)

Education/training	• Maximising apprenticeships from public sector contracts • Young people with right skills • Greater training opportunities for young people • Sustainability of education – HE grants? Apprenticeships? • Education infrastructure – investment in buildings • Continuation of apprentice schemes
Town centres	• Creation of community spaces within town centres, restaurants etc. • Improve/stimulate small businesses within town centres • Bringing life into town centres – development of housing • Town centre re-development
Worklessness	• Reduce unemployment especially among young people
Social issues	• Children and young people engaged in their local places
Businesses	• More free training opportunities for businesses • Ensuring education and training support industry and commerce • New construction work i.e. railways • A strong circular economy in Caerphilly
Jobs	• Employment with suitable pay

Group 3

Transport	• Accelerate the Metro plans and associated employment centres in close proximity to transport hubs e.g. Caerphilly Business Park, Ystrad Mynach (Tredomen Park) • Transport links • Better affordable public transport links across Islwyn side to Rhymney side of borough
Education/training	• Improve educational attainment across all social classes and increase skills too • More incentives for training and employment in practical skills we are losing as a society • Educational attainment including vocational, apprenticeships. FE & HE access • Identify and teach skills for the future • Academic vs vocational routes in education • Improve links between schools/colleges and local businesses
Town centres	• More support for deprived town centres e.g. rate relief for pop-up shops • Incentives for small business in town/village centres to increase sustainability and reduce the need for travel
Social issues	• Affordable housing (close to jobs) • Our kids grow up and then go abroad to work where the good jobs are • Keeping the talent and skills local • Redistribution of income – look at idea of basic incomes

	• Transfer income from well-off pensioners to young people
Businesses	• Lack of incentives/investment in job creation • Impact of Brexit and the unknown • Encourage coops/social enterprises • Support for social enterprise – local services by local people • Social/community cooperatives for local food production • Increase work prospects but within borough – start-ups and small businesses
Jobs	• Sustainable career opportunities for future generations • Employment income decline from jobs contracting in hours and posts • A range of employment opportunities locally including Welsh medium employment • Jobs – creative/media, IT and new technologies, tourism
Technological	• Internet shopping is great for purchaser but not for local businesses • Good internet speeds to attract IT businesses and creative industry development which is fast growing in SE Wales • Broadband speed improvements at key sites to encourage expansion and inward investment for job opportunities

The current picture and what experts, the data and public are telling us. Do you agree? If not what's missing?

Group 1

Generally in agreement with information presented. Specific issues raised:

- Zero hour contracts are a major issue
- The UK Competitiveness Index 2016[1] tells us that Caerphilly county borough is one of the 10 least competitive local authorities in the UK, ranked 374 out of 379 local authorities. Only Ceredigion, Merthyr Tydfil, Blackpool, Boston in the East Midlands and Blaenau Gwent are ranked lower. Caerphilly had the same ranking in 2013
- Need to be thinking about resilience - how can we measure? New national tool will soon available which focuses on the first 1,000 days of a child's life – Family Resilience Assessment Tool. Will predominantly be used by health visitors but will feed into everything else.
- How does resilience impact on people's lives – there is a lot of research available
- Some children may never gain the qualifications that are generally perceived as 'needed', but they will need appropriate skills

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[1] The UK Competitiveness Index has been designed as an integrated measure of competitiveness focusing on both the development and sustainability of businesses and the economic welfare of individuals. In this respect, they consider the most appropriate definition of competitiveness to be the capability of an economy to attract and maintain firms with stable or rising market shares in an activity, while maintaining stable or increasing standards of living for those who participate in it. This makes clear that competitiveness is not a zero-sum game and does not rely on the shifting of a finite amount of resources from one place to another.

- For some children achieving 5 D's is an excellent achievement if no-one in the family has any qualifications
- All skill sectors including manufacturing, construction etc. are now requiring IT skills
- Moving forward the level of skills employers require are getting higher and higher
- There are low expectations from individuals and families where no-one has ever worked
- The quality of employment opportunities for people with low skills is often poor
- There are issues with affordability when people move into jobs – they often have poor money management skills and often prioritise the wrong bills i.e. catalogue payments instead of paying their rent. This can put their tenancies at risk
- Individuals moving into jobs are often reluctant to claim benefits they may be entitled to, and zero hours contracts can exacerbate this as there is not a regular amount of money coming into the home

Group 2

- We need to compare ourselves with other areas not just Gwent
- Need to included figures on the *number* of claimants i.e. Job Seekers Allowance, Incapacity Benefit, Employment and Support Allowance
- Wales has suffered the recession for deeper and longer
- Education is key to everything – what has been the impact of things like Communities First?
- There is a culture in some areas within the county borough that sickness is the norm
- The successor to the Work Programme for long term unemployed will be called the Work and Health Programme. It will result in DWP working more closely with other providers in the area and hopefully lead to a more joined up approach
- The data presented is very inward looking – we also need to consider things like Tourism etc.
- We need to retain our highly qualified and skilled residents within the county borough
- High house prices in Cardiff are an issue – it is cheaper for people to live here and commute

Group 3

- Mentioned the work the Bevan Foundation has been doing around in work poverty
- Do we know why people are claiming Incapacity Benefit/Employment and Support Allowance – more historical reasons e.g. respiratory diseases should be improving so it is more lifestyle causes?
- Some data available around prescribing e.g. mental health issues – does this need to be added?
- What do we know about the black economy in terms of jobs?
- Mental health is a particular issue but it is not something often taken into account for IB/ESA purposes
- Lots of people in the work group of ESA are not work ready, so employers are not interested in them. They are often the furthest from the labour market and often

have to compete with people recently made redundant etc. so there is no hope for them

- Agile/home working – many more jobs in the digital world will require this so the cost of internet access etc. can be an issue
- The amount of commuting could be reduced if internet access speed and cost were favourable
- Empty shops in town centres – could look at using these for social enterprises
- Need landlords on board to offer premises for things like pop-up shops
- Need to improve entrepreneurial outlook to get more people involved
- Could also use empty shops for things like art/community workshops
- Town centres need to diversify as most things can be bought on-line
- There needs to be more of a social focus for town centres e.g. cafes/restaurants

Do you think the 3 top issues you have identified will still be the same 3 issues in 2040? If not what do you think will be the issues then?

Group 1

- There will be a more technologically underpinned society – employers will be more reliant on employees with the correct skills. There will need to be a rapid and drastic change in the way things are done
- We need to stop comparing ourselves so much to other areas – we need to focus on the things we can change instead of trying to focus on everything
- For construction companies in particular, if they are rail certified there will be lots of opportunities from the Metro
- In relation to transport, it needs to be flexible for the people that use it rather than everyone having to be flexible to use it
- This will allow employers to attract a more local workforce and retain them

Group 2

- We will be more likely to work at home, so everyone needs to be digitally able
- The level of commuting may reduce as people become more agile and flexible
- Educational attainment will improve
- We need to move to a skills culture rather than a benefits culture
- We need to improve the aspirations of young people – no one in my family has ever worked so why would I get a job?
- We need tailored approaches to getting people to work and education opportunities
- Our relationship with Europe will change, so planning mechanisms will need to take account of this. This can be an opportunity as well as a threat, so it needs to be embraced strategically

Group 3

- Will this area still be called Caerphilly county borough?
- We will need to guess how technology will impact – things move quickly
- The need for housing will increase as there will be increased migration
- There will be more issue with commuting to Cardiff etc.

- There is more and more emphasis from the Government on getting everyone into work – benefits are getting less and less
- The rich will get richer, the poor will get poorer