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EXECUTIVE SUMMARY

This Executive Summary provides an overview of results from a research project in four community areas of 'deep rural' Wales undertaken by the Wales Rural Observatory (WRO) between December 2008 and April 2009.

The Research

By a team at Cardiff University for the Wales Rural Observatory (WRO)

KEY FINDINGS

94% of respondents rated their quality of life as either 'very good' or 'fairly good'.

Respondents tended to cite peace and quiet, feelings of community, a slower pace of life, landscape and scenery as things they liked in their area.

36% of residents rated general service provision in their local area as 'poor' or 'very poor'.

63% rated the provision of hospitals as 'poor' or 'very poor'.

75% of respondents considered a school to be 'essential' in their local area; 21% considered it to be 'desirable'.

82% of respondents considered a Post Office to be 'essential'; 16% stated that it was 'desirable'.

58% of respondents considered broadband to be 'essential' and 33% stated that it was 'desirable'. However, only 51% of total respondents received broadband services.

92% of respondents considered access to a car to be 'essential'. Only 4% of total households did not have access to a private vehicle.

Public transport was generally rated as poor.

80% of properties had central heating. Similarly high proportions had loft insulation and double glazing.

The standard of heating and energy saving was not as high in rented properties: 30% did not have central heating; 30% did not have loft insulation; and 31% did not have double glazing.

59% of households were not connected to mains drainage.

There were widespread concerns about the sustainability of communities in 'deep rural' Wales.

BACKGROUND

Following the publication in 2008 of the policy document 'One Wales', which identified a need to address the particular issues affecting 'deep rural' areas in Wales, the Welsh Assembly Government (WAG) commissioned the Wales Rural Observatory (WRO) to undertake extensive research into these issues. The aim of the research was to explore how residents experienced life in 'deep rural' parts of Wales, with a focus on the strategies and mechanisms adopted with regard to service provision.

For the purpose of the study, deep rural areas were defined as communities with fewer than 1,000 households, located at least 30 minutes drive-time from a centre with a population of more than 10,000. In order to gain a better understanding of the particular issues affecting these areas, an initial broad sweep analysis of data gathered as part of a survey of households in rural Wales, undertaken by the WRO in 2007¹, was carried out. The results of this analysis were subsequently used to inform the design of the research.

METHODOLOGY

A key aim of the research was to provide different regional perspectives and to ensure sufficient variation. Following discussions with WAG, the Welsh Local Government Association (WLGA) and local authority representatives from Gwynedd, Pembrokeshire and Powys, it was agreed that the research would be conducted in four broad areas: the Llŷn Peninsula of Gwynedd, North Powys, South Powys and North Pembrokeshire. It was further agreed that the WRO would identify four candidate deep rural communities, one in each of the named areas, to participate in the study.

As a first step in identifying suitable study communities, the initial definition of what constituted a 'deep rural' area was refined and extended to include the following criteria:

- communities located at least 30 minutes drive-time from a centre with a population of more than 10,000.
- communities comprising between 180 – 500 households.
- communities with fewer than five of twelve 'key' services, defined as:

- Food only shop
- Post Office
- Petrol station
- Bank or Building Society
- General Practitioner
- Dental surgery
- Pharmacy
- Educational establishment
- Permanent library
- Police station
- Bus stop or railway station
- Cash machine

Using these criteria, along with GIS mapping technology, a short list of twenty-four potential research communities was drawn up by the WRO. Drawing on information gathered through scoping visits to each individual community, along with advice from WAG and the local authorities, four research communities were selected, namely: Aberdaron (located on the Llŷn Peninsula in Gwynedd); Clydau in North Pembrokeshire; Llanfihangel-yng-Ngwynfa in North Powys; and Llangammarch Wells in South Powys. Research areas around these communities were delineated using postcodes and GIS technology. As postcodes overlap community council areas, some sections of adjacent communities were also included in the research areas.

The research consisted of four key phases.

Phase 1: During December 2008 and January 2009, an in-depth household survey was conducted in each of the research areas. The surveys were carried out by a team of post-graduate researchers, which included Welsh speakers, under the supervision of WRO core personnel. Each household within the research areas was asked to complete a questionnaire, (either in Welsh or English) over a period of four days. The table below shows the response rate for each research community area.

Community	Responses	Response rate
Aberdaron ²	214	47%
Clydau	245	54%
Llanfihangel	192	52%
Llangammarch	194	52%
Total	845	51%

¹ Wales Rural Observatory (2008) *Report on the Household Survey in Rural Wales: Report 17*. WRO: Cardiff.

² According to the 2001 Census, over 22% of properties in the Aberdaron research area were holiday homes or unoccupied.

Phase 2: Following on from the household survey, a total of 60 (15 in each study area) in-depth, face-to-face interviews were conducted with residents who had indicated a willingness to participate in the second phase of the research. Once again, this phase of the research was designed and developed with the option of conducting the interviews in either English or Welsh. All interviews were recorded and fully transcribed.

Phase 3: In each of the four study areas, a focus group was held with local young people between the ages of 14 to 18. The focus groups were recorded and transcribed. The Aberdaron and Clydau focus groups were conducted in the Welsh language.

Phase 4: A range of service providers with operational interests in 'deep rural' Wales was asked to complete a questionnaire. They were given the option of responding by postal, electronic or Internet methods, and in Welsh or English. A total of 243 service providers was contacted and 49 responded, giving a response rate of 20%.

FINDINGS

There was consistency in the research findings; the qualitative data of Phases 2, 3 and 4 tended to support the quantitative data yielded by Phase 1, the household survey.

Locality and Demographics

Across the four areas, almost 45% of respondents had lived in their current local area for over 25 years.

Over half of all respondents were in employment; 39% were retired; 5% were unemployed; and 3% were long term sick and disabled. Aberdaron, which had the highest proportion of retired residents, had a considerably lower proportion of respondents in employment. Clydau had the highest proportion of long term sick and disabled respondents, at 6%. Relatively high proportions of respondents (35%) worked at or from home.

With regard to household income, 23% of respondents had an annual household income of less than £10,000, while 8% had household incomes of more than £52,000 per annum.

Over 90% of respondents were satisfied with their local area as a place to live. Similarly, 94% rated their quality of life as either 'very good' or 'fairly good'. Respondents tended to value most the

peace and quiet, slower pace of life, community belonging, and the landscape associated with their area. The most commonly cited 'dislikes' were a lack of services, and the decline in, and closure of, existing services.

Community and Culture

In terms of ethnicity and language, 49% of respondents considered themselves Welsh, and just over a third (35%) of respondents were fluent Welsh speakers. Aberdaron and Llanfihangel had the highest proportions of Welsh speakers, while Llangamarch recorded the lowest. Almost 40% of respondents had moved to their local area from England.

Overall perceptions of community solidarity were high, with 86% of respondents stating that there was a good 'sense of community' in their local areas. Similarly, a high proportion of respondents (80%) considered themselves to be a member of the local community. Perceptions of community belonging tended to be highest among Welsh speakers - 91% of this groups considered themselves to be active members of the local community. Interview data from non-Welsh residents indicated, however, that they were generally well integrated into local communities. A sizeable minority of 40% of all respondents considered their local area to be isolated.

Services

Across the four community areas, 37% rated general service provision as 'satisfactory'; 27% rated it as either 'good' or 'very good'; and 36% of respondents rated general service provision as 'poor' or 'very poor'. Few respondents thought that the provision of services had changed 'for the better'. Aberdaron respondents tended to perceive their services in the best light, while Llanfihangel respondents were the most critical. Long-term residents were most likely to suggest that services had changed 'for the worse'.

Overall, 18% of respondents relied on help to access services. However, just over a quarter (26%) of all respondents in the over 65 age group relied on help to access services. In the Llanfihangel community area, 23% of all respondents relied on help to access services.

In terms of access to health services, residents were generally satisfied with the provision of general practitioners and dissatisfied with access to dental surgeries. There were also major concerns surrounding hospital provision and the ambulance services. For example, 63% of

respondents rated the provision of hospitals as 'poor' or 'very poor', and 42% of respondents had to travel over 30 miles to a hospital. In Aberdaron this proportion was 87%. In addition, it was argued that the ambulance services were under-resourced. Interview evidence indicated that, while residents tended to have lower expectations of service provision and balanced these against their quality of life, some were considering a move to an urban area because of perceived problems of access to health services.

While policing was generally held to be 'satisfactory', more respondents considered policing to be 'poor' or 'very poor' than 'good' or 'very good'. The overall perception was that the police service was under-resourced.

Certain services, some of which had recently seen withdrawals from these areas, were deemed by large proportions of respondents to be 'essential' for the sustainability of these rural communities. For example, 75% of respondents considered a school to be 'essential' in their local area, and a further 21% considered a school to be 'desirable'. At 82%, even more respondents considered a Post Office to be 'essential', and 16% stated that it was 'desirable'. A local general practitioner was considered to be 'essential' by 66% of respondents, and just over a quarter (26%) considered it to be 'desirable'. Services such as community halls, public houses, churches and chapels were also considered to be important for these rural communities by large proportions of respondents, both in the household survey and in the interviews.

Within the four areas surveyed, there was no local provision for cinemas, nightclubs, theatres, swimming pools, gyms or leisure centres. Gaining access to these types of service entailed a roundtrip of one hour or more. Evidence from the focus groups demonstrated that these access issues greatly affected teenagers, who wished to seek greater independence, but lacked personal transport.

Ease of access to these 'deep rural' areas by the emergency services were considered by most respondents to be either 'good', 'very good' or 'satisfactory'. However, there were significant proportions of respondents who considered access to be 'poor' or 'very poor', particularly in Aberdaron (34%). Concerns raised earlier about the quality of ambulance services should also be noted.

Local shops in these deep rural areas were well used, although there was anecdotal evidence that the prices of goods were expensive relative to urban areas. Almost three-quarters of households made weekly trips to supermarkets in larger towns. In addition, just over half (52%) of all respondents shopped, to varying degrees of frequency, using the internet.

Access to a home computer was relatively high, at 74% of all households. The vast majority of these households (88%) were also connected to the internet, which represented 65% of the total households surveyed.

In terms of the provision of broadband services, there was clearly a gap between demand and supply. 58% of respondents considered broadband to be 'essential' and a further 33% stated that it was 'desirable'. However, only 51% actually received broadband services. All categories of respondents, including survey respondents, interviewees, teenagers and service providers, emphasised the necessity for a high quality broadband service in rural Wales that would better enable businesses, entrepreneurs, education providers and local communities to thrive and survive. Llanfihangel and Llangammarch had the poorest broadband service.

In terms of digital broadcasting services, 55% of respondents received these services; 21% did not; and 22% stated that they were not available in their area.

Respondents tended to assess mobile telephone reception as either 'patchy' or 'poor', with only 20% considering it to be 'good'. Llangammarch had the best mobile telephone reception; Llanfihangel had the worst. Public telephones were never used by the vast majority (81%) of respondents. Those respondents who did use them tended to do so less than once a week.

Transport

Public transport was generally rated as poor within the study areas. Private vehicles were deemed by 92% of respondents to be 'essential' for living in their local area, and only 4% of households did not have access to a car or other private vehicle.

Three out of every five households 41% owned two or more vehicles, and a further 37% owned one. These data excluded agricultural vehicles. Nobody used public transport to get to work.

The cost of fuel and the over-riding need to have a car were cited as the two predominant reasons why living in these rural areas was more expensive than urban areas. Although there were a limited number of retail outlets for fuel in each area, many respondents aligned their re-fuelling with planned trips to nearby towns.

Energy

The survey showed that 80% of households had central heating. In terms of energy saving measures, 82% of respondents had loft insulation; 82% had double glazing; 87% made use of energy saving light bulbs; and 35% had cavity wall insulation. It should be noted that many properties had solid stone walls, thus cavity wall insulation was not an option. Few households made use of solar panels or wind generators. However, just over a third (34%) of respondents in Aberdaron were considering investing in a wind generator.

The provision of central heating and energy saving products varied according to household tenure. For example, 80% of social rented housing had central heating compared with 67% of private rental properties.

Reflecting rising fuel costs, 46% of respondents limited their heating during cold weather to save money. A small minority stated that they restricted their heating for reasons of environmental concern. Lower income groups were the group most likely to limit their use of heating.

With regard to electricity supply, more than one in three respondents agreed that they suffered from a number of power cuts in their local areas. Aberdaron and Llangammarch had the highest proportions of respondents with negative perceptions of the dependability of the local electricity service.

About six out of ten households surveyed were not connected to mains drainage. There were a number of properties in Llangammarch and Llanfihangel that relied on wells or springs for their water.

Sustainable Communities

There was a general concern about the long-term sustainability of these 'deep rural' areas. It was argued that a combination of circumstances was leading to an ageing population and that there were no incentives for younger people to either stay in these areas or to move to them. These circumstances included:

- A lack of rural focus from WAG;
- Unrealistic budgets for local authorities;
- No employment prospects;
- High house prices;
- Little affordable housing;
- No 'value for money' for Council Tax;
- A withdrawal of services- particularly local schools;
- High cost of living.

In addition, there were concerns about the sustainability of the Welsh language.

Ideas to enhance sustainability

Respondents from all categories provided suggestions for promoting and enhancing the sustainability of their local areas. These included:

- Financial incentives for SMEs and other rural businesses;
- High quality broadband and telecommunications;
- Governance arrangements that include local communities, local government, local businesses and organisations such as the FC, RSPB and Severn Trent Water;
- 'Rural relief' with regard to fuel, food, vehicle excise duty and Council Tax;
- New criteria to assess rural local government budgets;
- A more sympathetic and empathetic rural planning system;
- More affordable housing;
- Address the issue of holiday homes;
- Recognise the value of the pharmacy network and utilise it for service delivery in rural areas;
- Group service providers together under one roof in rural offices;
- Internet cafes;
- Student bus/train passes;
- Subsidised group travel for young people to access leisure facilities.

1.1 An Outline of the Research

Following the publication in 2007 of the policy document 'One Wales', which identified a need to address the particular issues affecting 'deep rural' areas in Wales, the Welsh Assembly Government (WAG) commissioned the Wales Rural Observatory (WRO) to undertake research into these issues. The aim of the research was to explore how residents experienced life in 'deep rural' parts of Wales, with a focus on the strategies and mechanisms adopted with regard to service provision. Ultimately, the research was aimed at bringing long-term sustainability to rural communities.

1.2 Defining 'Deep Rural' Areas

For the purposes of the study, 'deep rural' areas were defined as communities with fewer than 1,000 households, located at least 30 minutes drive time from a centre with a population of more than 10,000³. It was perceived that these areas were faced with unique challenges relating to their populations and migration patterns, well-being and welfare needs, local service provision, and employment, which appeared to have a far greater impact on the day-to-day lives of residents than in the rest of rural Wales. As a first step to gaining a better understanding of the nature of these challenges, some background research was undertaken, making use of results from the survey of households in rural Wales undertaken for the WRO in 2007⁴. The value of this survey lay in the fact that the results could be sub-divided into two separate categories; firstly those areas classified as 'deep rural' Wales according to the definition provided above, and secondly, the rest of rural Wales. This allowed comparison both within and between these two different area types.

Returning to the deep rural study, a key aim of the research was to provide different regional perspectives and ensure sufficient

variation. Following discussions with WAG, the Welsh Local Government Association and local authorities, it was agreed that the research would be conducted in four broad areas: the Llŷn Peninsula of Gwynedd, North Powys, South Powys and North Pembrokeshire. It was further agreed that WRO would identify the four candidate deep rural communities, one in each of the named areas, to participate in the study.

There were four substantive phases of research. Firstly, a household survey was undertaken in each of the four deep rural areas in order to gain a better understanding of the characteristics (similar or otherwise) of each of the communities. Following-on from the household survey, the second research phase yielded qualitative data from in-depth interviews with residents. The third phase consisted of discussion groups with young people in each of the four study areas. Finally, a questionnaire was used to garner data from agencies, local authorities and various other stakeholders involved in providing services in these 'deep rural' areas.

