

LLŶN and EIFIONYDD Employment Plan



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1. Foreword

Gwynedd is a large and dispersed geographical county, with the characteristics of its economy varying between and within its areas. Whilst it is not hugely isolated from the primary markets – and decent transport and information technology connectivity is in place – it must be recognised that neither Gwynedd as a whole, or Llŷn & Eifionydd, are adjacent to large populous regions. Despite this, the area enjoys numerous advantages, from its wondrous natural and cultural characteristics to the enterprising spirit of its residents.

The purpose of this Plan is to identify the employment situation in Llŷn & Eifionydd, including looking at the working age population, the demand for employment, the employment sectors within the area and the size of their employment, the nature of the area's workplaces, and the area's prosperity situation, and also establish an aim and objectives to respond to the circumstances, identifying a possible work programme.

The Plan is based on data evidence and, following the innovative approach that was adopted with the Meirionnydd Employment Plan, it aims to create a depiction of the Llŷn & Eifionydd economy at a point in time, that depiction, where possible, will have been developed from statistics relevant to the local areas - the Pen Llŷn Area, the South Llŷn Area, the Pwllheli Area, the Nefyn and North Llŷn Area, the Criccieth Area and the Porthmadog Area.

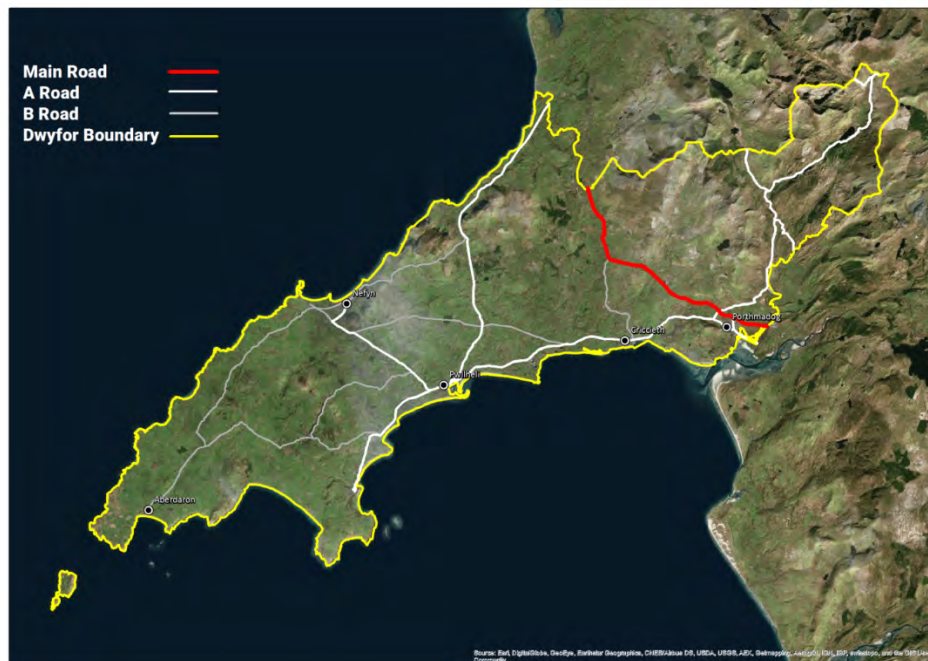
Taking a more local approach rather than depending on statistics on a geographical county or sub-regional basis has highlighted a slightly different image of Llŷn & Eifionydd, and what factors need to be addressed if the area and its citizens are to prosper in the future.

The statistical picture, therefore, has identified some strengths e.g. the high percentage in the county of those who are economically active. However, it has also identified several challenges. Briefly:

- The challenge of future sustainability in terms of maintaining the working age population.
- The current challenge of the area's inability to provide employment at a sufficient scale for its working age population, especially in some local areas.
- The challenge of a lack of vacancies to meet the current demand – and the large numbers travelling out of the area to work.
- The challenge of responding to the changes to the Benefits system which are being introduced, and providing the additional jobs required if the UK Government's expectations that people move from Benefits to work.
- The challenge of a lack of presence of high value sectors which offer good jobs with higher wages.
- The challenge of high employment within sectors offering lower wages.
- The challenge of dependency upon enterprises with micro workforces – and the lack of critical mass of them within high value sectors.
- The challenge of low incomes and widespread poverty in an area which has suffered a significant drop in incomes over the period of the Recession and the UK Government's Austerity policies.

Here is a series of challenges, which together have a negative effect upon the area's economy and employment – without steps to respond, there is a risk that they will work against our ability to maintain the population level and ensure a prosperous economic future. .

2. The Geography of the Plan



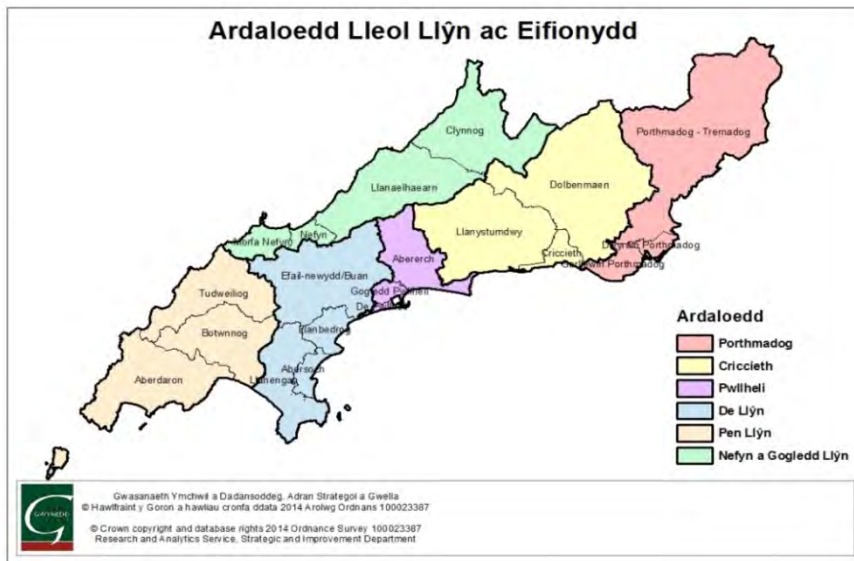
Llŷn & Eifionydd (Dwyfor) at the westernmost extreme of Gwynedd. The area is 621Km² which equates to 24% of Gwynedd's total territory. It can take up to one and a half hours to drive from one end of the area to the other (Uwchmynydd to Nant Gwynant).

Geographically the area has a long coastline (153Km) which is 44% of Gwynedd's total coastline and it extends from the Llŷn peninsula to the uplands of Snowdonia. One of the area's main characteristics is the extraordinary quality of its natural landscape; as recognised by the designation of the Snowdonia National Park, Llŷn Area of Outstanding Natural Beauty, Pen Llŷn and Sarnau Special Area of Conservation.

Pen Llŷn & Eifionydd is home to 27,500 residents (23% of the Gwynedd total) with 56% of them of working age (16 to 64). Almost 71% of the population can speak Welsh. Most of the population lives in the chain of towns and villages which are located along the coastline. Pwllheli and Porthmadog are the area's most populous centres.

Socially and economically there is a strong inter-relationship and interdependency between Llŷn & Eifionydd and the areas it borders. For example, Porthmadog is a commercial and employment centre for an area beyond the boundaries of Llŷn & Eifionydd. Large numbers also commute to and from Llŷn & Eifionydd to work and access services.

