

## **LLANGOLLEN A COMMUNITY PROFILE.**

Llangollen is a lively market town situated in the Dee Valley between the Berwyn and Ruabon mountains, overlooked by Castell Dinas Bran. The town has been a magnet for travellers and visitors since the early 19th century.

Llangollen is famous for its annual International Musical Eisteddfod, held every July at the Llangollen Pavilion, with competitors coming from more than 50 different countries. The railway arrived in Llangollen in 1862 and the restored railway is now run by Llangollen Railway PLC. The rail line currently extends to Carrog but will soon run as far as Corwen. The ruins of 13th century Castell Dinas Bran are on the hillside above Llangollen; the 18th C. home of the Ladies of Llangollen, Plas Newydd, is in the town.

The population of the town of Llangollen is 4079 and the town also serves the surrounding areas of Froncysyllte and Garth, Acrefair and Llantysilio, a further population of 4,260.

### **Llangollen key statistics.**

**All Residents: 4,079**

**Number of households: 1,846**

**Average household size: 2.10**

**Residents in households: 3,949**

**Residents in communal living: 130**

**Area (hectares): 6,016**

**Population density (people per hectare): 0.70**

### Demographics.

Compared to the county as a whole, the town of Llangollen has

- more people aged over 65,
- a higher percentage of over 85's,
- fewer young people under 15,
- fewer households claiming housing or Council Tax benefit
- a similar proportion of households which are overcrowded

Compared to the county as a whole,

- more people in the town of Llangollen have been born in Wales, but
- less people can speak Welsh.

There is a higher proportion of people aged over 65 and 85 in Llangollen. This is an age group that is projected to increase as a proportion of the population, creating both more demand for local services and opportunities for local businesses and the local economy.

In terms of household income figures, Llangollen 1 (613), 2 (695) and 3 (613) all appear in the top 20 areas with the lowest median incomes in rural Denbighshire. Of the 695 households in Llangollen 2 the lowest quartile has an annual income of just over £13, 000 per household. 17% of children are living in poverty in Llangollen. 3% of households lack central heating. There are approximately 300 households living in 'Fuel Poverty' (Welsh Government 2009).

A higher percentage of people are employed in the accommodation and food service industry (10.4%) than the average for Denbighshire (6.9) and Wales (6.2%). Employment within the Agriculture, forestry and fishing industry is also higher at 2.5% than Wales 1.7%. The average number of self-employed people at 14.9% is quite a bit higher than the Wales average of 8.6%. The Job Seekers Allowance claimant rate is very low (0.3%). The largest business sector is agriculture. The largest employers are health and social work, retail and education.

According to the Index of Multiple deprivation Llangollen 2, which has 695 households that includes Pengwern estate, is placed within the 30-50% of most deprived wards in Wales. Education, access to services and physical environment also all score within the 30-50% most deprived ward bracket and for housing the ward is within 20-30% of the most deprived communities in Wales.

However, the number of people in Llangollen living in the least deprived 20% of areas in Wales is 33%, which is far higher than the Wales average of 19.8%. Children in 'out of work households is 9.2% compared with the Wales average of 18.5%.

Lone parents in full time employment are higher than average, although that still leaves over 30% not in employment. Higher professional skill attainment is also higher than average, but income for certain groups can be much lower than in other areas, with a quarter of the population in low skilled work. There is an ageing population with the age structure demonstrating higher numbers of 45+ and substantially less 0 - 15 year olds.

The majority of households have either one or two people (1,337) living within the house. Only 426 households have three or four people and 5 - 7 within a house are relatively few (81).

14.4% of people are fluent in Welsh, comparable with the Wales average (14.6%), but lower than for Denbighshire as a whole (18.6%).

The age structure of Llangollen in 2011 demonstrated a higher incidence of 45 - 64-year olds (31%), than the Denbighshire and Wales average of 25-26%. The 65 - 84 year old average was 21%, whereas in Wales the figure was 15%. The average age of people in Llangollen was 46 years old, whilst the Wales average was 40.

0 - 15yr olds was 6% lower than the Denbighshire and Wales average of 20% and similarly for 20 - 25 year olds. 16-24 year olds were about the same at around 10%.

Around 170 people work from home, but a majority (1, 117) travel to work by car or by foot (346). The average distance travelled for people living in Llangollen (20.4k) was around 3km miles further than the Denbighshire/Wales average of 16.5 miles.

Around 20% of people in Llangollen don't own a car and around 45% of household own 1 car. 25% are 2 car households.

Social grading from low skill to skilled manual to supervisory or higher professional ranking equal out at approximately 25% each.

There is approximately a third each of lone parents not in employment, in part-time or in full employment. The rate of those in full-time employment (33%) is higher than that of Denbighshire (30%) and Wales (25%) averages.