1.3 Selecting the Communities

The first stage in identifying suitable study areas was to decide what types of community could be considered to be 'deep rural'. Working with WAG and the local authorities involved, the following criteria for what constituted a 'deep rural' community were agreed:

- The selected communities were to be over 30 minutes drive-time from a centre with a population of more than 10,000.
- Each selected community would have 180 – 500 households. This ensured that the sample size was large enough for statistical relevance but also limited the research to communities with a small population.
- Each selected community would have fewer than five of twelve key services.

³ This definition was subsequently refined in later phases of the research.

⁴ Wales Rural Observatory (2008) *Report on the Household Survey in Rural Wales: Report 17*. WRO: Cardiff.

These key services were:

- Food only shop
- Post Office
- Petrol station
- Bank or Building Society
- General Practitioner
- Dental surgery
- Pharmacy
- Educational establishment
- Permanent library
- Police station
- Bus stop or railway station
- Cash machine

These criteria were applied to produce a short-list of the following communities in each of the four areas:

North Powys
Llandrinio
Llandysilio
Llanrhaedr –ym- Mochant
Llansantffraid ym Mechan
Meifod
Banwy
Llanfihangel – yng- Ngwynfa

Mid Powys
Llangammarch Wells
Paincastle
Merthyr Cynog
New Radnor

North Pembrokeshire
Cilgerran
Clydau
Crymych
Newport
St Dogmaels
Puncheston

The Llŷn Peninsula – Gwynedd
Aberdaron
Criccieth
Llanengan
Llanaelhaearn
Dolbenmaen
Llannor
Llanystumdwy

During October 2008, the research team had meetings with representatives of Gwynedd, Pembrokeshire and Powys councils. At these meetings the council representatives provided valuable information and advice on the suitability of the short-listed communities. The research team then made scoping visits to each of these communities.

The next stage was to evaluate the information garnered from the meetings and visits. Communities were eliminated for being too close to a sizeable service centre; or too close to population centres in England; or for lacking settlements that acted as central points for community action. Following careful consideration the following four communities were agreed with the county councils:

North Powys	Llanfihangel-yng- Ngwynfa
Mid Powys	Llangammarch Wells
North Pembrokeshire	Clydau
Llŷn – Gwynedd	Aberdaron

The four communities are highlighted on the map at Figure 1.1.

1.4 The Scoping Visits

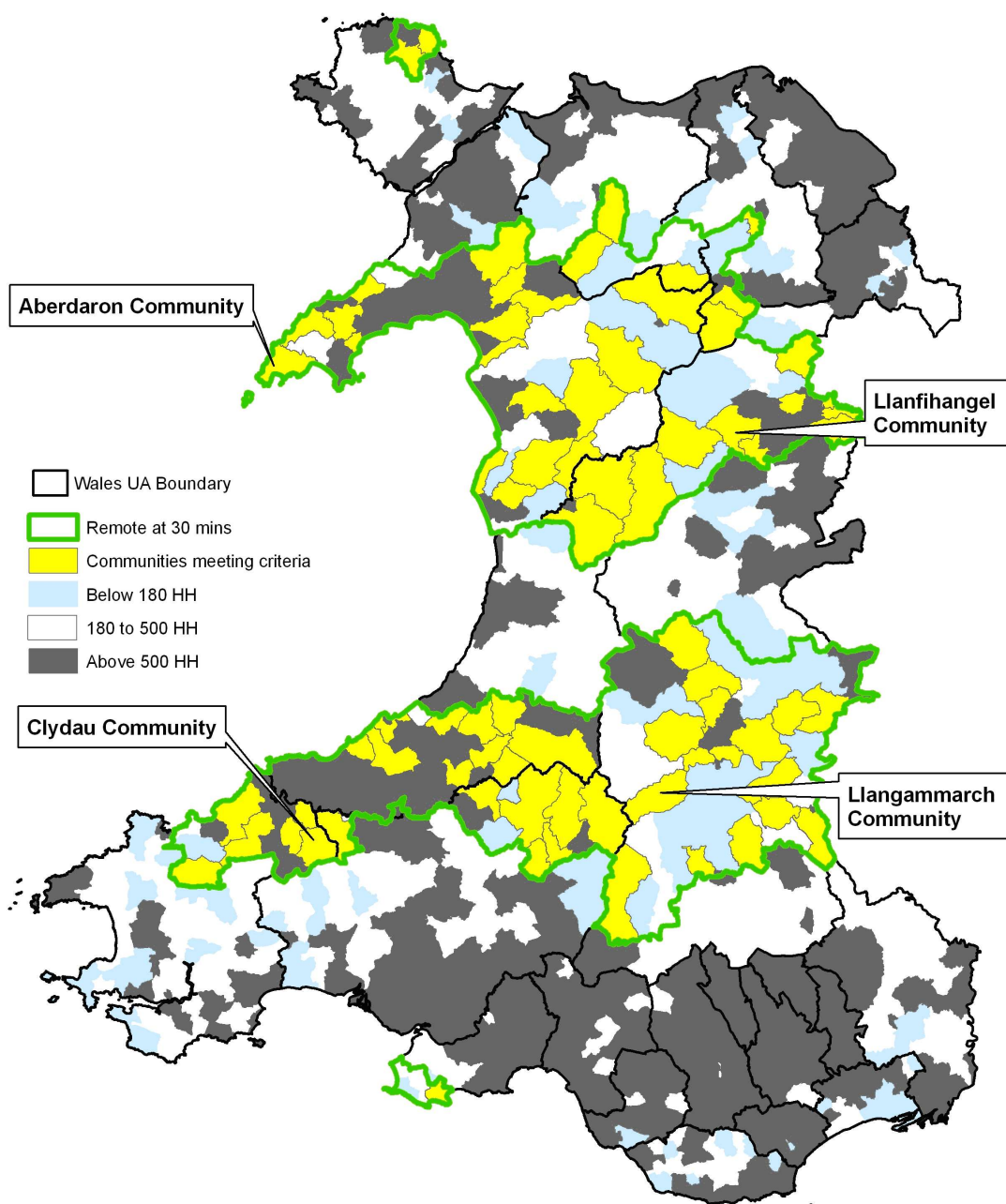
WRO core team researchers contacted by telephone the Community Councils in the four study areas. The Clerks of the Community Councils were apprised of the outline details of the Deep Rural research project and of the WRO research plans and fieldwork schedules for their communities. In the cases of Llanfihangel and Clydau the research team gave presentations to the council meetings before the fieldwork period started. Llangammarch and Aberdaron Community Councils received written details of the project, including specimen copies of the household questionnaire. All of the Community Councils were extremely cooperative and made practical suggestions to assist the research fieldwork.

Following these initial contacts, the team visited each of the study community areas.

The aim of these visits was to prepare the ground for the relatively large teams of researchers who would be conducting the household survey. During these planning visits, researchers visited settlements in the community areas; appraised each area's geography in the context of the accessibility of the more remote households; and

contacted community council members, local shopkeepers and other traders. An important feature of these visits was that agreements were reached with local shopkeepers and public house landlords to act as 'pick-up and drop-off' points' for those residents who wished to use this method to submit questionnaires.

Figure 1.1 The Four Deep Rural Communities



1.5 Structure of the report

Following this Introduction, the report is divided into a further twelve sections. Section 2 describes the methods used to conduct the research and is followed in Section 3 by a brief analysis of information relating to deep rural Wales drawn from the 2007 household survey in rural Wales. The five sections that follow present analyses of the household survey data. In order, and starting with Section 4, they are entitled: Locality and Demographics, Community and Culture, Services, Transport, and Household Energy. These analyses of the household survey examine, generally, aggregated data from the four study communities. Where results for a particular community or communities exhibited significant differences from the aggregate results, these differences are discussed. The quantitative data are augmented, where appropriate, by quotations given by respondents and recorded by the research team. Section 9 provides a summary of the five preceding sections.

The report then moves into qualitative mode at Section 10, which presents an analysis of interviews with residents of the four study areas. Section 11 addresses the possibility that the research would not capture the thoughts and needs of young people living in 'deep rural' Wales. This section presents qualitative analyses of focus groups with teenagers held in each of the study areas. Section 12 analyses responses from a questionnaire sent to service providers operating in the study areas. The final section presents conclusions and offers some suggestions for the improvement of life in 'deep rural' Wales.

2.1 Outline

There were four phases to the methods for this research project. Firstly, there were four discrete periods of fieldwork when research teams conducted household surveys in each of the four study areas. Secondly, and following on from the household surveys, there was a series of in-depth interviews with residents of the study areas. In the third phase, researchers held focus groups with teenagers who lived in the study areas. The fourth phase, which was concurrent with stages two and three, consisted of an electronic questionnaire sent to service providers operating in the study areas.

2.2 The Household Survey in rural Wales

A survey of households in rural Wales undertaken for the WRO in 2007⁵, which looked in detail at issues surrounding population and migration, community, well-being and welfare, local services, employment, and the environment, provided a useful starting point for the research. The report presented results for the whole of rural Wales on a number of indicators, ranging from gender, age, income and social class to economic activity, employment status, household tenure, and nationality. Of particular interest to this study, it was possible to focus specifically on those households located in 'isolated' or 'peripheral' areas of rural Wales situated over 30 minutes drive-time from a population centre of at least 10,000, in order to determine whether there were any significant variations across the different categories within rural Wales. A number of interesting variations were identified, which are outlined in Section 3 of this report.

2.3 The Deep Rural Household Survey

The household survey, which represented the first substantive phase of the research, was chosen as a means of gaining a comprehensive overview of the four different localities. It was designed to gather data on a wide range of issues relating to service

provision, as well as important demographic information that would allow further analysis.

The household survey was conducted using a questionnaire divided into seven sections. Respondents were questioned about service provision, as well as the nature of day-to-day life in the rural communities more generally. This allowed data to be collected that enabled both a more holistic account of living in 'deep rural' Wales, and a more comprehensive analysis of the issues surrounding service provision.

Residents in each area were contacted by letter (in both English and Welsh) about one week before the research was scheduled to take place. Posters were also displayed at prominent locations within each village in order to raise awareness of the forthcoming research and to provide additional background information; what the survey would involve; why it was being conducted; and how they could participate. The research period for each area spanned four days, from Saturday to Tuesday. This time period was selected to ensure the inclusion of both working and non-working households.

A team of at least 12 researchers went to each area. The research area was divided into three different sectors, each assigned to a sub-team of researchers. Every address in the research area was allotted a code number, shown both on a map and on a list of all addresses in the area. Researchers systematically went to each household and recorded the visit(s) on their list. The preferred method for questionnaire completion was face-to-face with the respondents. There were Welsh speaking researchers in each team and all residents were offered the option of completing the questionnaire in Welsh. Residents were informed that participation in the research was voluntary. It was explained that their responses would be confidential and anonymous. The questionnaire took an average of 45 minutes to complete with respondents. Researchers entered the responses on the questionnaires.

⁵ Wales Rural Observatory (2008) *Report on the Household Survey in Rural Wales: Report 17*. WRO: Cardiff.

If the respondent chose, the researcher left a questionnaire either for later collection or with a freepost business reply envelope. Over the four day periods, researchers were able to visit all households in each of the different areas. If unable to make contact by the third visit to a household, the researchers left copies of the questionnaire in English and Welsh, a freepost business reply envelope, and a brief explanatory note.

An alternative method of questionnaire completion was for respondents to utilise the 'drop-off and collect points'. In each area, by arrangement with local shopkeepers, public houses and community council members, there were at least two of these points where questionnaires in English and Welsh were left

on display. Posters encouraged residents to collect a questionnaire, complete it, and return it. Researchers collected from these points and marked their lists accordingly.

There was a draw for a hamper in each area as an incentive for residents to participate. Entry to the draw was available to all participants in the research who provided contact details.

A total of 845 responses was received. Table 2.1 shows the response rates for each community area.

Table 2.1 Response rate by community

Community	Households	Holiday Homes / Vacant (Census 2001)	Respondents	Response rate
Aberdaron	597	137	214	47%
Clydau	490	36	245	54%
Llanfihangel	382	14	192	52%
Llangammarch	391	15	194	52%
Total	1860	202	845	51%

Table 2.1 shows that Aberdaron had the lowest response rate at 47%. However, it should be noted that the Census 2001 shows that over 22% of the households in this research area were holiday homes or unoccupied at the time of research. If Aberdaron's large number of holiday homes are removed from its household total, Aberdaron's response rate would be consistent with the three other research areas.

The questionnaire was divided into seven sections. These were entitled: Your Local Area; Community; Culture and Language; Services; Transport; Household Energy; and Household Information. Copies of the questionnaire and cover letter are at Appendices 1 and 2 of this report.

2.4 Follow-on interviews

The rationale for the follow-on interviews was that, while the household survey would produce largely quantitative data, with some illustrative quotes, face-to-face interviews with residents would enable deeper insights into how they experienced life in 'deep rural' Wales. Interviewees were selected from those respondents to the household survey who had stated that they were willing to be interviewed. A scientific process of selecting an indicative sample in each study area was conducted by applying these criteria drawn from the household survey:

- Household type
- Age groups
- Employment status, including retirement and disability
- Welsh language ability
- Location of household – in a village, farm or remote

By a process incorporating elimination and best-fit, the research team constructed an indicative sample of 15 potential interviewees, plus alternatives, in each study area.

The next stage was to contact the potential interviewees to arrange appointments for interview. Interviews were arranged at a time and place that suited the interviewees. In the event, all of the potential interviewees agreed to an interview. However, the value of having additional potential interviewees was proved on at least two occasions when people dropped-out due to illness.

Generally, the interviews were done at the interviewees' homes, although a small number were done in the workplace. The interviews were semi-structured: the interviewer ensured that key themes were addressed and also enabled the interviewee to express other views and concerns. This type of interview is also known as 'a conversation with a purpose'. At the request of some interviewees, their interviews were conducted in the Welsh language. In length the interviews ranged between 45-90 minutes. All of the interviews were sound-recorded and transcribed, and translated where necessary.

2.5 Youth focus groups

There was some variation in the arrangements for the youth focus groups. In the Llangammarch study area, which did not have a youth club, the research team contacted a resident who had mentioned working with young people in the area. Similarly, in the Llanfihangel study area the research team contacted a resident who had mentioned that she helped to run an occasional youth club in Llanwddyn.

In the Clydau study area the youth focus groups was arranged through the Aelwyd Crymych, a youth group operating in the area. The Aberdaron youth focus group was arranged through a local school. These two focus groups were held in the Welsh language.

Similarly to the individual interviews, the researcher ensured that key themes were

covered while encouraging debate among the group participants. All of the focus groups were sound-recorded and transcribed, and translated where necessary.

As an incentive to contribute to the focus groups, participants were offered a £10 voucher from a nationwide chain of stores. Participants were assured of anonymity.

The researchers who conducted the youth focus groups ensured that they were up-to-date with their Criminal Records Bureau accreditation and presented this to the organisers in the study areas. In Llangammarch and Llanfihangel, where the researcher was male, the female organisers were present during the group discussions but did not participate. For the Clydau focus group, where the researcher was female, the female organiser attended but did not participate, and in Aberdaron, where the researcher was female, school teaching staff were in the building.

2.6 Agency questionnaire

The final stage of research was the questionnaire for agencies involved in the provision of services in the four study areas. With the assistance of WAG personnel and the involved local authorities, the research team compiled a list of service provision agencies that operated in the study areas. These agencies were first contacted by telephone to inform them of the project and to secure their participation. Questionnaires and covering letters were then sent to them by e-mail or through the post. Responses were requested by e-mail, through the post, or an on-line version was available on the internet. A total of 243 agencies was contacted and 49 responded at a response rate of 20%. Copies of the agency questionnaire and covering letter are at Appendices 3 and 4 of this report.

To complete this section on research methods, there follows an outline description of each of the four study areas. These include the time frame of the household questionnaire research; a description of the landscape; and research related points of interest. The study communities are presented in the chronological order of the household survey research periods.