For the purposes of the Employment Plan Llŷn & Eifionydd has been divided into six areas:



Area	Area (% of total)	Population (% of total)	Population 16 - 64 (% of total)	Wards
Nefyn & North Llŷn	10,884ha (18%)	5,282 (19%)	57% (20%)	Nefyn, Morfa Nefyn, Llanaelhaearn, Clynog
Pen Llŷn	11,751ha (19%)	2,931 (11%)	57% (11%)	Aberdaron, Botwnnog, Tudweiliog
South Llŷn	9,862ha (16%)	4,291 (16%)	54% (15%)	Llanengan, Abersoch, Llanbedrog, Efailnewydd / Buan
Pwllheli	3,034ha (5%)	5,313 (19%)	58% (20%)	Pwllheli (South), Pwllheli (North), Abererch
Criccieth	15,289ha (25%)	5,000 (18%)	55% (18%)	Criccieth, Llanystumdwy, Dolbenmaen
Porthmadog	11,243ha (18%)	4,767 (17%)	55% (17%)	Porthmadog (West), Porthmadog (East), Porthmadog-Tremadog

3. The Potential Workforce



In order to gain an insight into the size of the workforce and the potential to add to it, the following figures were looked at:

- The structure of the population as context;
- The working age population and economic activity;
- The potential to add to the workforce;
- The Job Seeker's Allowance (JSA);
- The type of jobs that job seekers wanted.

The **main messages** are (see Annex 1 for background information):

The Working Age Population

- Llŷn & Eifionydd had the lowest working age population of the county's three Areas, with a reduction of 237 since 2012
- The number and percentage of those aged 65 and over was significantly higher than the young group (aged 0-15), which represents a challenge for the area's future sustainability

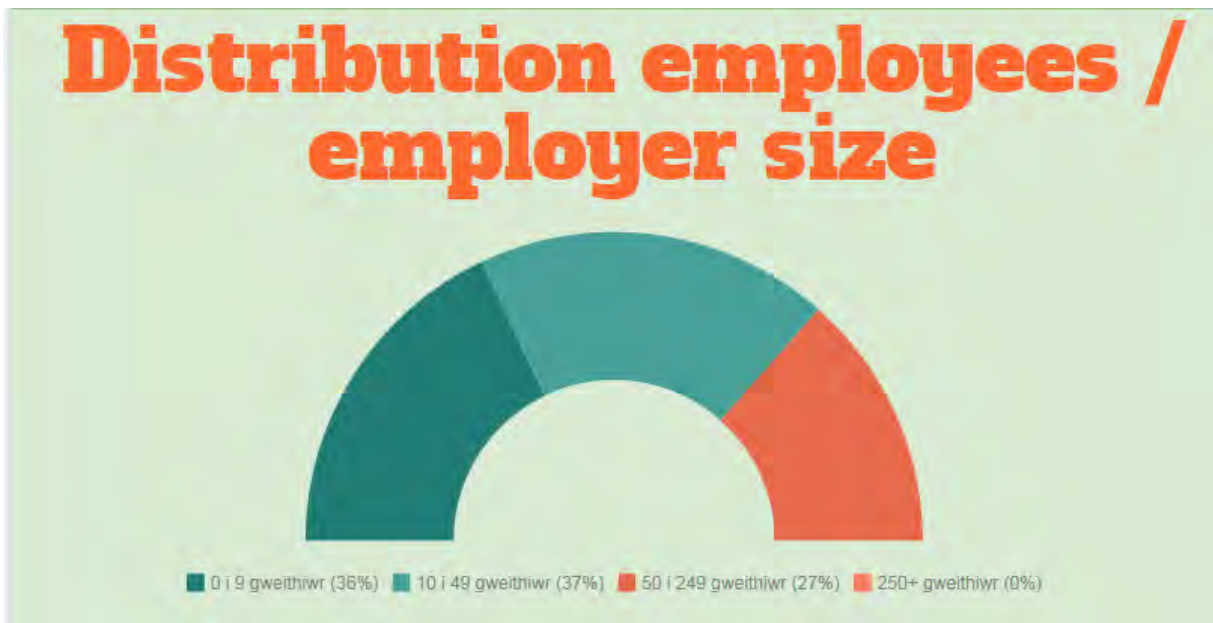
The Demand for Work and the Jobs Available

- Despite this, 28.9% of Job Seekers in the area were under 25 years old;
- Solely from the local JSA figures (all ages) we can foresee an approximate addition of 300-500 to the workforce in Llŷn & Eifionydd were the jobs to be had;
- Of Gwynedd's three areas, Llŷn & Eifionydd had the lowest number of vacant posts - 155 jobs;
- There were not enough jobs to meet the demand by the Job Seekers;
- Those on Benefits will be targeted under the Welfare reform changes to get them into employment – there were 1,395 Out of Works Benefits recipients, and finding work in the area for even a proportion of these will be quite a challenge.

In order to respond to the chief challenge to increase the workforce attention will need to be given with partners to the development of appropriate interventions.

Challenge	Intervention
Sustain the working-age population	Create the conditions for families and young people to stay, or return to Llŷn & Eifionydd to live and work
Lack of jobs to meet current and future demand	Establish the conditions to create more new jobs within the area
	Connect people of working age with jobs and new opportunities within the area, and with nearby work locations outside the area
Changes to the Welfare system	Develop skills of area residents in order to ensure access to jobs and overcome barriers to employment

4. Jobs and Employment Structure



In order to get a picture of the employment structure and jobs situation in Llŷn & Eifionydd and the more local areas, the following was looked at:

- Number and types of available jobs;
- The nature of the workforce's jobs;
- How many people were employed in the area and locally;
- Work sectors and employment per sector;
- Size of enterprises per sector and their employment;
- Business premises of the area's towns, and how many in use.

The **main messages** are (see Annex 1 for background information):

Vacant Jobs

- There were not enough jobs to meet the demand by the Job Seekers;
- In addition, a significant employment deficit was highlighted in most local areas, apart from the Porthmadog Area – and the largest deficit in the Nefyn & North Llŷn Area, an area with a high working-age population;
- Approximately 2,739 travelled beyond Llŷn and Eifionydd for work, and others travelled into the area to their jobs;
- Those on Benefits will be targeted under the Welfare reform changes to get them into employment – there are 1,395 Out of Work Benefits recipients, and finding work in the area for even a proportion of these will be quite a challenge;
- The available jobs did not correspond to the need or aspirations of a vast proportion of the job seekers;
- Also, employers' needs were not being met – with, for example, no-one seeking work in the Technology field, although 9 jobs were available;
- The percentage of full time jobs in the area was lower;
- The economy continued to be seasonal.