Self-declared health figures were comparable for Llangollen alongside figures for Denbighshire and Wales, which show that almost half of the population (46%) consider themselves in very good health and around 20% fair or bad health. This equates to approximately 360 people considered in bad or very bad health. 23% of people have a limiting long-term illness in Llangollen, roughly 850 people

### Employment.

Compared to the county as a whole,

- fewer people who live in Llangollen work in the public sector
- fewer people work in retail
- a higher percentage of people work in manufacturing
- a higher percentage of people work in hotels and restaurants
- fewer people commute more than 20km to work, and
- a lower percentage of people of working age claim Job Seekers' Allowance.
- Annual household incomes in the Llangollen are higher than the average for Denbighshire

Llangollen is already an important rural hub with business and tourism opportunities interlinking. A number of entrepreneurs have developed unique

businesses showcasing heritage, culture and food local to the area and Wales. Tourism is a vital part of the lifeblood of the town. Since the inception of the International Eisteddfod after the Second World War, the reputation of the town has spread throughout the World. The landscape setting of the town, with its history and culture, provides a unique experience for visitors to North Wales.

Llangollen is a prime location for exploring the surrounding area and is home to excellent tourism assets including. Encouraging tourism activities and extending the holiday season may further enhance Llangollen's potential as a gateway to rural Denbighshire. There are many opportunities to be explored to strengthen the tourism offer, which in turn will have an impact on business and employment.

Tourism is at the heart of local economy both in Llangollen & across North Wales. Tourist Information Centres (TIC's) are one of the stalwarts of the Welsh tourist industry and are traditionally the first point of contact for thousands of tourists and visitors every year who rely on them for up to date information and advice on what to see and do on their trips. Here at Llangollen TIC we are very lucky to benefit from having a prominent high street presence and high-volume flow of visitor traffic.

#### Employment Land.

The site known as Cilmedw is the town's principal site zoned for B1 and B2 development. Approximately one third of the available land was developed several years ago when the print works re-located as part of the new Aldi / Home Bargains retail development. The remaining Cilmedw development land is now split in two parcels, owned by different private individuals. Part of this area is now being promoted for new housing development in the 'call for sites' consultation currently underway as part of the formulation of the next Local Development Plan. There is limited employment land, and the printworks development confirms the importance of retaining suitable development land for employment use.

#### Office Space.

The limited office space available to rent is virtually fully let. The Malthouse has been a great success and is an exemplar of how a characterful old industrial building can be converted into modern employment uses. Other office space is available to let at the GHP Old Bank building, and at the new Mail Solutions building. Without new investment in more office space there can be no growth in employment opportunities in this sector.

#### Jobs.

A higher percentage of people are employed in the Accommodation and food service industry (10.4%) than the average for Denbighshire (6.9) and Wales (6.2%). Employment within the Agriculture, forestry and fishing industry is also higher at 2.5% than Wales 1.7%. The average number of self-employed people at 14.9% is quite a bit higher than the Wales average of 8.6%. The job seekers allowance claimant rate is very low (0.3%). The largest business sector is agriculture. The largest employers are health and social work, retail and education.

There is approximately a third each of lone parents not in employment, in part-time or in full employment. The rate of those in full-time employment (33%) is higher than that of Denbighshire (30%) and Wales (25%) averages.

### Community.

The Welsh Government uses a formula to measure deprivation. Wales is split into 1896 areas which are smaller than County Council wards. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896. The scores in different years are not directly comparable because the way in which the index is calculated changes over time, but nevertheless give an indication of the Welsh Government's view about the deprivation in the town at various points in time.

According to the Index of Multiple deprivation Llangollen 2, which has 695 households that includes Pengwern estate, is placed within the 30-50% of most deprived wards in Wales. Education, access to services and physical environment also all score within the 30-50% most deprived ward bracket and for housing the ward is within 20-30% of the most deprived communities in Wales.

Llangollen 1 is also ranked among the 30% - 50% most deprived, scoring low on health, access to services, community safety and housing (10-20% most deprived). However, the number of people in Llangollen living in the least deprived 20% of areas in Wales is 33%, which is far higher than the Wales average of 19.8%. Children in 'out of work households is 9.2% compared with the Wales average of 18.5%.

Lone parents in full time employment are higher than average, although that still leaves over 30% not in employment. Higher professional skill attainment is also higher than average, but income for certain groups can be much lower than in other areas, with a quarter of the population in low skilled work. There is an ageing population with the age structure demonstrating higher numbers of 45+ and substantially less 0 - 15-year olds.

In the 2011 edition of the Index, all wards have a better ranking than in 2005.