2.7 Llanfihangel–yng–Ngwynfa study area

Llanfihangel Community Council area is in the north of Powys, approximately 20 miles to the north-west of Welshpool. It can be reached only by B-roads, which in some places are single-track and flanked by high hedges for long stretches. Apart from Llanfihangel village, other settlements in the area that came into the research (some with overlapping postcodes) were Dolanog, Llwydiarth and Pont Llogel, Abertridwr and Llanwddyn. The research area contained 412 households.

The settlement of Llanfihangel lies along the B4382 road, with a cul-de sac turning into the village centre. It contains a mix of older and modern properties and a number of local amenities, including a public house, tea shop, garage, community hall, public conveniences, public car park, and a church. The tea shop served as a base for the research team. At the time the research was carried out, the Church in Wales Primary school located in the centre of the village was operational, but was closed in early 2009.

Dolanog, to the southwest of Llanfihangel, is on the River Vyrnwy and has a spectacular weir. Together with a mix of housing, it contains a community hall, public conveniences, and a garage. Llwydiarth (the settlement) and Pont Llogel (the bridge over the River Vyrnwy) consists of houses and farms along the B4395. It is very small but does contain a Post Office, which is also a shop and petrol station, and a holiday caravan park.

Llanwddyn lies at the southern end of Lake Vyrnwy and incorporates the dam that closes off the reservoir. Other features in Llanwddyn are a group of tourist-oriented shops including the Royal Society for the Protection of Birds (RSPB) and two bed and breakfast establishments. A short distance from the lake, the area of Llanwddyn known as Abertridwr has a shop, which sells petrol, a primary school and a chapel. Much of the land and some properties in this area are owned by Severn Trent Water Authority. To the southwest of Llanwddyn, the houses and farms in the Cownwy valley were also surveyed.

The landscape of this area is extremely scenic, with views of Lake Vyrnwy and the Cambrian mountains. This rugged landscape contains numerous farms. Many of these are remote with narrow and steep farm tracks. The Forestry Commission has extensive holdings in the area. Pheasant shoots are popular in the area.

The WRO research team conducted the household survey between 29th November and 3rd December 2008. This was a period of extremely cold weather, with frost, fog and some snow. This made access to some of the farms extremely difficult.

Noticeable features of the area were the strong local networks and the predominance of the Welsh language.

2.8 Llangammarch study area

Llangammarch Community Council area lies to the west of Builth Wells. The wider research area, including overlapping postcodes, was bounded to the north and west by the A483 road and to the south and east by the Ministry of Defence Sennybridge Training Area Danger Zone. This research area contained the settlements of Llangammarch Wells, Garth, Cefn Gorwydd and Tirabad, with a group of isolated properties towards the edge of Llanwrtyd Wells. The research area contained 417 households.

Llangammarch Wells lies on the rather complex confluence of the River Irfon and the Afon Cammarch. The village contains two hotels, two public houses, a small riverside park with a playground, community gardens and public conveniences, a Post Office, a church, a chapel, a small railway station and a limited bus service, four public telephones, three letter boxes, and a community hall. The Community Council kindly allowed the research team to use it as a base. Garth is on the A483 road and contains a school, a garage, and a small railway station. Cefn Gorwydd and Tirabad to the south of the research area are hamlets. Tirabad is close to the Sennybridge Training Area Danger Zone. Close to Tirabad there is a Forestry Commission training establishment. There

are extensive Forestry Commission holdings in the area.

The landscape of this area is scenic and hilly. It contains numerous farms, many of which are remote with narrow and steep farm tracks. With its narrow difficult roads, the area features as a section of the Wales Rally GB. On the first day of research some of the roads around Tirabad were closed for the rally.

The WRO research team conducted the household survey between 6th December and 9th December 2008. As with Llanfihangel, temperatures were sub-zero. The roads were extremely icy, which made driving conditions and access to some sites difficult.

Noticeable features of the area were the strong local networks, and many of the questionnaire respondents knew each other. However, the Welsh language did not appear to be a predominant feature of the research area.

2.9 Clydau study area

Clydau Community Council area is located in the Hundred of Cilgerran to the east of Crymych.

The research area contained 490 households, and included households in the postcodes that were predominantly within the Community Council area. There were three main settlement areas, Tegryn, Bwlchgyroes, and the houses along the valley near Cwmorgan. The research team visited Tegryn Community Council area between the 13th and the 16th of December 2008. They were based at Bwlchgyroes Community Hall.

Tegryn was the largest settlement in the research area. The location of the village made it feel exposed – it is on the side of a high mountain, and so the views all around are quite spectacular. In terms of services, the village has two public house, two garages, a chapel and a primary school. The village is a ribbon development the road, with a few outlying farms and properties.

The bus service is very infrequent, with one trip a week to Cardigan, and one trip a month

to Carmarthen. However, the Green Dragon 'dial-a-ride' bus service operates in the area and runs on Tuesdays, Thursdays and Saturdays. This connects passengers to routes served by the Richards Brothers Buses, as well as to surrounding towns. During the summer this provides a walker's service for people along the Pembrokeshire coastal walk.

There were signs showing details of new builds in the area, which would increase the size and potentially the numbers of services there. Given the economic climate at the time of the research, there was some speculation about the continuation of this project.

Around Tegryn are the hamlets of Glogue, Llanfyrnach and Hermon, and some of the households in these settlements were part of the research area.

Bwlchgyroes is to the north of Tegryn: it has a Community Hall, which was used as the research team base, and a food and farm feeds shop. Following the closure of the local primary school at Bwlchgyroes in 2000, the committee of Bwlchgyroes Community Hall was established in order to buy the school site and develop it as a Community Centre. The local nursery scheme (Cylch Meithrin Bwlchgyroes), which was established in September 1974 and was located in the village hall, later moved into the old school building and continues to this day. The small village of Star is located to the South of Bwlchgyroes.

Cwmorgan is located at the bottom of a river valley, along which there are a number of households. Cwmorgan is located close to the larger settlement of Capel Iwan, which fell just outside the research area. The Cwmorgan research area was particularly difficult to access on the first three research days as there was quite a heavy ground frost and the roads were very steep. This little village nestles at the bottom of a steep valley, and did not have any services, though the mobile library called regularly in the area.

There were a number of farms in the Clydau area that had difficult access. However, the research team managed a high number of returns. The temperatures were quite low in

Clydau, but the roads were only frozen on the more isolated roads, so the research was not impeded.

2.10 Aberdaron study area

Aberdaron Community Council area is located on the most westerly tip of the Llŷn Peninsula in north Wales, approximately 18 miles west of the seaside town of Pwllheli. The research area itself contained 620 households and encompassed three main settlement areas – Aberdaron, Rhoshirwaun and Rhiw. The small traditional fishing village of Aberdaron was the main settlement in the research area. Within the village, there are two hotels - the Ship and the Ty Newydd, (which served as the research team base) and numerous Bed and Breakfast establishments, in addition to two cafes (Yr Hen Best and Y Gegin Fawr), and two centrally located car parks, mainly used by visitors to the beach and users of the many heritage walks in the area. Aberdaron's main trade is tourism and its beach was awarded the Blue flag in 2005. A regular boat service runs between Bardsey Island and Porth Meudwy throughout the summer season. Public transport to the region leaves the nearest major population centre, Pwllheli, and takes the northern coast road from Nefyn through the villages of Ederm and Tudweiliog, or via the southern coast road, through the villages of Llanbedrog, Mynytho, Neigwl and Rhiw.

Rhiw is one of the highest villages in Llŷn. With its backdrop of mountains, it offers spectacular views of Cardigan Bay and the Ceredigion coastline. The school in Rhiw has been closed since the 1950s, however there is a thriving community hall, which acts as a focal point for social and cultural activities in the village, offering a wide range of concerts, lectures and community activities. Rhoshirwaun is situated about two miles northeast of Aberdaron along the B4413. The village is scattered across the inland southern plateau of the Llŷn.

The region represents one of the strongholds of the Welsh language and culture, which forms an important and integral part of community life. According to the 2001 Census, more than 75% of residents speak

Welsh, with the highest proportion of speakers being in the 20-24 and 10-15 age groups. However, a steady decline in use of the Welsh language in recent decades has been linked to both outward migration and in-migration of non-Welsh speakers. Welsh place-names establish a strong sense of place, and provide an insight into the history and traditions of the area.

Conservation and heritage issues within the area are significant, with a large number of designations and wildlife habitats, including several Sites of Special Scientific Interest and Special Protection Areas. The island of 'Bardsey' or Enlli, which lies about one mile off the western tip of Llŷn and is owned and run by the Bardsey Island Trust, has a rich history and is designated as a National Nature Reserve. In 1956 a large part of the peninsula was designated an Area of Outstanding Natural Beauty under the National Parks and Access to the Countryside Act 1949. It was one of the first areas to receive this special status. Much of the coastline is designated as Heritage Coast, with many sections cared for by the National Trust. These landscapes have proved instrumental in shaping the character of the area, with its high social and environmental value and its corresponding visitor and tourism impact. The recreational and tourism value of the coastline have proved a draw for visitors, transforming the area into a major tourism engine with high visitor numbers.

Agriculture and fishing have, in the past, represented the two mainstays of Llŷn's economy and provided employment for local residents. However, in recent years, farms have been amalgamated and boundaries pulled down to form larger units, thus the pattern of farming smaller units has been significantly altered. Agriculture is now predominantly focused around the production of high quality lamb and beef, and dairy farming. Tourism has developed to be central to the local economy, and main or supplementary source of income for families. There are a wide range of facilities for tourists.

3.1 Introduction

This section presents a brief analysis of information relating to deep rural Wales drawn from the 2007 household survey in rural Wales discussed in previous sections. Information is presented on a number of key issues, including population and migration, community, well-being and welfare, local services, and employment.

3.2 Difficulties in accessing services

According to the household survey conducted by the WRO in 2007, residents in deep rural Wales were much more likely to experience difficulties gaining access to health care facilities, services, most specifically hospitals and dentists, compared to other (less peripheral or sparse) rural areas in Wales. Furthermore, deep rural residents were more likely to experience difficulties accessing public transport services, such as bus stops. This corresponds with the findings of the deep rural survey, which indicated that residents did not make use of public transport to travel to work. To a lesser extent, a higher number of residents in deep rural Wales also indicated that they experienced difficulties gaining access to social clubs, police stations and supermarkets, compared to the rest of rural Wales. However, it is also important to note that nearly half of all residents in rural Wales stated that they did not experience any problems gaining access to services.

3.3 Perceptions of service quality

Overall, the quality of services was rated positively by households across rural Wales. The only exception was in relation to public transport, with just over a third (34%) of householders in areas classified as deep rural Wales rating the quality of public transport as poor, compared to just under a quarter (24%) in the rest of rural Wales. Deep Rural residents also tended to be more negative when rating the quality of service provision compared to other parts of rural Wales. Positive perceptions of services such as food shops, banks, schools, police, GPs and post offices were thus less pronounced in deep rural Wales, compared to other parts of rural Wales.

3.4 Length of residence

The 2007 household survey found evidence of considerable population stability in rural Wales; just over a quarter (28%) of all respondents had always lived in the same property for more than 20 years and a further 43% for between 5 and 20 years. Closer examination of the results revealed that figures for deep rural Wales were fairly similar to those for the rest of rural Wales, with a slightly higher proportion of residents residing in their properties for between 5 and 20 years (47%).

Table 3.1 Length of residence

	Deep Rural	Rest of Rural Wales
1-5 years	23%	26%
6-10 years	21%	22%
11-20 years	26%	21%
21-25 years	9%	8%
25+	19%	20%

3.5 Social Capital and local community

The household survey aimed to examine community feelings and perspectives in the rural areas of Wales. Respondents were asked to respond to a number of statements relating to community belonging, solidarity, safety, isolation and the significance of the Welsh language, and were asked whether or not they agreed with each statement. The possible responses were agree strongly; tend to agree; neither agree nor disagree, tend to disagree; or disagree strongly.

Overall, respondents were overwhelmingly positive when questioned about their views on community belonging, community solidarity and community safety, with positive responses ranging from 77% to 93%. Looking in greater detail at the situation within rural Wales, it became clear that positive responses were highest within those areas classified as deep rural areas, where four out of every five residents responded positively to the statements provided. Although questions relating to the importance of the Welsh

language in community life and perceptions of isolation attracted less positive responses, a similar pattern of variation was apparent between different parts of rural Wales. As an example, over half (53%) of all residents in deep rural Wales agreed that the ability to converse in Welsh was important to fully

participate in community life, compared to a smaller percentage of 32% in the rest of rural Wales. Similarly, just under a quarter (23%) of residents in deep rural Wales felt isolated living in their local area, compared to 16% in the rest of rural Wales.

Table 3.2 Perceptions of local community

	Deep Rural	Rest of Rural Wales
I consider myself to be a member of the local community		
Agree	88%	81%
No opinion	12%	17%
Disagree	4%	8%
People in my community look out for each other		
Agree	89%	83%
No opinion	10%	15%
Disagree	5%	9%
I feel safe living in my community		
Agree	98%	93%
No opinion	2%	5%
Disagree	1%	3%
I definitely enjoy living in my community		
Agree	95%	94%
No opinion	5%	5%
Disagree	2%	3%
There is a strong sense of community feeling in the place that I live		
Agree	83%	77%
No opinion	15%	19%
Disagree	9%	13%
The ability to speak Welsh is important for participating fully in my community		
Agree	53%	32%
No opinion	31%	40%
Disagree	37%	60%
It can feel isolated living where I do		
Agree	23%	16%
No opinion	36%	36%
Disagree	70%	79%
I can influence decisions that affect this area		
Agree	42%	39%
No opinion	42%	41%
Disagree	40%	47%

3.6 Welsh language skills

The 2007 household survey conducted by the WRO revealed that deep rural areas in Wales had a higher proportion of Welsh-speaking residents. Just over 40% of households in deep rural Wales could speak Welsh, either fluently or quite well, compared to a quarter in the rest of rural Wales.

3.7 Satisfaction with local services & facilities

Overall, residents in rural Wales were fairly satisfied with the range of services and facilities available in their local areas, with

four out of every five residents stating that the provision had either stayed the same or had improved in the preceding five years. The results were fairly even across rural Wales. There was no significant variation in positive responses between those areas classified as deep rural and the rest of rural Wales. However, some variation was seen in the negative responses provided to this question, with residents in deep rural Wales more likely to state that the provision of services and facilities in their local areas had deteriorated (14% compared to 10% in the rest of rural Wales).

Table 3.3 Perceptions of changes to local services / facilities over last five years:

	Deep Rural	Rest of Rural Wales
Better	21%	29%
Same	62%	55%
Worse	14%	10%
Don't Know	3%	6%

3.8 Access to computers and the internet

Although household access to computers and the internet was relatively high across rural Wales (over 70%), access in deep rural areas was marginally lower than the rest of rural Wales. Just under a quarter (74%) of households in deep rural Wales had access to a home computer, compared to a slightly higher figure of 77% for the rest of rural Wales, while two thirds of those households were connected to the internet (compared to 70% of households in the rest of rural Wales). The figures for broadband access also showed a similar pattern (51% in deep rural areas compared with 59% for the rest of rural Wales).

3.9 Car ownership

The 2007 household survey revealed that car ownership was generally high across rural Wales, with 90% of all households stating that they owned a car. However, further examination of the results revealed slightly higher rates of multiple car ownership in deep rural areas, with 56% of deep rural households stating that they owned two or more cars, compared to 51% in the rest of rural Wales.

3.10 Place of work

The survey showed that the proportion of residents who worked from home was higher in deep rural areas (16%) compared to the rest of rural Wales (11%).

3.11 Annual Household Income

The 2007 household survey revealed that deep rural areas contained a slightly higher proportion of households with an annual income of less than £10,000 (27%) compared to the rest of rural Wales, where the figure was just under a quarter (23%).

3.12 Household energy

Deep rural households were less likely to have loft insulation, double glazing, and cavity wall insulation, compared to the rest of rural Wales, but were more likely to have solar panels and make use of energy saving light bulbs.

4.1 Introduction

This section presents data gathered about the respondents and where they live. These data highlight the similarities and differences between the different areas researched, and present an overall account of how residents understand these 'deep rural' areas.