Sectors and Employment

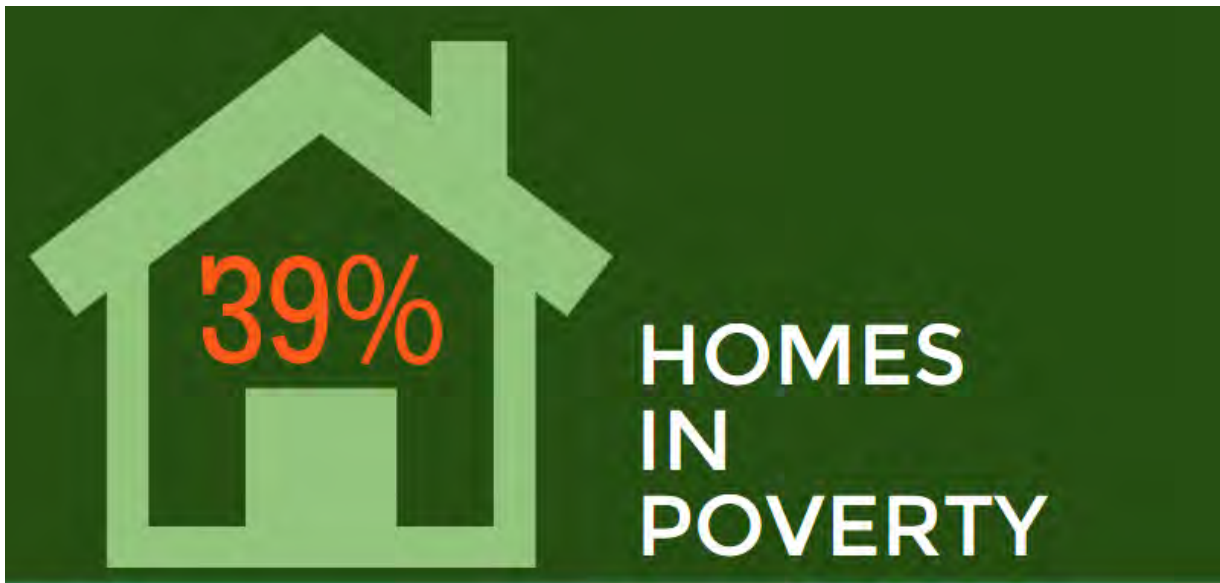
- The highest employment by far was in the Food & Hospitality (2,100), and Agriculture, Forestry & Fishing sectors, with significant employment also in the Retail (1,400) and Health (1,100) sectors;
- Construction and Wholesale were also sectors that had a higher presence in the local economy;
- None of these sectors are considered high-paying sectors;
- Sections of the Arts, Entertainment, Leisure and Other Services sector are considered as offering high-value employment, and whilst the sector was responsible for 5.1% of the area’s enterprises – quite a bit lower than Arfon or Wales – as regards jobs it employed 700, which was 8.1% of the area’s employment, and that twice the percentage for Wales or Arfon, but that Arfon had 1,100 workers in the sector. This is a presence that can be built upon when aiming for quality jobs;
- The presence of the Information and Communication high-value sector in the area was low, considerably lower than Arfon, Wales or the UK, with 100 being employed in Llŷn & Eifionydd;
- The area was strong in the sectors that are considered low value - and a lack of employment in sectors considered high- value with good wages;
- The private sector was stronger in the area (78.5%), and the public sector was weaker in the area (21.5%), than in the other areas of Gwynedd, or in Wales;
- 88.1% of the area’s workplaces were Micro (0-9 workers), the highest percentage of Gwynedd's three Areas, but the highest employment (3,900 workers) was in Small workplaces (10-49 workers) - Large enterprises (over 250 workers) were very rare;
- A significantly lower percentage of business premises were in use in the town of Nefyn

In order to respond to the chief challenges of the economy’s structural weakness and the market’s failure in terms of sufficient and appropriate employment attention will need to be given with partners to the development of appropriate interventions.

Challenge	Intervention
Dearth of presence of high-value sectors and well-paid jobs	Establish the conditions for embedding and growing high-value sectors within the area, especially those able to offer a variety of new jobs and good wages
	Support local businesses already in high-value sectors to collaborate and grow
The area’s dependence on Micro and Small enterprises	Support local businesses to become more enterprising, to increase their income and enable them to become more competitive in the market
	Support the area’s businesses to reach new markets
	Connect the area’s businesses with new opportunities from large capital investments
Lack of jobs and a substantial employment deficit,	Connect the area’s working-age population with jobs and new sectors within Llŷn and Eifionydd, and in nearby employment centres and sites

especially in the Llŷn Local Areas, and most especially in the Areas of Nefyn & North Llŷn and Pen Llŷn	Take advantage of the problem of a lower percentage of business premises in use in the town of Nefyn, utilising assets there and in some of the villages of Pen Llŷn, to create opportunities for work and enterprise
Employer needs not being met	Develop the skills of area residents to meet the current needs of employers, and for future high-value sectors

5. Prosperity - The Area's Situation



In order to identify the situation as regards prosperity in Llŷn & Eifionydd the following was looked at:

- The usual traditional picture provided in the Welsh Index of Multiple Deprivation (WIMD), with the most recent index in 2011;

Then, delving further beneath the surface to get at a local picture more relevant to communities on the ground, and into aspects that link into work and employment, looking at:

- Household incomes
- The recognised definition of poverty and the area's situation
- Income alongside house prices, measuring the local ability to buy a house.

The **main messages** are (see Annex 1 for background information):

Welsh Index of Multiple Deprivation

- Whilst, according to the WIMD, no enumeration area in Llŷn & Eifionydd appears in the worst 30% in Wales in terms of income, figures from other officially recognised sources highlight a real problem of low income;
- Looking at more local areas from the geographical perspective of this Employment Plan, and other sets of information based on wards, offers a very different picture of prosperity in Llŷn & Eifionydd - and a background picture that is more relevant to the employment field.

Is the Area Prosperous?

- 38.2% of households in Llŷn & Eifionydd were living under the poverty threshold in 2013 - a higher percentage than in Arfon, Gwynedd, Wales or the UK - with 18.4% of households also having an income of less than £10,000 a year;
- During the period of the Recession and the policy of Austerity in Britain, Llŷn & Eifionydd saw a reduction of 13.1% in the median household income, a loss of £3,253;

- In Wales and UK terms, the percentage of income reduction between 2009 and 2013 in Llŷn & Eifionydd was twice the percentage in Wales (6.6%) and the UK (6.5%);
- In general, household incomes in the area were not sufficient to meet local house prices or the requirements of mortgage lenders - this is a recognized sign of widespread poverty and not only in some specific pockets or locations.

In order to respond to the chief challenges to the area's prosperity attention will need to be given with partners to the development of appropriate interventions.

Challenge	Intervention
Low incomes and widespread poverty	Give specific attention to increasing income levels and wages across Llŷn and Eifionydd, targeting the area specifically in activities seeking to address the characteristics of rural poverty.
Substantial loss of income over the period of the Recession and policy of Austerity in Britain	
No acknowledgement of the area's low incomes in the official indexes	Influence national decision-makers in order to ensure acknowledgement of the area's low income position within official data sets that lead to funding decisions

6. Main Conclusions

It is inevitable that the dependence of Llŷn & Eifionydd's economy, on micro and small enterprises, the lack of medium and large sized workplaces, and the lower presence of the public sector, influences the amount of employment in the area and on growth possibilities to meet employment requirements today and in the future - and unfortunately, given the strong presence of low-value sectors, it is clear that these micro and small enterprises, despite their multiplicity, do not create the critical mass that is needed in high-value sectors that pay well.

There is clear market failure within the local economy - a picture of a stagnant economy, and the need for intervention to stimulate a critical mass of enterprises in high-value sectors, support for enterprises to grow and increase the value of their produce, and to ensure that the area makes the most of its natural resources, its assets, and of coming investments to ensure growth in employment opportunities and specifically, employment with good salaries.

At the same time Llŷn & Eifionydd have resources second to none - in terms of natural wealth, environment, produce, heritage, talent and the Welsh language. Self-dependence and the readiness to create a livelihood through venturing into business are also evident characteristics of the area.

New opportunities are already being developed in Llŷn & Eifionydd, with other possible opportunities on the horizon through new investments - the challenge will be to draw wider benefit from those opportunities in terms of increasing employment for the area's population, especially its young people, increasing salary levels within the area, making the best use of the area's assets and supporting the growth and prosperity of local businesses.

Developing the Response

The Employment Plan analysis thus sets the direction for the Council and its partners in their efforts as they respond to the challenge to ensure more jobs in the area, to improve the quality of jobs, and increase the number of well-paid jobs.

Building on the area's strengths, activity is anticipated under a series of themes, which reflect the activity areas' of the rural Development Programme for Wales 2014 – 2020:

To that end, this document identifies a series of interventions building on the area's strengths,

- Adding value to local identity and natural / cultural resources
- Facilitating commercial development, business partnerships and short supply chains.
- Renewable energy at community level
- Exploitation of digital technology.