In terms of household income figures, Llangollen 1 (613), 2 (695) and 3 (613) all appear in the top 20 areas with the lowest median incomes in rural Denbighshire. Of the 695 households in Llangollen 2 the lowest quartile has an annual income of just over £13, 000 per household. 17% of children are living in poverty in Llangollen. 3% of households lack central heating. There are approximately 300 households living in 'Fuel Poverty' (Welsh Government 2009)

### Llangollen's schools.

The National School Categorisation System aims to provide a clear structure to review how well a school is performing. It takes into consideration how effectively the school is led and managed, the quality of learning and teaching, and the level of support and challenge it

needs to do better. The system helps identify the schools that need the most help, support and guidance to improve. It also identifies those that are doing well but could be doing better and those that are highly effective and could help and support others to do better.

Each primary and secondary school is placed into one of four colour-coded support categories which trigger a tailored support package. The system is not about labelling schools or creating league tables. It is about helping schools identify what factors contribute to their progress and achievement, and what areas to focus on in order to develop.

A wide range of information is used to categorise schools. This includes information on how a school is led and managed, the quality of learning and teaching, and the level of support and challenge needed to improve. Other information, such as teacher assessments, attendance and examination results, is also included and this sets the background for discussions between schools and their challenge advisers.

Ysgol Dinas Brân is a mixed language bilingual secondary school for 11-19-year olds. The school role comprised 1016 pupils in 2018 and has a 17.6 pupil teacher ratio with a £5324 budget per pupil. The school falls within the Yellow Support Category meaning that it is an effective school which is already doing well and knows the areas in need of improvement and by identifying the right support and tacking action has the potential to develop.

Ysgol Bryn Collen is a mixed language nursery, infants and junior school The school role comprised 169 number of pupils in 2018 and has a 21.6 pupil teacher ratio with a £3811 budget per pupil. The school falls within the Yellow Support Category meaning that it is an effective school which is already doing well and knows the areas in need of improvement and by identifying the right support and tacking action has the potential to develop.

Ysgol Gymraeg Y Gwernant is a mixed gender Welsh medium nursery, infants and junior school. The school role comprised 149 Number of Pupils in 2018 and has a 17.3 Pupil Teacher Ratio with a £4334 budget per pupil. The school falls within the Green Support Category which means that it is a highly effective well-run school which is clear about priorities for improvement has a track record of raising standard and has the capacity to support other schools.

#### Health and well-being.

Self-declared health figures were comparable for Llangollen alongside figures for Denbighshire and wales, which show that almost half of the population (46%) consider themselves in very good health and around 20% fair or bad health. This equates to approximately 360 people considered in bad or very bad health. 23% of people have a limiting long-term illness in Llangollen (roughly 850 people).

There has been significant investment in health and social care facilities. In 2014 the £5m primary health centre in Llangollen was opened and it became a base for services bringing care closer to the community. Patients will have access to more services locally which include:

- Diabetic retinopathy
- Podiatry
- Physiotherapy
- Midwifery
- Community mental health team
- Health visiting services
- Dressings clinics
- Cardiology clinic
- Surgical clinic
- Diabetes education sessions
- Stop Smoking Wales
- Colorectal clinic
- Community paediatrician clinic
- Parkinson's specialist nurse clinic
- Cais sessions (drugs and alcohol)

In addition, the centre provides more treatment sessions and is supported by an enhanced care at home service which provides care for people who might otherwise need to go into hospital.

#### Registered social care services.

The Care inspectorate wales identifies the following registered social care services operate within the town.

Facility	Provision
Abbey Dingle Care Home	Care home for adults with personal care.
The Old Vicarage	Care home for adults with personal care. Care home provision for mental health.
Llangollen Fechan	Care home for adults with nursing Care home for adults with personal care Care home provision for mental health.
Llangollen Playgroup	Full day care
Llangollen Day Nursery	Full day care
Llangollen Afterschool Club	Out of school care
Cylch Meithrin Llangollen	Full day care
Hopscotch Playgroup Plus	Full day care
Rachel Kempster	Child minder
Agnieszka Jones	Child minder

### Crime.

The crime rate in Llangollen is higher than the average rate for the County, particularly for incidences of theft and handling arising from a false sense of security from local residents, owing to the rural locations and the size of the area. The farming community and rural areas are subject to night-time burglaries and daytime rogue traders. As a result, they at times suffer high value losses of farming equipment, quad bikes and other items stored in outbuildings and sheds.

The Team also spend considerable amount of time working and liaising with Denbighshire County Council housing and Grwp Cynefin to tackle anti-social behaviour crimes within our communities. In addition, the night-time economy and breaches of licencing can cause a large amount of disorder amongst our communities. Pub watch is a major part within licencing. The Llangollen district has set up a new scheme and is gathering momentum. All of the Llangollen premises have signed up to the scheme which is positive. The Neighbourhood Policing Team are re looking to incorporate a WhatsApp licencing group.