4.2 Locality

Length of Residence

Across the four areas, almost 45% of respondents had lived in their current local

area for over 25 years. There were significant differences between the four different localities in terms of how long most people had lived there. While over half of the respondents in Llanfihangel and Aberdaron had resided in their local area for over 25 years, in Llangammarch and Clydau the figure was 37%.

Conversely, under 10% of residents in Aberdaron had lived there for fewer than five years, compared with 26% in Clydau. These figures can be seen in Table 4.1.

Table 4.1 Length of residence

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
1 – 5 years	18.1%	14.1%	21.2%	26.2%	9.4%
6 -10 years	13.4%	10.9%	17.1%	12.7%	13.2%
11 – 20 years	16.2%	17.2%	20.2%	12.7%	15.6%
21 – 25 years	7.6%	5.7%	4.7%	11.5%	7.5%
25 + years	44.7%	52.1%	36.8%	36.9%	54.2%

From this table, we can see that Llanfihangel and Aberdaron had populations that were more stable, that is had less in-migration, than either Llangammarch or Clydau. For example, Clydau had the largest proportion of recent movers (26%) and Aberdaron the lowest (9%).

Household Income

Almost a quarter of respondents in the four localities had an annual income of less than £10,000. A third had an annual income between £10,000 and £21,000 and 19% had an annual income between £21,000 and £31,000. Almost a quarter of respondents had an annual income of over £31,000.

In terms of locality, while all four study areas had similar proportions of respondents with annual incomes of less than £10,000 (between 20% and 25%) there was variation across the other income bands. For example, 41% of Llanfihangel respondents had an annual income between £10,000 and £21,000, as did 44% in Llangammarch.

Proportions in this income band were considerably higher in both Clydau (53%) and Aberdaron (55%). However, Aberdaron (17%) had the lowest proportion of respondents with an annual income exceeding £31,000. Llanfihangel (30%) had the highest proportion in the over £31,000 range, followed by Llangammarch (23%) and Clydau (22%).

There appeared to be a strong relationship between income and length of residence: 56% of respondents who had an annual income of less than £10,000 had lived in their local area for over 25 years, compared to just over a third of those earning £31,000 a year. Respondents who had lived in their local area for up to ten years were more likely to have an annual income of over £21,000 than longer-residing community members.

4.3 In-migration effects

Almost 40% of all respondents in the four localities had moved from England. Only in Aberdaron were there equal proportions of

people who had lived in the area all their lives and people who had moved in from England: 36% in each case. In Clydau, 45% of respondents had moved from England, compared with 35% who had lived either in the same place or the same area all their lives.

Over a third of residents who were 65 years old or older had moved to their local area from England. This compared with the 25% of over 65s who had lived in their local area all their lives. At 42% a relatively high proportion of the under 35s in the sample had lived in the local area all their lives.

People who had moved from England were the highest earners in the sample, with 45% of this group having an annual income of more than £31,000. In contrast, 34% of people who had always lived in the same local area or had moved within the same area had an annual income under £10,000.

4.4 Satisfaction with Local Area

Over 90% of respondents were very or fairly satisfied with their local areas as a place to live. With such high proportions of expressed satisfaction there was little variation between areas. The highest proportion (97%) was in Aberdaron and the lowest (91%) was in Llangammarch. Similarly, there was little variation in expressions of satisfaction with these rural areas as a place to live across the categories of age, income, economic status and ethnicity.

When asked what they liked about living in these rural areas respondents tended to cite peace and quiet, and a slower pace of life, particularly in contrast to the perceived hustle and bustle of urban settings; a sense of close community; and the beautiful landscape and scenery of rural Wales. The following quotations from respondents illustrate some of these feelings.

"...comparative peace and quiet. No close neighbours other than wildlife."

(Elderly male, from Wales)

"The peace and quiet, the view, the neighbourhood of a small village in a rural area where we interact because we are a community."

(Working age, Welsh)

"The surroundings are beautiful; even if you are having the worst day ever just looking around me makes me feel glad to be alive. There is still a real community feel where everyone cares for and about one and another."

(Working age female, English)

"The most beautiful scenery and landscape being close to nature, enjoying a more peaceful life, having a garden (growing your own fruit and veg etc) the feeling of having left things "behind", being "away from all", at the "end of track."

(Working age male, from outside Wales)

Expressions of dissatisfaction were in the range of 2%-5%. When asked what they disliked about living in their local area respondents often pointed to a lack of services, and the decline or closure of existing services. Some spoke of the problem of people moving into the area and others of the problems faced by young people in terms of employment and buying a house in the area. A substantial proportion of 33% did not express any dislike about the area where they lived.

Some examples of dislikes follow.

"The young people can't stay in the area as there is nothing here for them. Strangers live in three quarter of the houses as the locals can't afford them."

(Elderly male, lived in area all of life)

"Not much for youngsters to do or the elderly. No public transport for getting to larger towns. Need more local shops."

(Elderly female)

"Over emphasis on Welsh language and cost of printing twice as much. Cost of living."

(Elderly female, lived in area 20+ years)

"Can't drive any more so distances for travel (shops and hospital) are greater, no public transport is suitable."

(Moved from outside Wales)

"Very far from good shops, our weekly shopping trip cost so much to get to as our nearest supermarket is over 40mile round trip. Everybody knows each other and tends to be 'into your business'."

(Under 35, not in employment)

“Nothing apart from lack of services, but we choose to live here.”

(Working age, moved from outside Wales)

4.5 Quality of Life

Overall, quality of life was perceived to be high with 94% of respondents rating their

quality of life as either very good or fairly good. The breakdown of quality of life between the different areas is shown on Table 4.2 below. This shows that perceptions of ‘very good’ and ‘good’ far outweighed those of ‘fairly bad’ and ‘bad’.

Table 4.2 Quality of Life by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	68.1%	63.9%	76.0%	71.7%	60.7%
Fairly Good	26.0%	32.5%	20.3%	22.1%	29.9%
Neither Good nor Bad	4.6%	3.1%	3.1%	4.6%	7.1%
Fairly Bad	1.0%	0.5%	0.5%	1.7%	0.9%
Very Bad	0.4%	0.0%	0.0%	0.0%	1.4%

Similar to assessments of satisfaction with living in the local area, the high proportions of respondents who stated that they had a ‘good’ or ‘very good’ quality of life precluded much variation across categories.

However, if ratings of ‘very good’ are taken as an indication of a high quality of life some variations were discernible.

For example, those respondents in employment were more likely to consider their quality of life as ‘very good’, with 72% of respondents in employment compared with 65% of those who were not in employment.

Respondents who had moved to the area were more likely to perceive a higher quality of life than those who had lived there all their lives: 61% of respondents who had lived in the same local area for all their lives rated their quality of life as ‘very good’, compared with 68% of those who had moved to their local area from somewhere else in Wales and 72% of respondents who had moved from outside Wales.

The relationship between quality of life and income was as expected. As income increased (over £21,000 per annum) the likelihood of respondents having a very good

quality of life also increased. This is shown at Table 4.3.

4.6 Location of properties within areas

Respondents were asked to classify whether the property where they lived was in a village; on the outskirts of a village; or an isolated property. The recorded proportions were relatively similar at 29%, 33% and 33% respectively. A small proportion (4%) stated that their property was in an ‘other’ location. Overall, 66% respondents lived outside a village, which pointed to degrees of physical isolation within these ‘deep rural’ communities.

In terms of variation between the research communities, Llangammarch had the highest proportion of respondents who lived in a village with 37%. Aberdaron had the lowest proportion 24%; in Llanfihangel the figure was 26% and in Clydau it was 30%. Llanfihangel had the highest proportion of isolated properties at 42% compared with 20% in Llangammarch, which had the lowest.

Table 4.3 Perceptions of quality of life against income

Annual Income	Less than £10,000	£10,000–£21,000	£21,000 – £31,000	More than £31,000
Very Good	61.3%	64.3%	77.5%	76.6%
Fairly Good	31.0%	26.2%	21.7%	20.8%
Neither Good nor Bad	7.1%	6.7%	0.8%	2.6%
Fairly Bad	0.6%	1.9%	0.0%	0.0%
Very Bad	0.0%	1.0%	0.0%	0.0%

4.7 Demographics

The survey aimed to be comprehensive and to produce an accurate representation of the household distribution in these ‘deep rural’ areas. Weekends were included in the survey periods to increase the potential for participation and to ensure that all types of household were represented.

The highest proportion of household type was the two person household at 42%. Second were single person households at 22% of respondents.

The results suggested that households containing several generations were unusual. Households with four people or fewer constituted 90% of the sample, and 63% of households had two or fewer people.

Overall, 15% of households were single senior citizen; 24% were senior citizen couples; 8% were working age singles; 19% were working age couples; 23% were working age couples with dependent children; and almost 5% were working age single parents with dependent children.

These results revealed an ageing population in these deep rural areas, with nearly two out of every five households (39%) headed by a senior citizen, either living alone or as a couple. This figure was higher than the Wales average of 25% recorded in the 2001 Census. Llangammarch had the highest proportion of senior citizen households, at 46% of its population, while Clydau had the lowest proportions of senior citizen households at a third of its sample population.

With regard to households with children, Clydau had the highest proportion at 30%. Llanfihangel was second with 29%, and both Llangammarch and Aberdaron had 26%.

Clydau had the highest number of two parent households with dependent children at 26% of households. It had the lowest proportion of single parent households with children at 3%.

Clydau had the highest proportion of working age people at 32 % of its sample population - 23% of these were working age couples, while the remaining 9% lived alone. Aberdaron had the lowest proportion of working age adults at 24%. Of these, 8% of these were in single person households.

Llangammarch had the highest proportion of single households, with 12% of the population. Llanfihangel had the lowest proportion with 4%.

4.8 National Identity

Overall, almost half of respondents considered themselves Welsh. A third classed themselves as British and 14% felt they were English. Aberdaron was the locality with the highest proportion of respondents who considered themselves Welsh (59%). Clydau was the lowest, with 42% of respondents stating they were Welsh.

Aberdaron had the lowest proportions of respondents who considered themselves either English (9%) or British (25%). In the other three study areas the proportions of those who considered themselves English were between 15% and 16%; and for those who considered themselves British the range was 30% to 38%.

As might be expected, 94% of those who had lived in the same area of deep rural Wales for all their lives considered themselves to be Welsh. In addition, 63% of people who had moved from within Wales to their current area considered themselves Welsh. Over a quarter of those who had moved from within Wales to a 'deep rural' area considered themselves British, compared to 5% of those who had lived there all their lives and 53% who had moved to Wales from England.

4.9 Household Tenure

Overall, the survey indicated a high proportion of homeowners without mortgages (62%), which was nearly double the equivalent figure for the whole of Wales (34%) as indicated by the 2001 Census. The next most common type of household tenure was ownership through a mortgage, accounting for 22% of households, which was lower than the figure for the whole of Wales (37%).

There were differences between the research areas. For example, in Clydau 27% of respondents were buying their homes on a mortgage, compared with 17% in Llanfihangel. Table 4.4 shows household tenure by research area.

As might be expected, as respondents got older they were more likely to own their own houses outright: 78% of the over 65s owned their own house, compared with a third of the under 35s.

The under 35s had a higher likelihood of renting from a private landlord (19%); the local authority (7%); or a housing association (3%) than their older counterparts.

Respondents who had lived in the local area all their lives had the highest proportion of outright home ownership (65%) compared with those who had moved within Wales (60%) and those who had moved from outside Wales (62%). Respondents who had lived in their local area all their lives were less likely to be buying their homes on a mortgage (16%) compared with those who had moved from within Wales (23%) and those who had moved from outside Wales (26%).

Table 4.5 shows the relationships between household income and tenure.

Table 4.4 Household Tenure by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Owned Outright	62.3%	64.9%	62.3%	61.3%	61.0%
Owned on a Mortgage	22.0%	16.5%	23.0%	27.2%	20.0%
Rented – Local Authority	2.4%	0.5%	4.7%	1.6%	2.9%
Rented-Housing Association	0.6%	0.5%	0.5%	0.8%	0.5%
Rented-Private Landlord	8.3%	12.2%	5.8%	4.9%	11.0%
Other	4.4%	5.3%	3.7%	4.1%	4.8%

Table 4.5 Tenure by Income Group

	All	Less than £10,000	£10,000-£21,000	£21,000-£31,000	More than £31,000
Owned Outright	62.3%	57.0%	62.9%	61.7%	50.7%
Owned on a Mortgage	22.0%	12.0%	22.4%	29.2%	40.1%
Rented – Local Authority	2.4%	8.2%	1.4%	0.8%	0.7%
Rented-Housing Association	0.6%	0.6%	1.4%	0.8%	0.0%
Rented-Private Landlord	8.3%	13.9%	6.2%	6.7%	5.3%
Other	4.4%	8.2%	5.7%	0.8%	3.3%

From Table 4.5 it may be seen that outright home ownership was lower for respondents with an annual salary of £31,000 or more (51%) than it was for respondents with an income of £10,000 per annum or less (57%). This might have been explained by the high number of retired people who own their homes but do not have a high yearly income. Outright home ownership was highest in the annual income bands £10,000 to £21,000 (63%) and £21,000 to £31,000 (62%).

Lower income groups were less likely to be purchasing their homes on a mortgage than those on a higher salary, which tended to reinforce the retirement hypothesis above.

Renting was more likely among those participants with lower annual incomes.

4.10 Economic Status

Overall, just over half (51%) of all respondents surveyed were in employment and 39% were retired. The remainder were unemployed (5%) or classified as long-term sick and disabled (3%). With regard to the retirement data, the 39% revealed by the deep rural survey was a considerably higher proportion than the 15% shown by the Annual Population Survey (ONS, 2008) which covered all Wales.

Table 4.6 Employment status

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
In Employment	51.4%	53.5%	53.5%	52.9%	45.9%
Unemployed	5.0%	5.9%	3.7%	4.2%	6.3%
Retired	38.9%	38.0%	39.6%	35.3%	43.5%
Full time Education	1.0%	0.5%	1.6%	0.4%	1.4%
Long term sick and disabled	3.2%	2.1%	1.6%	6.3%	1.9%

There were differences in economic status between the four localities, as shown at Table 4.6. Table 4.6 shows that the proportion of respondents in employment in Aberdaron was considerably lower than the other three localities. This was consistent with Aberdaron's higher proportion of retired people.

Clydau had a highest proportion of long term sick and disabled. The proportions of respondents in full-time education appeared

low. However, as all respondents were over 16 years old and tended to be the head of the household, schoolchildren and young adults at university were not included in these data.

4.11 Educational Qualifications

Across the four areas, most respondents from deep rural Wales had O Levels, GCSEs or CSEs as their highest educational qualification, at just under a quarter of the overall respondents. A fifth had a university degree, and 15% had no qualifications at all.

Table 4.7 below shows the differences in educational qualifications held by respondents in the different localities. Standout data were; 18% of Llangammarch respondents had postgraduate qualifications, almost 4% more than any of the other areas; 27% of respondents in Aberdaron had O Levels or equivalent as their highest qualifications, 4% higher than the average for all of rural Wales.

Age was also a contributing factor in terms of educational qualifications. For example, 32% of the over 65s had no qualifications at all, compared to 2% of the under 35s. And although the proportions of these age groups with O level or GCSE as their highest qualification were similar at slightly over 17% for the under 35s and just under 17% for the over 65s, there was a considerable difference at A level. Here, 19% of under 35s had A level as their highest qualification compared to 5% of over 65s.

The difference between the different age groups was sustained at degree level where 33% of under 35s had a degree as their highest qualification compared to 12% of over

65s. The difference between age groups was less apparent with regard to postgraduate qualifications. Indeed, the older groups were marginally more likely to have a postgraduate degree. Proportions were: 12% of under 35s; 14% of the 35 - 64 group; and 14% of over 65s.

There appeared to be a relationship between language and qualifications. Respondents who were able to speak a few words or sentences of Welsh consistently were better qualified than those who spoke either fluent Welsh or no Welsh at all. For example, 22% of respondents who spoke fluent Welsh and 17% who spoke no Welsh had no qualifications at all. In contrast, only 7% of respondents who spoke a few words or sentences had no qualifications.