7. Aim and Objectives

On the basis of the analysis of the state of the area, the following Aim and Objectives were adopted:

Aim

Work with partners to build on the strengths of Llŷn and Eifionydd – the area’s natural resources, produce, heritage, its talents, identity and the Welsh language - in order to increase employment, enterprise and high value jobs across the area, to take advantage of opportunities for local businesses to grow, and create the conditions for young people to stay or return to the area to live and work

Objectives

1. To take advantage of major capital investments, and new infrastructure, within the area, establishing and implementing a blueprint with partners to generate additional economic value in terms of new opportunities for businesses, job creation and high value employment:
2. To encourage and support entrepreneurship within the area, particularly in our young people, and in high value fields and sectors such as the outdoors, environmental, energy, science, technology sectors and the creative industries, and also to support the area’s businesses to be more entrepreneurial and competitive
3. To ensure specific attention is given to responding to employment challenges and to taking advantage of opportunities and assets in the Nefyn & North Llŷn, and Pen Llŷn Areas
4. To make the most of national, regional and county economic and upskilling programmes, ensuring that intervention is directed towards Llŷn and Eifionydd

8. Work Programme 2016-17

Many strategic economic and regeneration schemes are and will continue to be implemented by the Council and partners in Llŷn & Eifionydd, these will continue to be implemented and are referenced in the Work Programme.

At the same time there is a need to be proactive in implementing specific schemes to respond to identified challenges and new opportunities.

The financial situation in the coming period will be challenging, but there are also opportunities, including programme bending and maximising national and regional programme expenditure relevant to the circumstances of Llŷn & Eifionydd.

The Work Programme will be reviewed and updated annually and this is the first Work Programme until the end of 2016-17. The Programme is primarily based on the commitments within Gwynedd Council's Strategic Plan (as denoted by *):

Scheme	Activity	Implementation
High value and quality jobs*	<ul style="list-style-type: none"> • Direct appropriate inward investment enquiries to Llŷn & Eifionydd • Tailor the results of the scheme's research into the high value sector of relevance to Gwynedd to Llŷn & Eifionydd's specific strengths and opportunities. • Refer specifically to Llŷn & Eifionydd when promoting the county as a location for businesses providing high value jobs. • Support businesses in Llŷn & Eifionydd to take advantage of opportunities derived from major investments such as Wylfa Newydd and the Snowdonia Enterprise Zone. • Establish business networks for individuals and companies in high value fields such as the creative industries and information technology to promote collaboration. 	Until 31/03/17
Keeping the benefits local*	<ul style="list-style-type: none"> • Give particular attention to encouraging and supporting enterprises from Llŷn & Eifionydd to provide goods and services to the Council. • Identify and collaborate with with large investments in infrastructure in Llŷn & Eifionydd (e.e. flood defences) to identify and agree on actions to maximise the benefit to local residents and businesses. 	Until 31/03/17

Scheme	Activity	Implementation
	<ul style="list-style-type: none"> • Implement the Town Centre Partnership programme in Porthmadog, researching to identify and disseminate good practice stemming from the programme to other parts of Llŷn & Eifionydd 	
Digital Gwynedd*	<ul style="list-style-type: none"> • Ensure the Superfast Wales programme is completed Llŷn & Eifionydd as soon as practicable (superfast broadband has already begun to be deployed in all but one of the area's telephone exchange areas). • Promote the Access Broadband Cymru scheme to the few businesses which will not be serviced by Superfast Wales (when known), as well as promoting the availability of ultrafast broadband funding to businesses requiring better connectivity. • Lobby mobile providers to improve the quality and availability of data provision in Llŷn & Eifionydd. • Ensure businesses in Llŷn & Eifionydd fully exploit broadband by promoting the Superfast Business Wales project's provision and ensuring that the scheme directs resources to the area. • Research opportunities to develop the ICT sector alongside innovative community use of technology, paying particular attention to areas such as Northern Llŷn which are already established in the field. 	Until 31/03/17
Supporting the rural economy*	<ul style="list-style-type: none"> • Collaborate closely with Arloesi Gwynedd Wledig (the Rural Development Programme in Wales' LEADER provision in Gwynedd) to identify, develop and implement pilot projects in Llŷn & Eifionydd which will benefit rural Gwynedd as a whole. Current pilots include:: <ul style="list-style-type: none"> - <i>Be Nesa Llŷn</i> local capital project; - Community public access wi-fi in Aberdaron - Trailing of digital ticket sales for the community transport sector with <i>O Ddrws i Ddrws</i> - Developing a co-location workspace in Porthmadog • Encourage and support applications to the European Maritime and Fisheries Fund including collaboration to establish an appropriate structure for the LEADER element of the programme. 	Until 2020

Scheme	Activity	Implementation
	<ul style="list-style-type: none"> • Encourage and support access by enterprises in Llŷn & Eifionydd to the national funds of the Rural Development Programme for Wales including the Rural Communities Development Fund. • Influence to direct resources from the Rural Development Programme for Wales' national programmes (e.g. Farming Connect) to Llŷn & Eifionydd. • Lobby to direct resources from alternative sources of resources and money, such as the Big Lottery, to rural areas. 	
High profile and strategic events *	<ul style="list-style-type: none"> • Work with the large events, identifying opportunities and developing specific ideas and projects in order to make the most of the opportunities for Gwynedd businesses and residents • Work closely with the Welsh Government Large Events Unit on projects in order to attract additional investment by the Government • Worked with event organisers in order to ensure that there are opportunities for the young people of Gwynedd to benefit from the events by assisting or taking part in them • Continue to support Plas Heli developing the centre's provision and attracting significant event to the area. • Implement a programme to maximise the benefit to the local community from Festival No.6 in Portmeirion including specific activities to encourage and attract visitors to Porthmadog. 	Until 31/03/17
Working together against poverty *	<ul style="list-style-type: none"> • Establish a strategic direction for efforts to tackle poverty in the county ensuring that the document takes account of the particular circumstances of rural Gwynedd. • Implement a digital resilience programme to support individuals in Gwynedd to gain the skills necessary to ensure they benefit from the digital world, especially within rural communities. There will be a specific focus on supporting the residents of rural areas to access online services and ensuring individuals are not adversely impacted by the digital by default benefits system.. 	Until 2020

Scheme	Activity	Implementation
	<ul style="list-style-type: none"> • Implement financial inclusion programme to support individuals and families to save money and manage their budgets, ensuring that the changes to benefits do not affect them adversely. • Implement TRAC 11 - 16 y.o. scheme to provide intensive support to young people at risk of being excluded from education and/or work, tailoring activities to the particular circumstances of Llŷn & Eifionydd • Support development and subsequent implementation of TRAC 16 - 24 again to provide intensive support to older young people at risk of being excluded from education and/or work, tailoring activities to the particular circumstances of Llŷn & Eifionydd • Support development and subsequent implementation of OPUS scheme which will provide intensive support to individuals excluded from the labour market, particularly those with mental health challenges. • Support development and subsequent implementation of PaCE scheme to support economically inactive parents (25 y.o. +) into work by assisting in overcoming child-care barriers to enable parents to prepare for and gain access to the labour market. 	
Llwyddo'n Lleol - science, technology, engineering, mathematics	<ul style="list-style-type: none"> • Develop and implement a project building on the success of the Llwyddo'n Lleol initiative to direct young people into fields relating to science, technology, engineering and mathematics offering high value employment opportunities. 	Until 2020
Business support	<ul style="list-style-type: none"> • Operate the Gwynedd Council Loan Fund and increase awareness of businesses in rural areas of the Council's business support packages. • Support and collaborate with Gwynedd Business Network and the Federation of Small Businesses to ensure a strong voice for businesses in the county • Influence to direct resources from national business support programmes (such as Business Wales) to Llŷn & Eifionydd. 	Ongoing
Cymunedau Arfordirol	<ul style="list-style-type: none"> • Implement a programme of activities to maximise the benefit local communities derive from the coastal path, including local trails linking communities to the national network. 12 of the 18 paths currently under development in Llŷn & Eifionydd 	Until 2020