Table 4.7 Academic qualifications

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
School Leaving Certificate	3.7%	3.3%	3.8%	4.2%	3.5%
O Level or equivalent	22.6%	19.4%	20.8%	22.9%	26.7%
A Level or equivalent	9.3%	12.8%	8.7%	9.6%	6.4%
HND or equivalent	13.2%	13.3%	10.4%	15.8%	12.4%
University Degree	19.6%	20.6%	20.2%	18.8%	19.3%
PG Degree	13.8%	11.1%	17.5%	12.9%	13.9%
No qualifications	15.4%	17.2%	15.3%	13.3%	16.3%
Don't Know	2.4%	2.2%	3.3%	2.5%	1.5%

Of those holding HND or similar diplomas, 18% of respondents who spoke only a few words or sentences of Welsh had these qualifications, compared to 10% of fluent Welsh speakers, and 12% who spoke no Welsh at all.

The tendency for respondents who spoke only a few words or sentences of Welsh to be better qualified was even more apparent at higher education. Taking undergraduate and postgraduate degrees together, 29% of fluent

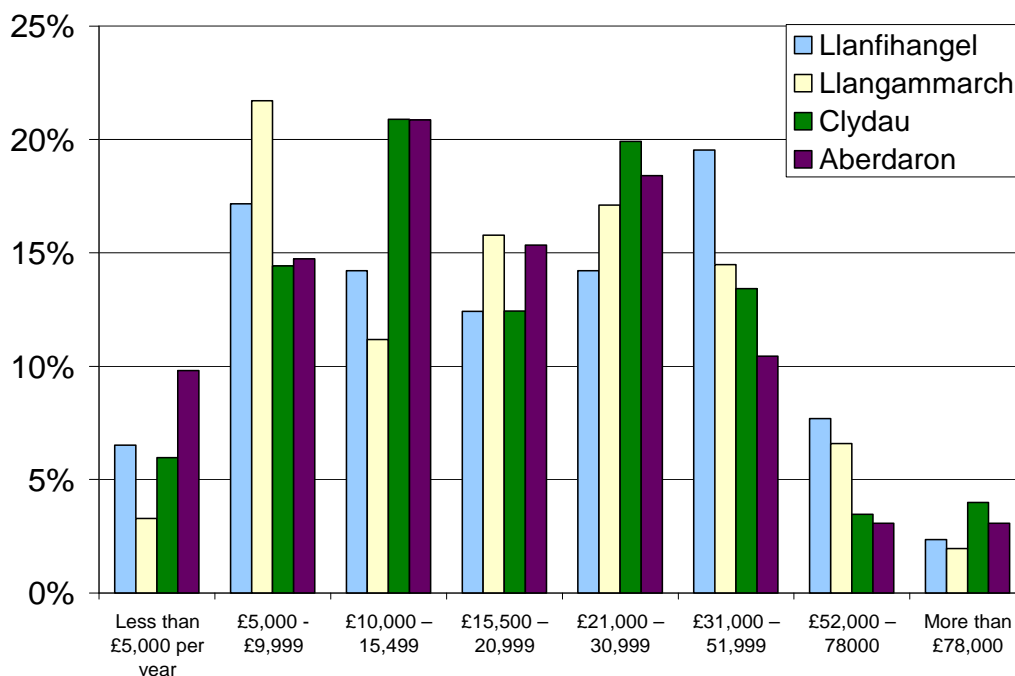
Welsh speakers had a degree, as did 27% of those who spoke no Welsh at all. However, an outstanding 43% of respondents who spoke a few words or sentences had an undergraduate or postgraduate degree.

A possible inference is that highly qualified respondents, incomers who were not fluent Welsh speakers, had the inclination and aspiration to learn the language. Cross-tabulated data for educational qualifications

and period of residence tended to support this hypothesis. Respondents who had moved to the area from outside of Wales were more likely to have higher qualifications than either those who had always lived in the area or those who had moved from within Wales. Combining the results for undergraduate and postgraduate degrees the proportions were: 17% of those who had always lived in the area; 34% of those who had moved from within Wales; and 42% of respondents who had moved to the area from outside of Wales.

The relationship between economic activity and educational qualifications was as might be expected. Of people who were not in employment, 26% had no qualifications, compared to 6% of respondents in employment. In terms of holding educational qualifications it was difficult to discern causality because of the inclusion of respondents over 65 in the 'not in employment' category.

Figure 4.1 Income distribution by Locality



4.12 Income and Savings

Overall, 23% of respondents had an annual household income of less than £10,000, and 6% of respondents lived on less than £5,000 a year. Equivalent figures on income levels for the whole of Wales⁴ were slightly lower in comparison, at 10% and 6% respectively, which suggests that deep rural areas are more likely to contain a higher proportion of residents in the low-income categories. In comparison, only a relatively small proportion of respondents in deep rural areas (8%) had

an annual household income of more than £52,000.

The annual income distribution across the four different localities is shown at Figure 4.1. This income distribution revealed some differences. For example, 10% of Aberdaron respondents had annual incomes of less than £5,000 compared to 3% in Llangammarch.

Interestingly, Llangammarch had both one of the highest set of incomes, with 8% of its respondents living on annual household incomes of over £52,000, and one of the

⁴ see CACI webpage at: <http://www.caci.co.uk/paycheck.aspx>

lowest sets, with 25% of respondents on annual incomes of less than £10,000.

Llanfihangel, with 10%, had the highest proportion of respondents living on an annual income of over £52,000. Aberdaron at 6% had the lowest proportion of people on that income.

If a respondent had remained in the same area for all their lives they were more likely to be on an annual household income of less than £10,000 (27% of respondents) and less likely to have an income of over £52,000 a year (3% of respondents). These data compared to 24% of respondents who had moved from within Wales were on incomes of less than £10,000 and 20% of respondents who had moved from outside Wales.

It was respondents who had moved from within Wales that were more likely, at 10%, to have an annual income of over £52,000,

compared to 8% of people who had moved into Wales. Across the four areas, 25% of respondents had household savings of less than £1,000, and 7% had savings of over £100,000. In Clydau almost 30% of respondents had savings of less than £1000, whereas Llanfihangel had the highest proportion of respondents with savings of over £100,000, at 9%. Aberdaron had the lowest proportion of respondents with savings of over £100,000, with 5%.

Respondents who had moved from outside Wales had the highest proportion in the over £100,000 savings bracket, at 10%.

Overall, 75% of respondents felt that living in rural areas cost more than living in urban areas. Respondents in Clydau had the lowest proportion of respondents who felt this, with only 68%, and Llanfihangel had the highest proportion, with 82%.

Locality and demographics - Key findings

Broad Demographics

Overall, almost half of respondents considered themselves Welsh. A third classed themselves as British and 14% felt they were English.

Aberdaron was the locality with the highest proportion of respondents who considered themselves Welsh (59%). Clydau was the lowest, with 42% of respondents stating they were Welsh.

Almost 45% of respondents had lived in their current local area for over 25 years.

94% of those who had lived in the same area of deep rural Wales for all their lives considered themselves to be Welsh. In addition, 63% of people who had moved from within Wales to their current area considered themselves Welsh.

Respondents who had lived in their local area for 25 years or more were the category most likely to speak fluent Welsh, with 75% of those who spoke Welsh fluently residing for that length of time.

72% of respondents who considered themselves to be Welsh had lived in their local area for over 25 years.

36% of respondents who considered themselves English had lived in their local area for fewer than six years.

Respondents who had lived in their local area for up to ten years were more likely to have an annual income over £21,000 than longer-residing community members.

Overall, almost 40% of respondents had moved in from England.

Over a third of residents who were 65 years old or older had moved to their local area from England.

At 16%, a relatively small proportion of respondents who had lived in the same place or area all their lives spoke no Welsh at all.

By contrast, 72 % of respondents who had lived in the same area or place all their lives spoke Welsh fluently or quite well.

People who had moved from England were the highest earners in the sample, with 45% of this group having an annual income of more than £31,000.

By contrast, 34% of people who had always lived in the same local area or had moved within the same area had incomes of under £10,000 a year.

The highest proportion of household type was the two person household at 42%. Single person households were second at 22%

Overall, 15% of households were single senior citizen; 24% were senior citizen couples; 8% were working age singles; 19% were working age couples; 23% were working age couples with dependent children; and almost 5% were working age single parents with dependent children.

34% of respondents were over 65 years old.

7% of respondents were less than 35 years old.

Satisfaction with Local Area and Quality of Life

In total, over 90% of respondents were very or fairly satisfied with their local areas as a place to live.

When asked what they liked about living in their local area common responses were peace and quiet, feelings of community and scenery.

When asked what they disliked about living in their local area respondents often cited a lack of services, and the decline or closure of existing services.

Overall, quality of life was perceived to be high with 94% of respondents rating their quality of life as either very good or fairly

good. Llangammarch Wells had the highest proportion (76%) of respondents who felt their quality of life was very good, and Aberdaron had the lowest (61%).

Where people lived

Overall, over two thirds of respondents lived outside a village.

Only in Llangammarch did over a third of respondents (37%) live in a village, and in Aberdaron this proportion was under a quarter at 24%.

In Llanfihangel 42% of respondents reported that they live in an isolated property, compared to 20% in Llangammarch.

Household Tenure

84% of properties were owned outright or with a mortgage.

Economic Status

Overall, over half of all respondents were in employment.

39 % of respondents were retired

5% of all respondents were unemployed

3% were long term sick and disabled.

At 46%, the proportion of respondents in employment in Aberdaron was considerably lower than the other three localities. This was consistent with Aberdaron's higher proportion of retired people.

At 6% Clydau had the highest proportions of long term sick and disabled.

Qualifications

20% of respondents had a university degree.

15% had no qualifications at all.

Income

Overall, 23% of respondents had an annual household income of less than £10,000; 6% of this figure had an annual household income of less than £5,000 a year.

8% of respondents had an annual household income of more than £52,000.

5.1 Introduction

This section presents data gathered about the communities and culture of the study areas. The discussion centres around the perceptions held by residents in each area about their local communities and their associated cultures, focusing specifically on issues relating to community interactions and engagement, the Welsh language and local culture and distinctiveness.

The data presented highlights the similarities and differences between the different areas researched, as well as presenting an overall account of the experience of living in these 'deep rural' areas.

5.2 The Welsh Language

Across all study areas, just over a third of all respondents (35%) were fluent Welsh speakers and a further 8% noted that they could speak Welsh quite well. An additional 37% of respondents noted that they had a more limited knowledge of the Welsh language, which enabled them to speak a few words or sentences. The remaining 21% could not speak the language at all.

The highest percentage of Welsh speakers were found in Aberdaron (63%), followed by Llanfihangel (54%) and Clydau (41%). The figure for Llangammarch was significantly lower at 13% and the area had a higher proportion of non-Welsh speakers (45%).

Welsh speakers tended to be concentrated in the younger age category (under 35 years), with half of all residents in this category able to speak the language fluently or quite well. The figure for residents aged between 35-64 was slightly less at 40%, and just under a third (31%) of respondents aged 65 were Welsh speakers. In comparison, the older age categories tended to have a greater proportion of non-Welsh speakers, with 21% of residents aged between 35-64 and 22% of residents aged 65 or over included in this category. This compared with only 9% of residents aged under 35.

Respondents who had lived in their local area for 25 years or more were the category most likely to speak Welsh, with almost three quarters of those who spoke Welsh fluently or quite well residing for that length of time. However, a quarter of non-Welsh speakers had also lived in their local area over 25 years. Of those residents who spoke a few words or sentences of Welsh, 27% had moved to the area less than six years ago, and just under a quarter of non-Welsh speaking respondents had lived there for a similar time period.

5.3 Local Culture and Distinctiveness

Overall, residents were overwhelmingly positive (60%) when questioned about the culture and character of their local area. This was most apparent in Aberdaron, where four out of every five residents agreed that there was a distinctive character and culture in their local area. This was closely followed by Clydau (63%) and Llanfihangel (60%).

When asked to explain their answers, most respondents noted the influence of the Welsh language, as the quotes below illustrate:

"Strong use of the Welsh language in traditional public and private life."

(Female, 65+, Aberdaron, few Welsh words)

"Because there are a lot of people who have lived in the village all their lives, they speak Welsh and they have old standards and values. Everyone knows everyone else in the village."

(Male, 35-64, Clydau, fluent Welsh speaker)

"We live in a Welsh speaking part of Wales. The sense of pride is nothing like I have ever felt or come across before."

(Female, 35-64, Clydau, moved from outside Wales)

Others suggested the importance of the Welsh farming tradition and the history of the community:

"The rural culture is distinctive because many local families have been here for generations and families have bonded for the good of the community."

(Male 35-64, Aberdaron, Welsh speaker)

A number of respondents drew attention to the artistic nature of the close-knit area and provided examples of events that occurred locally:

“Welsh spoken extensively. YFC activities and urdd/eistefodd - clog dancing/folk dancing, singing. Also chapel activities.”

(Female, lived in Clydau less than five years, non-Welsh speaker)

However, this view was not shared by the majority of respondents in Llangammarch, with 44% of all residents surveyed stating that their local area was not distinctive in cultural terms, while a further 22% were unsure on the matter. A regularly occurring response was an impression of more than one distinct culture in the area:

“Thirty years ago it was a Welsh first language community, based on agriculture. This is still the basis of the community today, but it has changed because the village is larger and more English speaking people have moved to the area.”

(Male, 35 – 64, Clydau, resident 2-5 years)

“There are 2 (cultures): Welsh (declining) and English (newcomers).”

(Female, English, moved to Clydau less than five years ago)

“Because the area is truly Welsh speaking...some newcomers have assimilated very well into the existing community but there are many that have come to colonise the area.”

(Male, 65+, lived in Llanfihangel for all of life, Welsh speaker)

“Rural, traditional, patriotic if not sometimes nationalistic, friendly, relaxed but unfortunately often not very open-minded towards new/foreign ideas.”

(Female, under 35, Aberdaron, moved from outside Wales)

“Recently I’ve realized that there are people with different culture in the area, like Polish as some of them cannot understand English or Welsh.it can be hard when you ask them for help.”

(Female 20 – 35, Aberdaron, Welsh speaker)

Across all study areas, residents over the age of 35 were more likely to respond positively on the issue of culture, with 62% of

respondents between the age of 35-64 and 58% of respondents aged 65 or over stating that the area in which they lived had a distinctive culture. This compared to a smaller figure of 42% for residents under the age of 35.

In contrast, a third of respondents in this latter age category either disagreed strongly or tended to disagree that there was no distinctive culture or character in their local area, and a further quarter of residents appeared undecided.

Residents whose first language was Welsh, or who had some Welsh language skills, were also more likely to respond positively on the issue of local culture (at 62% and 65% respectively), while just over a third (37%) of non-Welsh speaking residents stated that there was no distinctive culture or character in the area where they lived.

Those residents who had moved into the area from an area outside Wales were more positive in their response to this question, with 65% of all respondents in this category agreeing with the statement, as compared with 59% of residents who had lived in their area for all of their life. This may reflect the tendency for people to move into rural areas such as the Llŷn Peninsula and Pembrokeshire on the basis of their desire to live in an area which was perceived to have a distinctive character and culture.

There was overwhelming agreement amongst respondents in each of the study areas that the Welsh language played an important part in shaping the character and culture of their local area. This was most apparent in Aberdaron, with a significant majority of 97% of all residents responding positively, followed by Clydau (80%) and Llanfihangel (77%).

When asked to explain their answers, many respondents emphasised that the Welsh language was important to participate in community life and for jobs, and was the preferred language in local schools. Several went on to note that the use of the Welsh language in the day-to-day life of their community enabled the language to be preserved.

“There is plenty of evidence on how Welsh has shaped the character of our area; names of farms, town areas known for their Welsh influences.”

(Female, moved from outside Wales to Llangammarch, Welsh speaker)

“It’s important if you’re living in Wales - the language keeps the place’s originality. Tradition must remain.”