Scheme	Activity	Implementation
	<ul style="list-style-type: none"> • Encourage and support access by enterprises in Llŷn & Eifionydd to national funds from the European Maritime and Fisheries Fund. • Support the Cadw'r Lliw yn Llŷn programme and support efforts to identify and target funds to ensure continuation of activities within the programme • Support the Eco-Amgueddfa project collaborating the research opportunities to extend the model to other parts of Llŷn & Eifionydd 	
Infrastructure	<ul style="list-style-type: none"> • Identify possible improvements to Llŷn & Eifionydd's road infrastructure which could facilitate development of the local economy and generate employment. • Map the provision of business units in Llŷn & Eifionydd and identify any needs 	

Annex 1

Llyn & Eifionydd Employment Plan

BACKGROUND INFORMATION

1. The Population Structure and the Working Age Population

1.1 Population Structure :

Background

- The whole population of Llŷn & Eifionydd was 27,584 in 2013 including all ages, and this represented less than a quarter of the population of the county (22.6%) - half of Gwynedd's population lived in Arfon (50%), and a little over a quarter lived in Meirionnydd (27.4%);
- While in Arfon in 2013 the numbers and percentages of age groups at both ends of the spectrum (0-15 and those aged 65+) were quite close to each other, with the statistics of the 65+ group slightly lower (16.8% of the population), in Llŷn & Eifionydd the number and percentage of those aged 65 and over (7,398 and 26.8%) was significantly higher than the young group (4,699 and 17.0%) - the situation in Meirionnydd was quite similar with 27.0% aged 65 and over, and 16.0% between 0 and 15 years old;
- Comparing both age ranges, only one ward in Llŷn & Eifionydd had a higher percentage in the 0-15 age group;
- In terms of the 0-15 age group (the workforce of the future) 11 out of 20 wards in Llŷn & Eifionydd had a higher percentage than the percentage for Gwynedd (17.2%), and the highest percentages (in order) were in the following wards: Botwnnog (20.3%), Clynnog (20.3%), Porthmadog East (20.2%), Llanystumdwy (19.4%), Nefyn (19.3%), Tudweiliog (18.9%), Pwllheli North (18.4%), and Pwllheli South (18.2%);
- In terms of the 65+ age group, 18 out of 20 wards had a higher percentage than Gwynedd (21.9%), and the highest percentages were significantly higher, and in their order: Llanbedrog (38.8%), Porthmadog West (38.0%), Criccieth (33.7%), Abersoch (30.9%), Llanengan (29.3%), Dolbenmaen (28.6%), and Morfa Nefyn (28.3%);

The Working Age Population

- Llŷn & Eifionydd had the lowest working age population of the county's three Areas, with a reduction of 237 since 2012 - there were 118 fewer working age people in Llŷn, and 119 fewer in Eifionydd, with the most reductions in the Criccieth Area (-92) and the Pwllheli Area (-64);
- Therefore, the working age population in Llŷn & Eifionydd was 15,487 in 2013 which was at 56.2%, slightly over half the entire population - but lower than Gwynedd (60.9%), Arfon (65.3%) and Meirionnydd (57.0%);
- The majority of the working-age population lived in Llŷn (10,102), and slightly over half that (5,385) lived in Eifionydd;
- The three local areas with the highest working age population in terms of numbers were the Pwllheli Area (3,080), the Nefyn & North Llŷn Area (3,035), and the Criccieth Area (2,752) - there were 2,633 in the Porthmadog Area, 2,327 in the South Llŷn

Area, and the local area with the lowest working age population was the Pen Llŷn Area (1,660);

- From looking at Llŷn & Eifionydd wards, the percentage of working age population was over 50% in most wards - the wards with the highest percentages of working age were: Llanaelhaearn (61.4%), Pwllheli North (60.1%), Abererch (57.9%), Efailnewydd/ Buan (57.6%), Aberdaron (57.5%), and Llanystumdwy (57.1%) – the only ward with a working age population of under 50% was Llanbedrog (48.5%).

1.2 The Potential to Add to the Workforce

Economic Activity

- According to the 2011 Census, 13,131 people in Llŷn & Eifionydd were considered Economically Active - of those 12,139 were in employment, 570 were unemployed and 422 were students of some sort;
- 6,403 were considered Economically Inactive, with 3,818 of these having retired, 723 full-time students, and 702 caring for the home or a family member - 829 people had long-term illnesses or were disabled, and another 331 people were not noted in any category;
- Therefore, 32.8% were economically inactive;
- This is the area of the county with the highest percentage of Economically Active persons (67.2%) - also higher than Wales (65.8%) but lower than England (69.9%);
- A higher percentage of people were also in work (62.1%) compared with Arfon (53.9%), Meirionnydd (60.2%), Wales (58.2%) - and exactly the same percentage as England;
- At the end of 2013, 1,760 people of working age in Llŷn & Eifionydd were claiming some sort of benefit, with the vast majority of those, namely 1,395 (77.6%) claiming Out of Work Benefits;
- This was a reduction on the 2012 figures, with 150 fewer people claiming benefits in 2013, including 115 fewer people claiming Out of Work Benefits;
- Despite the figure of 1,395 claimants, we cannot assume that these people would be able to work e.g. the Census figures show that ill-health or other circumstances could be a barrier;
- However, this is the cohort of people targeted by the Welfare reform changes to get them into employment.

The Unemployed

- According to the 2013 official figures, the rate of unemployment in Llŷn & Eifionydd varied during the year, from 3.3% (531 people) in January to 1.9% (300 people) in June, and then increased to 2.5% (398 people) in December, reflecting the seasonal nature of the economy - in terms of Wales and the UK a consistent reduction was seen over these months, and Arfon follows that pattern, contrary to the more rural areas of Llŷn & Eifionydd and Meirionnydd;

- However, at the same time, a downward trend is seen in Llŷn & Eifionydd with 133 fewer people in the unemployed category in December 2013 than at the beginning of the year;
- During and at the end of 2013, the rate of unemployment was lower in Llŷn & Eifionydd (2.5) than in Arfon (3.4), Meirionnydd (2.7), Gwynedd (3.0) and the UK (2.9);

Job Seekers' Situation - JSA (All Ages)

- The JSA numbers are of course purposefully seeking employment, and therefore are figures that can be counted as having a definite potential to add to the workforce, should jobs be available in the area;
- 398 people were claiming JSA in Llŷn & Eifionydd at the end of 2013, 262 in Llŷn and 136 in Eifionydd - a reduction of 92 in total since 2012, which was a reduction of 68 in Llŷn and 24 in Eifionydd;
- The 398 JSA claimants of all ages corresponded to 2.6% of the working age population - less than in Arfon (3.3%), Meirionnydd (2.8%) and Gwynedd (2.9%);
- However, the number of JSA claimants increased in Llŷn & Eifionydd from 298 in June 2013 to 398 in December 2013, with Meirionnydd following the same pattern - this was completely contrary to the trend in Arfon, Wales and the UK where a reduction in the number of JSA claimants of all ages was seen;
- Of the 398 claiming JSA at the end of 2013, 125 (31.4%) had been claiming for over 6 months and 80 (20.1%) for over 12 months - this was lower than in Arfon, Meirionnydd, Gwynedd, Wales or the UK.

Job Seekers' Situation - JSA (Under 25 years old)

- 115 of the JSA claimants were under age 25 at the end of 2013, 75 in Llŷn and 40 in Eifionydd - this was again a reduction of 30 on the end of 2012 figure, with 25 fewer in Llŷn and 5 fewer in Eifionydd;
- The 115 claimants under 25 years old, represented 28.9% of all JSA claimants - a higher percentage than in Arfon, Meirionnydd, Gwynedd, Wales or the UK;
- Of the 115, 15 had been claiming for over 6 months, and 5 for over 12 months - and the relevant percentages were also very small in comparison with Arfon, Gwynedd, Wales and the UK, but very slightly higher than Meirionnydd which had the most favourable percentage in terms of JSA claimants under age 25;
- Considering the ward patterns, the highest percentage of JSA under age 25 was in Abererch (50.0%), Aberdaron (44.4%), Botwnnog (44.4%), Abersoch (40.0%), and Morfa Nefyn (38.5%);
- The highest percentages of JSA as regards the older age group, namely 25 years and over, were in the following wards: Tudweiliog (100%), Efailnewydd-Buan (81.8%), Nefyn (80.6%) Criccieth (78.9%), and Tremadog (78.9%).
- When comparing the JSA figures next to the unemployment figures, and without counting them twice, it is possible to anticipate, with the right circumstances, an addition of around 300 to 500 to the workforce in Llŷn & Eifionydd, depending on the jobs being available, and available in places that correspond with local demand;

- Also, a proportion of those on Benefits will be expected to join the workforce, and this would be another addition to workforce numbers in the area, but placing a definite figure on that would be very difficult at this point.

1.3 Jobs Sought

- Up to 2013, the British Government's recognized method for identifying figures and details of vacant posts, and the types of jobs that Job Seekers wanted, was through the Job Centres - and although this did not provide absolute figures of those who were seeking employment, it offered a reliable and official basis for comparison across areas and different parts of Wales and the UK;
- The British Government amended these arrangements in 2013, and without another reliable statistical methodology in place it is not possible to match Job Seekers' (JSA) figures with sought jobs in that year, or to the vacant posts that were available for them;
- Therefore, the last reliable sets of figures is given by the end of 2012 information, and included in this document as a means of adding to the picture of the workforce and the economy;
- There was demand for 105 jobs in the Pwllheli Area; 80 in the Porthmadog Area; 75 in the Nefyn & North Llŷn Area; 50 in the Criccieth Area; 25 in the South Llŷn Area, and 10 in the Pen Llŷn area - there was therefore demand for 345 jobs, 215 in Llŷn and 130 in Eifionydd;
- In terms of the types of jobs, there was demand for 110 jobs in the *Elementary Occupations* category (e.g. labouring, cleaning and other various activities); 100 jobs in *Sales and Customer Care*; 35 jobs in *Skilled Trades* (such as joiners, plumbers, electricians and other various activities); 30 jobs in *Plant Operation and Processes*; 25 jobs in *Administration and Secreterial*; 20 jobs in *Personal Services* (e.g. hairdressing, beauty, fitness and other various activities); 10 jobs in *Management and Senior Officers*; 10 jobs in the *Professional Occupations*; 0 jobs in *Technical and Associated Professions*; and 5 other jobs of some sort without further detail;
- These employment choices were varied, but with the greatest demand for traditional everyday jobs – no-one, for example, was seeking employment in the Technology field, a field that is considered to be high value, and with a potential to grow and offer new opportunities for good jobs.

2. Jobs and Employment Structure

2.1 Number and Types of Available Jobs

Vacant Jobs

- The *Potential Workforce* above refers to the change that occurred in the British Government's arrangements in terms of collecting and establishing information on vacant jobs – therefore end of 2012 Job Centre information was the last reliable information that could be used to consider the situation in 2013;
- Considering the unemployment figures in January 2013 (531), there were not enough vacant jobs to meet the demand;
- There were 155 available jobs in Llŷn & Eifionydd at the end of 2012, compared with 537 vacant jobs in Arfon, and 192 in Meirionnydd - **therefore of Gwynedd's three Areas, Llŷn & Eifionydd had the lowest number and ratio of vacant jobs;**
- In Llŷn & Eifionydd, there was 1 available job for every 3.4 unemployed person; in Arfon 1 available job for every 2.8 unemployed person; in Meirionnydd 1 job for every 3.5 unemployed person, and in Gwynedd there was 1 job for every 3.1 unemployed person - however, the situation at the beginning of 2013 was better in Gwynedd's areas than in Wales (4.0 unemployed person for every post), and the UK (4.1 unemployed person for every post);
- The Porthmadog Area had the highest number of vacant jobs (75 jobs), which is almost half the vacant jobs in Llŷn & Eifionydd - there were 42 vacant jobs in the Pwllheli area; 25 vacant jobs in the Criccieth area; 10 vacant jobs in the South Llŷn Area; 3 vacant jobs only in the Nefyn & North Llŷn Area, and no vacant jobs at all in the Pen Llŷn Area;
- Comparing vacant jobs in the local areas with the number of local Job Seekers, it is seen that there were:
 - 75 jobs and 80 Job Seekers in the Porthmadog Area, a deficit of 5 jobs;
 - 42 jobs and 105 Job Seekers in the Pwllheli Area, a deficit of 63 jobs;
 - 3 jobs and 75 Job Seekers in the Nefyn & North Llŷn Area, a deficit of 72 jobs;
 - 25 jobs and 50 Job Seekers in the Criccieth Area, a deficit of 25 jobs;
 - 10 jobs and 25 Job Seekers in the South Llŷn Area, a deficit of 15 jobs;
 - 0 jobs and 10 Job Seekers in the Pen Llŷn Area, a deficit of 10 jobs;
- The situation was therefore most favourable in the Porthmadog Area, with the greatest deficit in terms of vacant jobs in the Nefyn & North Llŷn Area and the Pwllheli Area, with a very evident deficit also in the Pen Llŷn Area.

Types of Available Jobs

- In terms of the types of available jobs, at the end of 2012 there were:
- 9 *Elementary Occupations* jobs for the 110 people seeking them;
- 62 *Sales and Customer Care* jobs for the 100 people seeking them;

- 11 *Skilled Crafts* jobs for the 35 people seeking them;
- 4 *Management and Senior Officer* jobs for the 10 people seeking them;
- 0 *Machine and Process Operator* jobs for the 30 people seeking them;
- 0 *Administration and Secretarial* jobs for the 25 people seeking them;
- However, there were not enough applicants for vacant jobs in *Personal Services* (49 jobs and 20 applicants), or in the *Associated Profession and Technological* category (9 jobs and 0 applicants).
- A mismatch is therefore seen between the needs of job seekers and the available jobs, and some lack of synergy also between the demand of employers and the local supply of workers, especially in high value fields such as Technology.

The Nature of Workforce Jobs

- Of the 9,200 jobs in Llŷn & Eifionydd in 2013, 59.3% were full-time and 40.7% were part-time - the full-time percentage was less than in other areas in Gwynedd or the county, and less than Wales (64.8%) or Britain (67.7%), and similarly the part-time percentage was higher in Llŷn & Eifionydd than in Wales with 35.2% of the workforce being part-time, and Britain with 32.3% part time jobs;
- These figures did not include agricultural workers on farms.

2.2 Employment Structure

Where is the Current Employment?

- Around 9,200 were employed in workplaces across Llŷn & Eifionydd in 2013, around 4,900 employed in Llŷn, and around 4,400 in Eifionydd;
- The greatest employment was at workplaces in the Porthmadog Area (2,700) and the Pwllheli Area (2,600), with around 1,700 in the Criccieth Area, and around 1,000 in the South Llŷn area, and 900 in the Nefyn & North Llŷn Area;
- The Pen Llŷn Area had the least employment (400);
- There was also significant employment in smaller communities e.g. around 1,000 in Llanystumdwy; 500 in Abersoch; 300 in Nefyn, 400 in Abererch, and 300 in Llanaelhaearn.
- Looking at the working age population for the local areas side by side with the above employment figures, a picture of employment deficit is seen in most of the areas - on the other hand there was a situation of near equilibrium in the Porthmadog area, with employment of around 2,700 and a working age population of 2,633 (situation of +67);
- There was a significant employment deficit in the other Areas - the Nefyn & North Llŷn Area had the biggest deficit (-2,135), and then in order: The South Llŷn Area (-1,327), the Pen Llŷn Area (-1,260), the Criccieth area (-1,052), and the Pwllheli Area (-480);
- These comparisons are used only as a method of identifying structural strengths or weaknesses, in the economy and in specific local areas –whilst emphasising that 100% employment would not be expected in any free market economy, including Llŷn & Eifionydd.
- The finding is clear - structural weakness and market failure;
- An estimated 2,739 workers also travelled beyond the area to work in 2013;

- Of course, it is necessary to remember that there are no borders surrounding Llŷn & Eifionydd - residents travel elsewhere to work, and others travel into the area to their jobs;
- At the same time, as Welfare reforms come into force there will be increased pressure on those on Benefits to find work - and with 1,395 in Llŷn and Eifionydd receiving Out of Work Benefits it is evident that the local economy faces quite a challenge if it is to provide for them.