(Female, 35-64, Clydau, moved from within Wales, non-Welsh speaking)

“It plays a great part as everyone local are Welsh speaking and have been here for many years and all of our traditions have remained the same which follow down to all the new generations.”

(Male, 35-64, lived in Llanfihangel all of life, fluent Welsh speaker)

“The language of the shops and community activities, English are learning the language to play a part in the community.”

(Welsh speaker, lived in Aberdaron over 65 years)

Respondents in Llangammarch were much more likely to respond negatively, with nearly two-thirds (64%) stating that the Welsh language was not an important factor in shaping the culture and character of the local area. This connects with the earlier observation that the Welsh language played a much less prominent role in Llangammarch, in comparison to the other areas.

Those who did not think it was important frequently stated reasons related to the dilution of the Welsh language, primarily as a result of people moving in to the community.

“The physical way of life and people’s interests in that way of life in my experience seems to unite the locals to a greater extent than some ‘cultural issues’ that tend to divide them or compartmentalise them.”

(Male, 35-64, Clydau, moved from outside Wales)

“...era in time we live in - no modern expressions for new things eg, computers. Welsh spoken here is particular for area. Words and sentences, not accents.”

(Male, 35-64, Clydau)

“Believe it is a cause for the media and a few extreme separatists but that most people would prefer the resources and money to be spent on local infrastructure rather than translation services and S4C.”

(Female, Aberdaron, moved from outside Wales).

The degree to which residents responded positively to this question was fairly even across all age categories, with just under three-quarters of respondents in each category stating that the Welsh language was an important shaping factor. Of those residents who responded positively to this question, a significant majority were fluent Welsh speakers (87%), had lived in the local areas for all of their life (84%) and classified themselves as Welsh (78%).

5.4 Social Capital and Local Community

The questionnaire probed further into the social capital of the communities in which the residents lived and to which they contributed. This included looking in detail at the features of social organisations, such as community and social networks and levels of community trust that facilitate community co-ordination and co-operation.

Community Feeling

A significant majority of residents surveyed (86%) felt that there was a good sense of community in their local area. This view was widely shared across all four areas, with the highest percentage being in Clydau (89%) and Aberdaron (89%), followed by Llanfihangel (85%) and Llangammarch (78%). See Table 5.1.

Table 5.1 Perceptions of the ‘sense of community’ in the study areas

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
No	14.4%	14.6%	21.6%	10.9%	11.4%
Yes	85.6%	85.4%	78.4%	89.1%	88.6%

When asked to explain their answers, common responses included local people, neighbourliness, community activities, issues of Welshness and friendliness. The following quotes provide an illustration of some of these:

"If you want help there's always people there."

(Male, 65+, Aberdaron, English, moved from outside Wales)

"There is a community of local people who join together to celebrate (eg bonfire night in the village hall) and discuss local matters (parish council etc) there is also a strong sense of community between like-minded people."

(Female, 35-64, Aberdaron, English moved from outside Wales).

"People tend to belong to families who have lived in the area for centuries. However, newcomers are welcomed, particularly young people, who appear to integrate particularly well. Learning to speak Welsh is an important aspect of community integration."

(Female, 35-64, Aberdaron, British, moved in from outside Wales)

"It would be possible to live like a hermit but most people get to know others pretty quickly. The post office and village hall are hubs of the community, but the church less so."

(Female, 35-64, Llangammarch, English, moved from outside Wales)

Overall, this positive view was overwhelmingly shared by Welsh speaking residents (91%), as well as those who did not speak Welsh (84%).

The small minority of residents who felt that there was no sense of community in their local area were primarily concerned with the loss of long-standing residents who played an important role in community life, the increasing division between in-movers and mature residents, and the tendency for local residents to keep to themselves. These points are emphasised in the following quotes:

"Everyone knows each other but everyone looks after each other, many people moved to the area and the community has deteriorated. Foreigners keep to themselves."

(Male, 35-64, Aberdaron, lived in area for all of life, Welsh speaker)

"Everyone is friendly etc, but hard to make breakthrough from 'waving friends' to close friends and hard to judge what other people think. We're not well integrated."

(Female, 35 – 64, Clydau, moved from outside Wales).

"Isn't as strong as it was, one reason being women have less time for community activities, also some incomers don't get involved. When something happens the community rallies around."

(Male, 35-64, Llanfihangel, moved from within Wales, fluent Welsh speaker)

"More new people - evolved into 'them and us.'"

(Male, 65+, Llangammarch, lived in area all of life, non-Welsh speaking)

"As older community leaders have passed on or moved there is less community spirit."

(Male, 65+, Llangammarch, British, non-Welsh speaker, moved from within Wales)

Looking in detail at the responses provided, a strong sense of community feeling was noted by the vast majority of residents, regardless of age. For example, over 86% of respondents in each age category agreed that there was a good sense of community in their local area. Moreover, Welsh-speaking residents were more likely to provide a positive response (91%), although the figures for residents who spoke a few words or sentences of Welsh, or non-Welsh speakers were still fairly high, at 80% and 84% respectively. A higher proportion of residents who classified themselves as 'Welsh' responded positively when questioned about the sense of community in their area (89%). The figure for 'British' (83%) and 'English' (82%) residents were only slightly lower.

A sense of community was also noted by high proportions of recent movers and long-established respondents. For example, 84% of residents who had lived in their local area for all of their lives responded positively to this question, and the figures for residents who had moved into the area, either from within or outside Wales, were fairly similar at 89% and 84% respectively.

Community Activities

Nearly half of all residents surveyed in the study communities (48%) responded

positively when questioned about the level of community activities held in their local area. The proportion of residents who agreed were highest in Llangammarch (58%) and Llanfihangel (53%), closely followed by Clydau (50%). The lowest figure was in Aberdaron, where just over a third of residents agreed that there were plenty of community activities being provided locally (Table 5.2).

When asked what type of activity, place and venue, respondents tended to give responses related to events run at the local village hall, school or chapel. Events ranged from committee meetings, through to charitable events, taught classes, and Women's Institute gatherings. However, in Aberdaron,

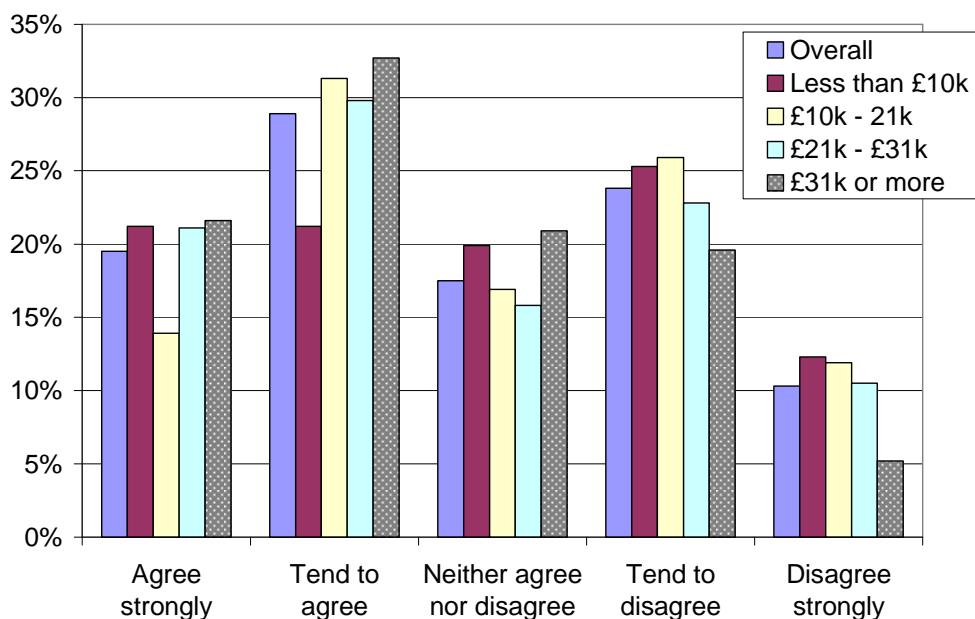
residents were more likely to either feel indifferent about the provision of community activities (29%) or to respond negatively when questioned about the issue (38%).

Taking responses in each of the study areas together, it appears that the likelihood of residents providing a positive response to this statement tended to increase with the level of income, (Figure 5.1). For example, the highest percentage of positive responses was found in the highest income category (£31,000 per annum or more), where 54% of all respondents stated that they either agreed strongly or tended to agree that the community activities provided in their local areas were sufficient.

Table 5.2 Assessment of the level of community activities by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Agree strongly	19.5%	26.4%	22.7%	20.8%	9.0%
Tend to agree	28.9%	26.4%	35.7%	29.0%	24.9%
Neither agree nor disagree	17.5%	17.0%	10.8%	13.4%	28.9%
Tend to disagree	23.8%	19.8%	21.1%	27.7%	25.4%
Disagree strongly	10.3%	10.4%	9.7%	9.1%	11.9%

Figure 5.1 Assessment of the level of community activities by income group



Residents in the lower income categories (less than £10,000 per annum and from £10,000-£21,000 per annum) were more likely to respond negatively when questioned about this issue (both at 38%). Taking this issue forward, a clear majority of residents across all study areas (62%) stated that they were actively involved in some form of community activities in their local areas. This figure was highest in Llanfihangel, where nearly three-quarters (74%) of all the residents surveyed participated in community activities in the local area. This compared to a smaller, yet equally significant figure of 59% in Aberdaron, 58% in Clydau and 57% in Llangammarch.

Engagement in community activities was highest among the 35-64 age category, with 67% of all respondents in this category stating that they regularly took part in local activities. This category was closely followed by the 65 or over's, at 55%, and those under 35 years (46%) (Table 5.3). Residents in the latter age category were therefore less likely to take part in community activities, with just over half (53%) of these residents stating that they did not play a part in any community activities in their local area. This compared to just over a third of residents in the 35-64 age category and 43% in the 65 or over age category.

Table 5.3 Engagement in community activities by age

	All	Under 35 years	35 - 64 years	65 or over
Yes	37.3%	52.6%	32.6%	42.8%
No	61.6%	45.6%	66.8%	55.4%
Uncertain	1.1%	1.8%	0.6%	1.9%

Levels of income also appeared to be an influential factor in determining the level of local engagement in community activities. Across all study areas, the level of participation in community activities tended to increase steadily with income level, with just over half (54%) of all residents who earned less than £10,000 per year stating that they played an active role in community activities. This compared to a more significant majority of 70% for those residents in the highest income category of £31,000 per annum or more.

Attitudes to community belonging

Residents were asked to specify to what extent they considered themselves to be a member of the local community. They were asked to rate their attitudes by choosing one

of five categories, ranging from positive to negative: 'agree strongly', 'tend to agree', 'neither agree nor disagree', 'tend to disagree', and 'disagree strongly'.

An average of 44% of respondents strongly agreed when questioned, and a further 35% tended to agree, providing an overwhelmingly positive response. Positive responses were most prevalent in Aberdaron (83%) and Llanfihangel (84%), although the figures for Clydau and Llangammarch were equally significant, with just over three-quarters of residents in both areas either agreeing strongly or tending to agree. See Table 5.4.

Table 5.4 Perceptions of community belonging

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Agree strongly	44.3%	52.7%	40.4%	37.4%	48.3%
Tend to agree	35.4%	31.5%	35.6%	39.1%	34.5%
Neither agree nor disagree	8.9%	8.2%	5.3%	8.9%	12.8%
Tend to disagree	9.5%	6.5%	16.0%	12.3%	3.0%
Disagree strongly	1.9%	1.1%	2.7%	2.1%	1.5%

Residents in these latter areas, however, were more likely to respond negatively when questioned about their position in the local community, with 19% of residents in Llangammarch and 14% of residents in Clydau either disagreeing strongly or tending to agree. Negative responses in Llanfihangel (8%) and Aberdaron (5%) were notably less frequent.

Across each of the study areas, a significant majority of Welsh-speaking residents (91%) either strongly agreed or tended to agree that they were an active member of the local community. The percentage of residents responding positively in this way was notably lower amongst those residents who spoke only a few Welsh words or sentences (74%) and those who spoke no Welsh at all (67%). Conversely, non-Welsh speakers were more likely to respond negatively when questioned about their role as members of the local community, with one-fifth tending either to disagree or disagreeing strongly.

Overall, those respondents who classified themselves as 'Welsh' were more likely to consider themselves as part of the local community, with 90% of residents in this category responding positively when questioned. The figures for residents who classified themselves as 'British' (72%), 'English' (66%) or 'None of these' (72%) were lower.

Feelings of attachment to the local community appeared to be strongest amongst those residents who had lived in their local area for all of their life, with 69% of these respondents agreeing strongly that they considered themselves members of the local community. In contrast, only 45% of residents who had moved from another area in Wales, and 30% of those who had moved in from outside Wales, agreed strongly with the statement. However, if the 'agree strongly' and 'tend to agree' categories are combined, the vast majority of in-movers agreed that they felt part of their local community. See Table 5.5.

Table 5.5 Perceptions of community belonging by indigenous and in-moving residents

	All	Lived in area all their life	Moved from within Wales	Moved from outside Wales
Agree strongly	44.3%	69.3%	45.1%	30.0%
Tend to agree	35.4%	22.4%	35.6%	42.0%
Neither agree nor disagree	8.9%	3.1%	8.0%	13.1%
Tend to disagree	9.5%	4.7%	9.5%	12.2%
Disagree strongly	1.9%	0.5%	1.9%	2.6%

Feelings of attachment to the local community also appeared to be highest among the older age groups, with just over half (53%) of all residents aged 65 or over agreeing strongly that they felt a part of their local community (Figure 5.2). This attachment appeared to decrease in younger groups, with 41% of respondents aged between 35-64 and just over a third (34%) of residents under the age of 35 agreeing strongly.

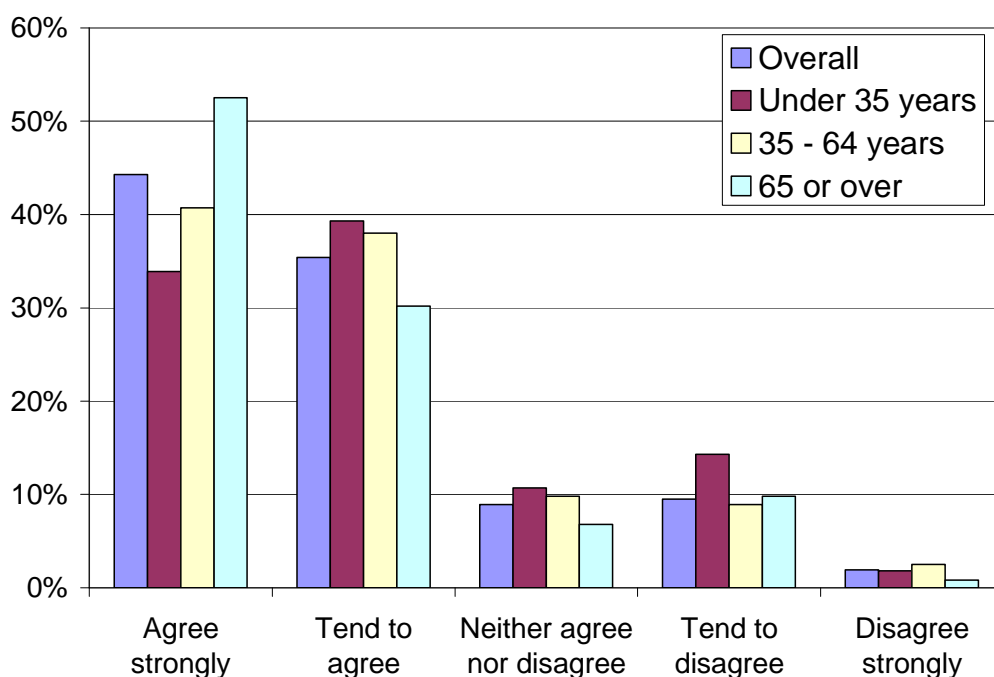
Family and other social networks

The questionnaire probed for further detail on the informal social networks embedded within each area, thus allowing an assessment of the degree of social contact with family,

friends and neighbours. Respondents were asked to indicate to what extent they felt that they knew many people in their local community. Once again, they were asked to record their answer using one of the five categories noted previously.

Overall, half of all the respondents agreed strongly that they knew many people in their local community. This figure appeared to be highest in Aberdaron (60%) and Llanfihangel (57%), followed by Llangammarch and Clydau at 47% and 40%, respectively. When considering all positive responses (those who either agreed strongly or tended to agree) the figures appeared to even out across the study areas. See Table 5.6.

Figure 5.2 Perceptions of community belonging by age group



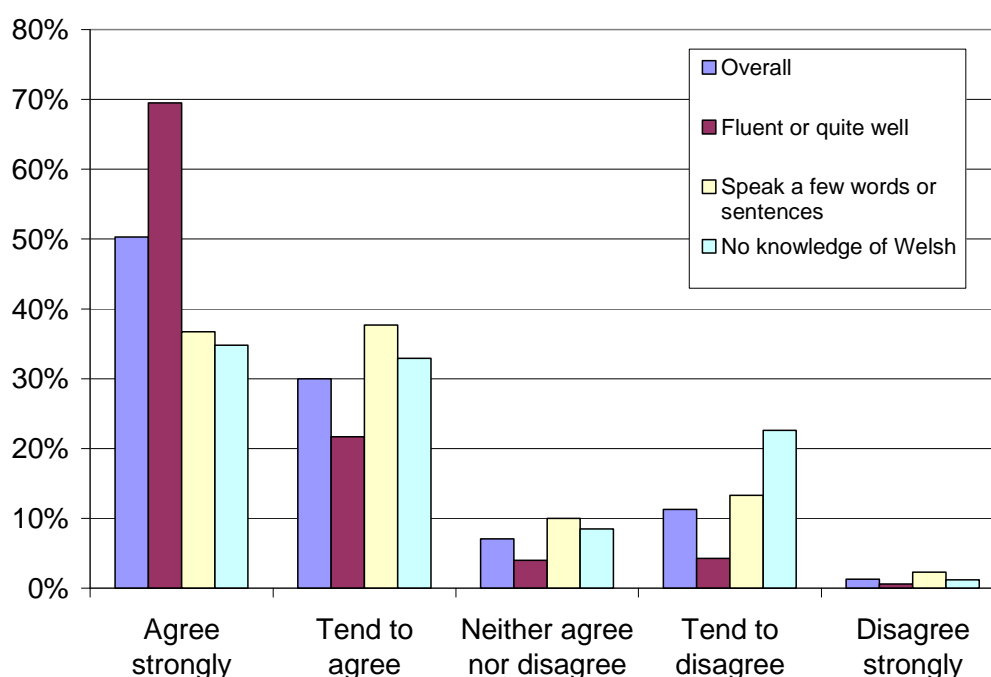
Respondents were more likely to know many people in the community if they were Welsh speakers, with 70% of all residents in this category agreeing strongly with this statement. In comparison, just over a third of residents who spoke only a few words or sentences of Welsh, or had no knowledge of the Welsh language at all strongly agreed that they knew many people in their local community. (Figure 5.3).

Across each of the study communities, residents who had moved into the local area were more likely to provide a negative response than long-standing residents. 14% of residents who had moved in from another area in Wales, and 16.3% of residents who had moved into the area from outside Wales, either tended to disagree or disagreed strongly when questioned whether they knew many people in their local community.

Table 5.6 Perceptions of social networks by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Agree strongly	50.3%	56.7%	46.6%	39.9%	59.9%
Tend to agree	30.0%	26.2%	30.7%	37.0%	24.6%
Neither agree nor disagree	7.1%	7.0%	3.7%	7.6%	9.7%
Tend to disagree	11.3%	8.6%	16.4%	14.7%	5.3%
Disagree strongly	1.3%	1.6%	2.6%	0.8%	0.5%

Figure 5.3 Perceptions of social networks by Welsh language skills



Overall, residents were fairly positive when asked whether they knew more people in their community than they used to, with just over half (52%) tending either to agree or agreeing strongly with this. The highest rate of positive responses were found in Llangammarch (55%) and Clydau (58%), both above the overall average.

However, when all the negative responses are considered together, some dissenting views become apparent. For example, just over a third of all respondents in Llanfihangel, Llangammarch and Aberdaron felt that they knew less people in their local community than they used to. These negative views were only slightly less prominent in Clydau, with 29% of all respondents either tending to agree or disagree strongly with this view.

Across all study areas, over half of all residents aged under 35 years (55%), and between the ages of 35-64 years (57%), indicated that they knew less people in their community than they used to. Conversely, residents in the upper age category (65 or over) were much more likely to disagree with this view, with 41% either tending to disagree or disagree strongly (Table 5.7).

It also became clear that non-Welsh speaking residents and those who spoke only a few Welsh words or sentences were much more likely to know less people in their community than they used to. The figure for Welsh speakers was lower.

Table 5.7 Perceptions of social networks by age

	All	Under 35 years	35 - 64 years	65 or over
Agree strongly	28.3%	31.0%	30.9%	22.8%
Tend to agree	23.5%	24.1%	26.2%	18.8%
Neither agree nor disagree	15.9%	17.2%	14.8%	17.6%
Tend to disagree	18.8%	19.0%	17.0%	22.0%
Disagree strongly	13.6%	8.6%	11.2%	18.8%

Residents were also asked to note how many close friends or family members lived within five miles of their property.

Across all study areas, approximately half of all residents noted that they had ten or fewer family members living within five miles of their property. Within this category, the highest responses were found in Llangammarch (56%) and Clydau (55%). See Table 5.8.

In the other two study areas (Llanfihangel and Aberdaron) residents were more likely to have a higher number of close friends or

family members living in close proximity, with 21% of residents in Llangammarch and 28% of residents in Aberdaron stating that they had 21 or more close friends or family members living nearby.

Supporting this observation, it also appeared that residents living in Llangammarch and Clydau were more likely to have no close friends or family members living within five miles of their home (15% and 13% respectively), as compared to 9% of residents in Llanfihangel and 8% in Aberdaron.

Table 5.8 Assessment of family and other social networks by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
1-5	29.9%	26.2%	34.4%	32.6%	26.1%
6-10	20.6%	23.6%	21.4%	22.2%	15.6%
11-20	18.0%	18.8%	14.1%	16.3%	22.7%
21+	20.2%	22.0%	15.6%	15.5%	28.0%
None	9.4%	9.4%	14.6%	13.4%	7.6%

In the other two study areas (Llanfihangel and Aberdaron) residents were more likely to have a higher number of close friends or family members living in close proximity, with 21% of residents in Llangammarch and 28% of residents in Aberdaron stating that they had 21 or more close friends or family members living nearby.

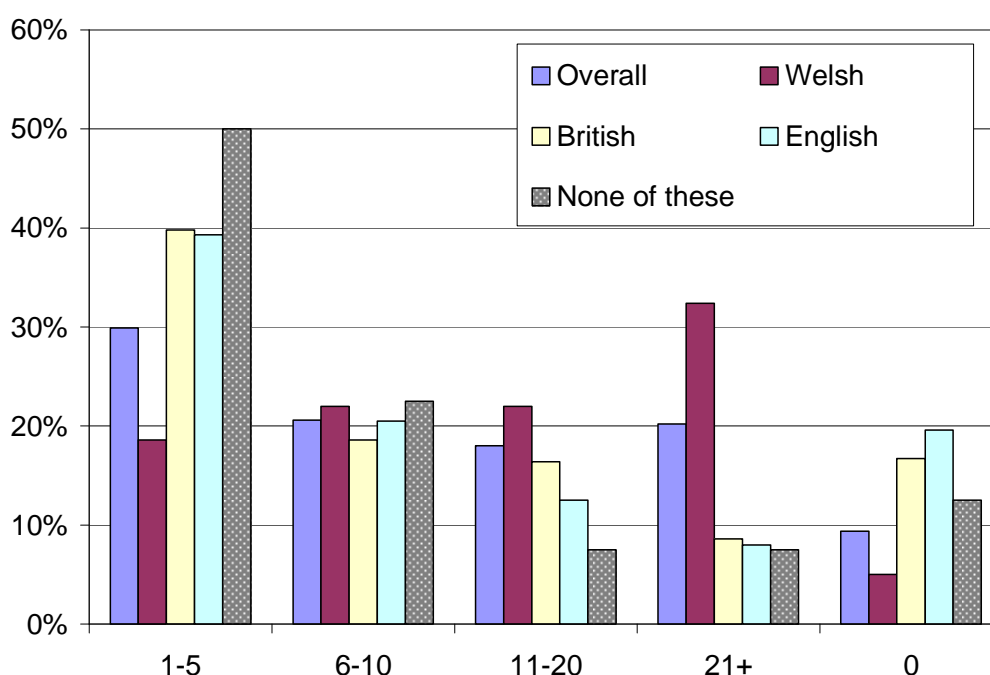
Supporting this observation, it also appeared that residents living in Llangammarch and Clydau were more likely to have no close friends or family members living within five miles of their home (15% and 13% respectively), as compared to 9% of residents in Llanfihangel and 8% in Aberdaron.

Across all study areas, over a third of all non-Welsh speaking residents (38%), and those who spoke only a few Welsh words or sentences (38%), stated that they had between one and five close friends or family members living within five miles of their home. Conversely, just over a third (33%) of Welsh speakers surveyed.

As Figure 5.4 shows, the same pattern can be seen in terms of ethnicity, with just under a third (32%) of all respondents who classified themselves as 'Welsh' stating that they had 21 or more close friends or family members living within five miles. In contrast, a higher percentage of those residents who classified themselves as 'British' (40%), 'English' (39%) or in the 'Other' category (50%) had less than five close friends or family members living close by.

Overall, residents who had lived in their local area for all of their lives were more likely to have a higher number of close friends or family members living nearby, compared to in-movers. For example, 42% of residents who had lived in their local area for all of their life stated that they had 21 or more close friends or family members living within five miles of their property. The figures for residents who had moved in, either from within or outside Wales were significantly lower.

Figure 5.4 Family and other social networks by ethnicity



In contrast, just over a quarter (27%) of residents who had moved from elsewhere in Wales, and 42% of respondents who had moved from outside Wales, had five or less close friends or family members living nearby. The percentage of residents in this category who had lived in the area for all of their life was much lower, at 14%.

Community Solidarity

Respondents were asked to note the extent to which they considered that people in their local community looked out for one another.

Across each of the study areas, this question received an overwhelmingly positive response, with nearly half of all respondents

agreeing strongly. A further 37% of respondents stated that they tended to agree that people in their community looked out for one another, while the negative responses (those either tending to disagree or disagreeing strongly) were much less prominent at 7%.

The highest levels of solidarity were found in Llanfihangel and Aberdaron, where over half of all residents surveyed in each area strongly agreed with the statement. The figures for Llangammarch (44%) and Clydau (40%) were notably lower. However, when all positive responses were taken together, the figures appeared to even out across all study areas (Table 5.9).

Table 5.9 Perceptions of community solidarity by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Agree strongly	43.2%	56.5%	43.5%	39.6%	55.0%
Tend to agree	36.0%	31.0%	34.8%	47.2%	34.2%
Neither agree nor disagree	9.3%	8.2%	6.0%	6.4%	9.9%
Tend to disagree	10.5%	3.3%	14.7%	6.4%	1.0%
Disagree strongly	1.0%	1.1%	1.1%	0.4%	0.0%

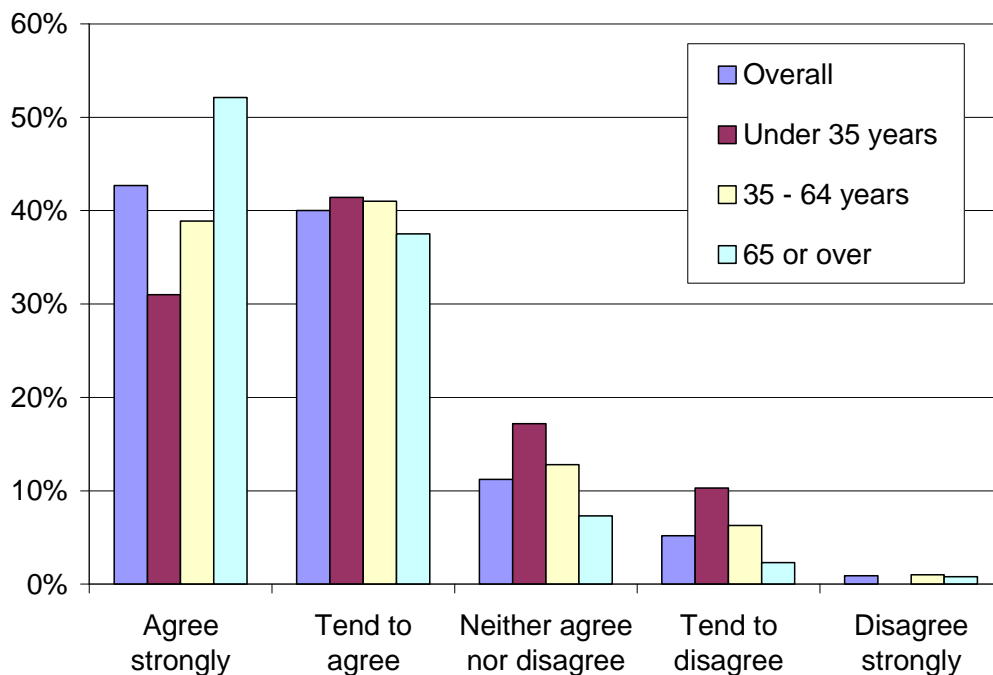
Furthermore, over half (55%) of all respondents aged 65 or over strongly agreed that people in their community looked out for one another. The percentage of residents in the 'strongly agreed' category tended to decrease with age, with 45% of residents aged between 35-64 and 41% of residents under 35 years strongly agreeing with the statement. When all positive responses were considered together, the figures appeared to even out across all age categories (Table 5.10).

Related to this issue, residents were also asked to consider to what extent they felt that people in their community could be trusted. Responses were recorded using the same pattern as the previous questions, with residents asked to indicate whether they

agreed strongly, tended to agree, neither agreed nor disagreed, tended to disagree or disagreed strongly.

Generally, there appeared to be overwhelming agreement amongst residents that people in their local areas could be trusted, with 83% of all respondents either agreeing strongly (43%) or tending to agree (40%). Positive responses were highest among the upper age groups, with 90% of all respondents aged 65 or over either agreeing strongly or tending to agree that there was a high level of community trust in their local area. This was closely followed by residents in the 35-64 age category (80%), and those under the age of 35 (72%). See Figure 5.5.

Figure 5.5 Perceptions of community trust by age group



The 'under 35' age category contained the highest level of negative responses (10%), when compared with the figures for the 35-64 age category (7%) and the 65 or over's (3%). A higher percentage of residents in the lower age categories

also neither agreed nor disagreed when questioned about the trustworthiness of other members of their local community. The figure for the 'under 35' age category (17%) was more than double that of the 65 or over's (7%). See Table 5.10.

Table 5.10 Perceptions of community solidarity by age

	All	Under 35 years	35 - 64 years	65 or over
Agree strongly	43.2%	41.4%	44.7%	55.3%
Tend to agree	36.0%	46.6%	39.3%	32.2%
Neither agree nor disagree	9.3%	8.6%	8.6%	5.7%
Tend to disagree	10.5%	3.4%	6.5%	6.4%
Disagree strongly	1.0%	0.0%	0.8%	0.4%

Perceptions of isolation

Residents were asked to indicate to what extent their local area felt isolated.

Overall, nearly half of all respondents disagreed with this statement, with a fairly equal number of respondents tending either to disagree (25%) or disagreeing strongly (23%). This signalled a fairly high level of satisfaction in the study areas as places to live.

Notwithstanding the above, although the number of respondents in the other categories were notably lower, feelings of isolation were apparent across each of the

study areas. In fact, well over a third of all respondents (39%) either agreed strongly or tended to agree that they felt isolated. The remaining 13% were undecided on the matter, and neither agreed or disagreed with the statement.