2.3 Employment Sectors

The Public Sector and the Private Sector

- There are two different ways of calculating the size of the public sector and the private sector;
- One method uses the *Public Administration, Education and Health* industrial sectors together as a proxy to calculate the size of the public sector, but there is an evident problem, namely that the data also includes private businesses;
- The other method is based on a survey of area workers, distributed to the appropriate sector with a guaranteed accuracy of 95% - this is the method that has been adopted here, but as the geographical area basis is Dwyfor/Meirionnydd and the situation is quite similar in both areas the percentages have been deployed to get at the picture for Llŷn & Eifionydd;
- The data for 2013 shows that 21.5% of Dwyfor/Meirionnydd workers were in the public sector, with 78.5% in the private sector;
- It can therefore be seen that the size of the public sector in the area, at 21.5% is lower than in Arfon (31.3%), in Gwynedd (26.3%) and in Wales (29.6%) - with the private sector therefore higher in the area than in Arfon (68.7%), Gwynedd (73.7%), and Wales (70.4%);
- As a variety and range of jobs at every wage level is a feature of the public sector in Wales, including a number of good jobs on medium and higher salary levels, and certainly higher than the living wage, the lower presence of the public sector in the area is bound to have an impact on employment opportunities, and on wage levels and spending within the economy.

Industrial Sectors

- Of the 18 official industrial categories, each of the sectors was represented in Llŷn & Eifionydd in 2013 as regards terms of enterprises and employment;
- However, the extent of their presence in the local economy varied greatly - the geographical basis for calculating enterprises across the different sectors is once again the Dwyfor/Meirionnydd area, and comparisons can be drawn through using percentages, accepting an equal split in the number of enterprises between both areas in order to give a rough view of the situation in Llŷn & Eifionydd.

Industrial Sectors and Enterprises

- The largest sector by a long way was *Agriculture, Forestry and Fishing* with 26.9% of all the area's enterprises in the sector - the presence of this sector was striking in comparison with Arfon (8.7% of enterprises in the sector), and Wales (12.6%);
- The presence of the *Hospitality & Food* sector was evident with 12.3% of all the area's enterprises in the sector - a higher presence than in Arfon (9.9%) and Wales (8.1%);
- The percentage presence of the *Construction* sector at 9.6% of all the area's enterprises, was also higher than Arfon (8.9%), but slightly lower than Wales (9.8%);
- 11.1% of the area's enterprises were in the *Retail* sector - less presence therefore in the economy than in Arfon (13.3%), and Wales (11.8%);
- The weakest sector by far in comparison with other areas was *Information and Communication* with 1.9% of the area's enterprises in this sector, a sector considered of high-value - 4.4% of Arfon's enterprises were in this sector, and 3.5% of Wales' enterprises;
- Another high-value sector also had a low presence, namely the *Professional, Science and Technology* sector with 4.9% enterprises in the sector compared with Arfon (7.6%) and Wales (9.2%);
- *Arts, Entertainment, Leisure and Other Services* represented 5.1% of the area's enterprises - lower than Arfon (8.3%) and lower than Wales (6.5%);
- The other 11 sectors also had a lower presence within the area's economy based on the percentage of enterprises within those sectors - therefore 3 sectors only had a higher presence in the area, namely *Agriculture, Forestry and Fishing*, and *Hospitality & Food* both sectors very evident with a strong presence, with the *Construction* sector slightly stronger than Arfon in terms of percentage of enterprises;
- Therefore in 2013, in terms of enterprises within the local economy the area was strong in those sectors considered to be of low value, and weak in the sectors considered high-value.

Industrial Sectors and Employment

- Despite the obvious strength of the *Agriculture, Forestry and Fishing* sector, in terms of the percentage of enterprises in the area, the sector breakdowns do not include employment on farms, and therefore only 0.2% of Llŷn & Eifionydd employment is noted in this sector - but by looking at the Wales Agricultural Review 2002-2011 around 1,459 farmers and 414 agricultural workers on farms were identified in Llŷn & Eifionydd, which is a total employment of 1,873 in the sector;
- The sector with the greatest employment by far in 2013 was *Hospitality & Food* employing, 2,100 workers which was 22.5% of the area's employment - higher than Meirionnydd (18.7%) and a much higher percentage than Arfon (9.8%, but with 3,100 workers) and Wales (7.5%);

- The *Retail* sector was also strong in terms of the number and percentage of employment, employing 1,400 workers which corresponds to 15.8% of the area's employment - this was higher than Meirionnydd (9.1%), and a higher percentage than Arfon (11.5%) and Wales (10.8%), but it should be noted that a higher number, namely 3,600, was employed in the sector in Arfon;
- Though the *Health* sector was not strong in terms of the presence of enterprises in the local economy (4.7%), it is worth noting that 12.1% of the employment of the area is within this sector, with 1,100 jobs - at the same time the sector was much stronger in Arfon (21.0% of the employment and 6,600 workers), and Wales (16.6%);
- It was seen that the *Arts, Entertainment, Leisure & Other Services* sector had a lower presence in terms of enterprises, but it employed 700 workers, which corresponds to 8.1% of the employment of Llŷn & Eifionydd - a higher percentage than Meirionnydd (6.1%), and Arfon (3.6%, but with 1,100 workers), and Wales (4.2%);
- 4.9% of employment was in the *Wholesale* sector, namely 500 workers, and this percentage was around double the percentage in Meirionnydd (2.3%), Arfon (1.4%) and Wales (2.7%) - a higher number was also employed in this sector than in Arfon (400) and Meirionnydd (200);
- In terms of the *Construction* sector, though its presence was quite strong in terms of enterprises, 5.6% of all employment i.e. 500 workers were employed in the area - the percentage was lower than in Meirionnydd (6.2%) but somewhat higher than in Arfon (3.2%, though employing 1,000), and higher than Wales (4.3%);
- The weakest sector in terms of employment was *Information and Communications* which employed 100, 0.6% of the area's employment compared with Arfon (2.3% and 700 jobs) and Wales (1.8%) - through again comparing areas the *Property* (0.9%) and *Finance and Insurance* (1.2%) sectors were quite weak also, with the *Professional, Science and Technology* sector at 3.0% and 300 jobs, which was lower than Arfon (4.4% and 1,400 jobs), and Wales (4.8%);
- Evident once again, is the definite trend in Llŷn & Eifionydd towards the sectors that are considered to be of low value but providing substantial employment, with low employment in those sectors that are considered to be of high value with good salaries.

2.4 Workplaces and their Employment

Size of Enterprises

- 88.1% of enterprises in Dwyfor/Meirionnydd (3,860) were Micro employing 0-9 workers, a somewhat higher percentage than Arfon (78.8%), and slightly higher than Wales (82.6%) and the UK (82.7%);
- 10.5% of the area's enterprises (405) were Small employing 10-49 workers - this time a much smaller percentage than Arfon (17.5%), Wales (14.6%) and the UK (13.9%);

- Only 1.4% of the area's enterprises were of Medium size, and the percentage of Large enterprises was too small to compute (0.0%) - 3.2% of the enterprises in Arfon were Medium (0.4% were Large); 2.9% in Wales were Medium (0.4% were Large); 2.9% in the UK were Medium (0.5% were Large);

Employment

- Depending on 2012 figures (the last ones available), it is seen that Micro workplaces in the area employ around 2,800; Small workplaces employ around 3,900; Medium workplaces employ around 2,100 - the workers in Large workplaces were sparse by comparison, with a designation of 0 in the statistics due to commercial sensitivity;
- Despite the significant presence of Micro enterprises, which employed around 30.4% of the workforce, more workers in Llŷn & Eifionydd (42.4%) were in Small workplaces, with 22.8% also in Medium workplaces;
- At the same time, the percentage working in Micro size enterprises (30.4%) is significantly higher than in Arfon (14.1%); Gwynedd (19.4%); Wales (15.6%) and Britain (14.2%);
- The pattern is similar as regards workers in Small workplaces, with the 42.4% in Llŷn & Eifionydd comparing to 29.3% in Arfon, 34.7% in Gwynedd; 30.1% in Wales and 27.8% in Britain;
- The percentage of workers in Medium enterprises is comparatively lower in Llŷn & Eifionydd - but the percentages are quite close to each other across the comparison areas from 22.8% in Llŷn & Eifionydd, to 28.0% in Britain at the other end of the spectrum;
- From looking at various sources, it is estimated that some 4.4% of Llŷn & Eifionydd workers are in Large enterprises, which is significantly lower than Arfon (32.9%); Gwynedd (21.8%); Wales (27.2%), and Britain (28.0%);
- It is inevitable that the dependence of the Llŷn & Eifionydd economy on Micro and Small enterprises, and the lack of medium and large sized workplaces, influences the amount of employment in the area and growth possibilities to meet the employment requirements of today and the future - and unfortunately, given the strong presence of low-value sectors, it is clear that these micro and small enterprises, despite their multiplicity, do not create the critical mass that is needed in high-value sectors that pay well.

2.5 Town Business Premises in Llŷn & Eifionydd

- The Gwynedd business rates registers were examined - the highest number of business premises was in Pwllheli (388 premises), and Porthmadog (372 premises), with 170 business premises in the town of Nefyn, and 152 in Criccieth;
- On an all Gwynedd level, 92.4% of business premises were in use - the towns of Criccieth (94.7%), Pwllheli (94.6%) and Porthmadog (94.1%) all had higher percentages of business premises in use compared with the county, and therefore had fewer vacant business premises than the Gwynedd percentage;

- There was a significantly lower percentage of business premises in use in Nefyn (89.4%), and therefore 10.6% of the premises were vacant (18 premises), having an obvious negative effect in a small town - and representing a missed opportunity in terms of maintaining employment in an area of substantial employment deficit.

3. Prosperity - The Area's Situation

3.1 The Findings are:

Welsh Index of Multiple Deprivation Information 2011 (WIMD)

- WIMD measures enumeration districts of approximately 1,500 residents across eight activity fields - in Llŷn & Eifionydd there are 17 enumeration districts (compared to 20 Wards);
- As regards the concise picture of the number of WIMD enumeration districts across the eight fields, only a few in Llŷn & Eifionydd are amongst the 30% most deprived in Wales – a total of 35 enumeration districts across the eight fields in Llŷn & Eifionydd compared to 63 districts in Arfon, and 43 in Meirionnydd, and the figures are certainly not enough to highlight the area as one in need on the national lists;
- However, of the 17 enumeration districts in Llŷn & Eifionydd, every one appears amongst the worst 30% in one or more fields;
- 13 of the 17 enumeration districts are in the worst 10% in Wales in one or two of the fields of activity;
- However, none of the enumeration districts in Llŷn & Eifionydd appear in the worst 10% or 30% in terms of Income or Employment fields; Looking at more local areas from the geographic perspective of this Employment Plan, and other sets of information based on wards, offers a very different picture of prosperity in Llŷn and Eifionydd – and a background picture which is more relevant to the employment field.

3.2 Annual Household Income

- In 2013, of the 12,624 households in Llŷn & Eifionydd, 18.4% had an income of less than £10,000 a year, namely 2,322 households;
- This percentage was over twice the figure for Wales (8.9%) and the UK (7.3%) – it was also higher than Arfon (17.2%), and the percentage for Gwynedd (18.0%), though slightly lower than Meirionnydd (19.1%);

- The wards with the lowest income households, i.e. showing a higher percentage than the area average of households with an income under £10,000 a year, were Pwllheli North (23.2%), Tremadog (22.5%), Llanbedrog (21.5%), Llanhaelhearn (21.0%), Botwnnog (20.7%), Porthmadog East (20.7%) and Pwllheli South (20.5%);
- During the period of the Recession and the policy of Austerity in Britain (2009—2013), Llŷn & Eifionydd saw a reduction of 13.1% in the median household income, a loss of £3,253 – a greater reduction than that experienced in Arfon (-8.1%), or Gwynedd (-11.1%), but slightly better than Meirionnydd (-14.2%);
- In Wales and UK terms, the percentage of income reduction between 2009-2013 in Llŷn & Eifionydd was twice the percentage reduction in Wales (6.6%) and the UK (6.5%).
- In considering income and poverty figures the high percentage of residents over the age of 65 in the area should be borne in mind, and also the impact of the numbers of micro businesses.

3.3 Poverty

- The recognised definition of poverty is living on an income less than 60% of the median income for Britain, which was £16,505 in 2013.
- 4,817 households, that is 38.2% of all households in Llŷn & Eifionydd, were living under this poverty threshold in 2013 - a higher percentage than in Arfon (35.6%), Gwynedd (37.3%), Wales (27.6%) or Britain (23.6%) – but again a slightly better situation than in Meirionnydd (39.3%);
- In terms of Llŷn & Eifionydd's local areas, the three areas with the highest percentage of households under the poverty threshold were the Pwllheli Area (21.8%), Porthmadog Area (19.2%) and Nefyn & North Llŷn Area (18.6%);
- The individual wards within the area with the highest percentages of households under the poverty threshold were (in ranked order): Pwllheli South (44.8%); Llanbedrog (43.3%); Tremadog (42.8%), Porthmadog East (41.9%); Llanhaelhearn (41.7%), Botwnnog (41.5%), and Pwllheli North (41.1%).

3.4 The Ability to Buy a House

- When considering the prosperity of an area and its residents, the ability of received income to ensure life's essentials is a relevant factor – with the ability to buy a house being a key factor, and therefore house price statistics were examined as context while considering the area's income levels; In Llŷn & Eifionydd in 2013, 7.7 times the median income was required to enable a person or a family to buy a house – this compared to 5.6 times the income in Arfon; 6.3 times the income in Meirionnydd, and 6.1 times the income throughout the whole of Gwynedd;
- This meant that 67.8% of homes in Llŷn & Eifionydd were beyond the reach of the local market, with the percentage in some wards above 80% - in fact, 91.9% of houses were priced out of the local market in Llanbedrog; 91.2% in Abersoch; 85.4% in Aberdaron; 82.5% in Porthmadog West, and 81.0% in Criccieth. At the other end

of the spectrum, 2 wards were under 50% - 39.8% of homes in Clynnog and 48.9% in Tudweiliog;

- From looking at the median income for Llŷn & Eifionydd wards alongside the average house prices within the same area, it can be seen that the income needed to buy a house in the different areas varied from 5.3 times the income in Clynnog to 15.3 times the income in Llanbedrog;
- Thus, according to the mortgage lenders' guidelines, these figures suggest that nowhere in Llŷn & Eifionydd had a median income sufficient to buy a local house in 2013. But of course, at the same time individuals within the areas of Llŷn & Eifionydd continued to be able to buy homes locally. What is given here is a statistical depiction, and a means of highlighting the general financial capacity or incapacity of an area - but these figures do not depict an absolute situation, and they should not be interpreted in that way; At the same time, it highlights a situation of poverty on a broad geographical scale in Llŷn & Eifionydd, and not only in restricted pockets, wards or locations.