The strongest feelings of isolation were found in Llangammarch, with 22% of the residents surveyed in this area agreeing strongly with the statement, and a further 26% indicating that they tended to agree. The remaining responses (both positive and negative) were fairly even across the other study areas (Table 5.11).

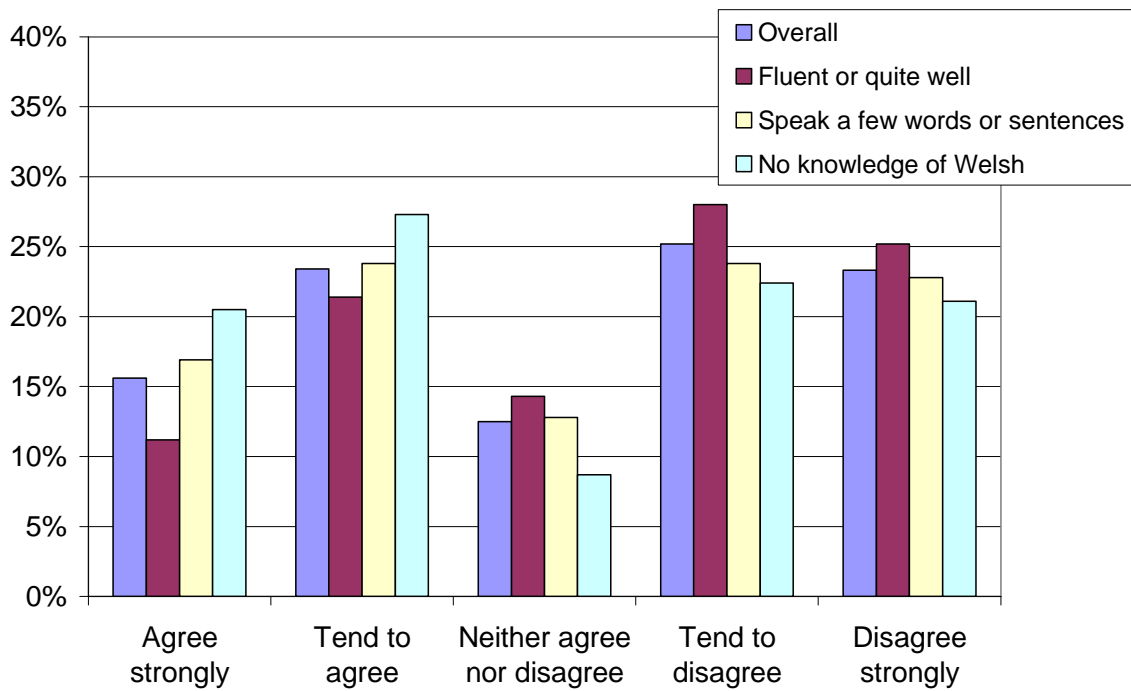
Table 5.11 Perceptions of isolation by area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Agree strongly	15.6%	14.2%	22.3%	16.1%	9.8%
Tend to agree	23.4%	21.0%	26.1%	21.9%	24.9%
Neither agree nor disagree	12.5%	10.8%	7.6%	13.4%	17.6%
Tend to disagree	25.2%	26.1%	23.4%	26.3%	24.9%
Disagree strongly	23.3%	27.8%	20.7%	22.3%	22.8%

In terms of age, just over half (52%) of all respondents under the age of 35 years either agreed strongly or tended to agree that they sometimes felt isolated in their area. Such feelings of isolation tended to decrease with

age, with residents aged between 35-64, and over 65, more likely to either disagree strongly or tend to disagree with the statement (at 48% and 52% respectively).

Figure 5.6 Perceptions of isolation by Welsh language skills



As Figure 5.6 shows, residents who did not speak Welsh were also more likely to feel isolated in their area, with nearly half (48%) of all non-Welsh speakers either agreeing strongly or tending to agree with the statement.

Community and Culture – Key findings

The Welsh Language

43% of all respondents were Welsh speakers and a further 37% noted that they could speak a few words or sentences of Welsh.

The highest percentage of Welsh speakers was found in Aberdaron.

Local Culture and Distinctiveness

A large proportion of respondents agreed that there was a distinctive character and culture in their local area.

Positive responses emphasised the importance of the Welsh language and Welsh farming traditions.

Negative responses tended to focus on the existence of more than one distinct local culture.

A higher proportion of Welsh-speakers responded positively on the issue of local culture, than non-Welsh speaking residents.

Community Feeling

86% of respondents agreed that there was a good sense of community in their local area.

Common reasons included local people, neighbourliness, community activities and friendliness.

Negative responses tended to focus on the loss of long-term residents and the division between in-movers and mature residents.

Community activities

Nearly half of all respondents agreed that there were plenty of community activities in their local area.

Community activities were primarily focused around the village halls, school or chapel.

A significant proportion of respondents were actively involved in some form of community activities in their local area.

Levels of participation in community activities tended to increase steadily with income level.

Community belonging

Four out of every five residents considered themselves a member of the local community.

A higher proportion of Welsh-speakers considered themselves an active member of the local community, than residents who spoke only a few words or sentences of Welsh and non-Welsh speakers.

Long-term residents were much more likely to consider themselves to be a member of the local community, than residents who had moved into the area, either from another area in Wales or from outside Wales.

Family and other social networks

Four out of every five respondents agreed that they knew many people in their local community.

Welsh-speaking residents were more likely to know many people in the community than non-Welsh speakers.

A quarter of non-Welsh speaking residents stated that they did not know many people in their local community.

Residents who had moved into the local area, either from within or outside Wales, were more likely to know less people in the community than mature residents.

Residents in Llanfihangel and Aberdaron were more likely to have a higher number of close friends or family members living in close proximity.

In Llangammarch and Clydau, just over half of all residents had less than 11 members living within five miles of their property.

A third of Welsh-speaking residents had over 21 close friends or family members living nearby.

A higher proportion of mature residents had 21 or more close friends or family members living within five miles of their property, than

those who had moved into the area from within Wales or from outside Wales.

Community solidarity

86% of residents agreed that people in their local community looked out for one another.

The highest levels of solidarity were found in Aberdaron and Llanfihangel.

83% of all respondents agreed that people in their local community could be trusted.

Positive perceptions of community trust were highest among the older age groups.

Perceptions of isolation

Nearly half of all respondents disagreed that their local area felt isolated.

Perceptions of isolation were highest among residents under the age of 35 and tended to decrease with age.

A higher proportion of non-Welsh speaking residents agree that they felt isolated living in their area, than residents with some Welsh language skills, and Welsh speakers.

6.1 Introduction

This section examines the perceptions held by residents of the four study communities concerning services and their assessments of those services. Generally, aggregated data from the four study communities are examined. Where results for a particular community or communities exhibited significant differences from the overall results these differences are discussed.

6.2 Assessing service provision

The questionnaire required respondents to rate the provision of the following services in their local area: general service provision, food shops, non-food shops, banks and building societies, cash machines, public houses, places to eat, doctor's surgeries, hospitals, dental surgeries, schools, refuse collection, recycling and policing.

Respondents were also asked to state whether they considered some services to be 'essential', 'desirable' or 'not needed' in their community.

In terms of general service provision in the four study communities, the largest proportion of respondents, at 37%, considered it to be 'satisfactory'.

However, greater proportions of respondents rated general service provision as 'poor' (25%) or 'very poor' (11%) than 'good' (20%) or 'very good' (7%).

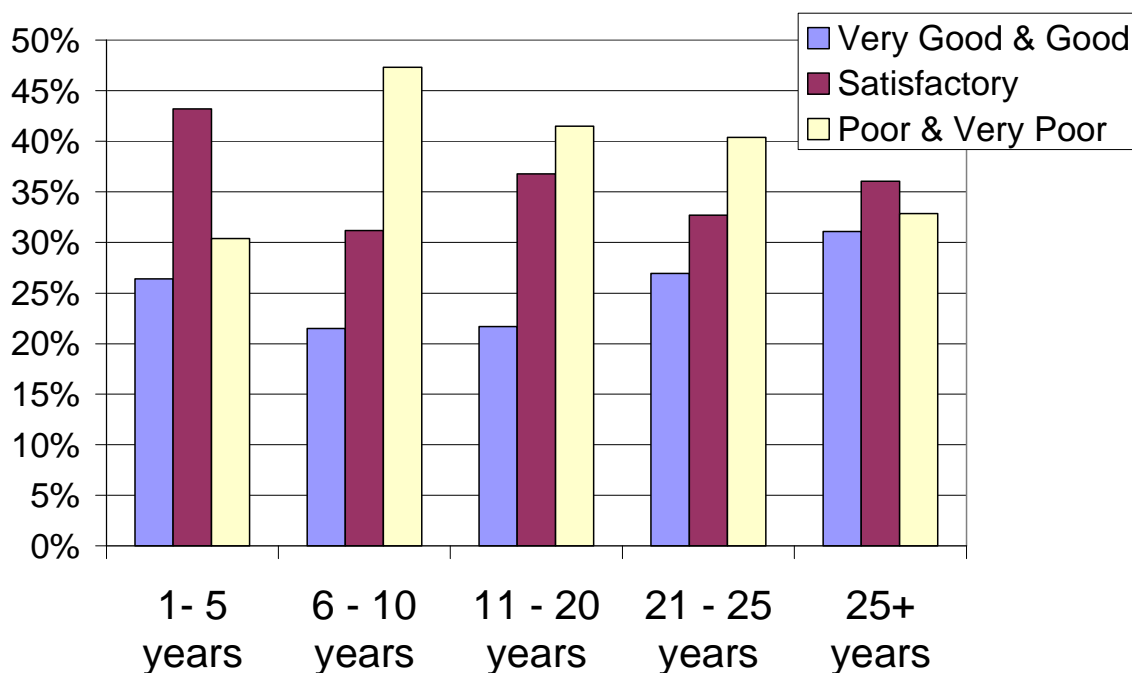
Table 6.1 shows the ratings for general service provision by study community area. The outlier here was Aberdaron where 46% of respondents rated general service provision as 'satisfactory'. Moreover, Aberdaron respondents tended to consider general service provision more favourably than the other study communities. Aberdaron results were 'poor' (11%) and 'very poor' (10%) compared to 'satisfactory' (46%), 'good' (22%) and 'very good' (12%).

Overall, there was a tendency for respondents who had lived in an area for longer periods to rate general service provision as 'satisfactory' and to be less critical. This could be seen as levels of tolerance and acceptance increasing over time. Figure 6.1 shows these ratings.

Table 6.1 Assessment of general service provision

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	7.0%	4.1%	7.8%	3.9%	11.8%
Good	20.1%	15.9%	19.9%	22.1%	21.9%
Satisfactory	36.6%	33.8%	33.1%	33.7%	45.6%
Poor	25.0%	33.8%	29.5%	26.5%	11.2%
Very Poor	11.3%	12.4%	9.6%	13.8%	9.5%

Figure 6.1 General service provision by length of residence



Overall, 34% of respondents rated the provision of food shops as 'satisfactory'. The proportions who rated food shop provision as either 'good' (24%) and 'very good' (9%) or 'poor' (21%) and 'very poor' (12%) were approximately equal.

Aberdaron was again the outlier with a tendency to more favourable ratings for the provision of food shops. Although Aberdaron's 'satisfactory' (32%) rating was close to the overall mark, its 'good' (31%) and 'very good' (14%) ratings far outweighed 'poor' (16%) and 'very poor' (7%).

Overall, 64% of respondents considered a food shop to be 'essential' in their local area; 31% deemed it 'desirable'; and 5% stated that a food shop was 'not needed'. In Aberdaron, 81% of respondents considered a food shop to be 'essential' in their local area.

With respect to non-food shops more respondents rated provision as 'poor' (28%) and 'very poor' (25%) than 'satisfactory' (25%). Ratings for 'good' (19%) and 'very good' (4%) were relatively low.

Llangammarch respondents were the most critical of non-food shop provision with ratings of 'very good' (2%), 'good' (13%), 'satisfactory' (20%), 'poor' (37%) and 'very poor' (29%).

Llanfihangel respondents were also critical in this category, with notably high proportions of 'poor' (28%) and 'very poor' (35%) ratings.

However, Aberdaron respondents were less critical of non-food shop provision. Their combined 'poor' (23%) and 'very poor' (15%) ratings only just outweighed the ratings for 'good' (28%) and 'very good' (7%). Clydau ratings tended to be close to the overall results.

Overall ratings for the provision of banks and building societies were weighted towards 'poor' and 'very poor'. The overall ratings were: 'very good' (5%), 'good' (12%), 'satisfactory' (21%), 'poor' (22%) and 'very poor' (41%).

Aberdaron was once again something of an outlier. However, for this category of service Aberdaron respondents were more critical than the other communities, with ratings of 'very good' (3%), 'good' (7%), 'satisfactory' (15%), and high proportions for 'poor' (23%) and 'very poor' (52%).

Overall, 31% of respondents considered a bank or building society to be 'essential' in their local area; 46% deemed it 'desirable'; and 23% stated that a bank or building society was 'not needed'.

Overall ratings for the provision of cash machines tended towards 'poor' and 'very poor'. The ratings were: 'very good' (6%), 'good' (14%), 'satisfactory' (25%), 'poor' (19%) and 'very poor' (36%).

The ratings for the provision of cash machines for the individual communities tended to be close to the overall ratings, although Aberdaron respondents were more critical than the other communities.

Overall, 34% of respondents considered a cash machine to be 'essential' in their local area; 51% deemed it 'desirable'; and 15% stated that a cash machine was 'not needed'.

In general, respondents were content with the provision of public houses. Overall ratings were:

'very good' (17%), 'good' (34%), 'satisfactory' (35%), 'poor' (9%) and 'very poor' (5%).

Llanfihangel respondents had the highest proportions of 'poor' (17%) and 'very poor' (6%) for public house provision. Aberdaron had the highest proportions of 'good' (41%) and 'very good' (26%) ratings in this category.

Overall, 40% of respondents considered a public house to be 'essential' in their local area; 49% deemed it 'desirable'; and 11% stated that a public house was 'not needed'.

Table 6.2 shows how respondents rated local public houses in terms of their importance to local community life.

Table 6.2 Public houses – importance to community life

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Not at all important	17.4%	29.6%	15.4%	16.2%	9.5%
Quite important	28.8%	28.6%	33.0%	32.3%	21.4%
Very important	26.0%	24.3%	24.5%	22.1%	33.3%
Don't know	21.4%	11.1%	20.7%	23.8%	28.6%
Don't have one	6.3%	6.3%	6.4%	5.5%	7.1%

Overall ratings with respect to the provision of restaurants, cafes and other places to eat tended to be favourable: 'very good' (13%), 'good' (28%), 'satisfactory' (30%), 'poor' (19%) and 'very poor' (10%).

Ratings for the provision of places to eat in Llanfihangel, Llangammarch and Clydau were balanced approximately between approval and disapproval, while Aberdaron respondents definitely approved of their places to eat with ratings of 'very good' (20%), 'good' (37%), 'satisfactory' (26%), 'poor' (11%) and 'very poor' (6%).

Overall, 22% of respondents considered restaurants and cafes to be 'essential' in their local area; 61% considered them to be

'desirable'; and 18% deemed them to be 'not needed'.

Perhaps reflecting their general satisfaction with the provision of restaurants and cafes in their local area, 36% of Aberdaron respondents considered restaurants and cafes to be 'essential' in their local area; 55% considered them to be 'desirable'; and 11% deemed them to be 'not needed'.

Table 6.3 shows the ratings for the provision of doctor's surgeries.

Table 6.3 Provision of doctor's surgeries

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	21.0%	19.1%	20.0%	9.4%	35.8%
Good	21.3%	18.5%	24.8%	21.7%	20.2%
Satisfactory	24.9%	24.8%	29.1%	25.1%	21.2%
Poor	15.9%	17.2%	11.5%	24.6%	9.3%
Very Poor	16.9%	20.4%	14.5%	19.2%	13.5%

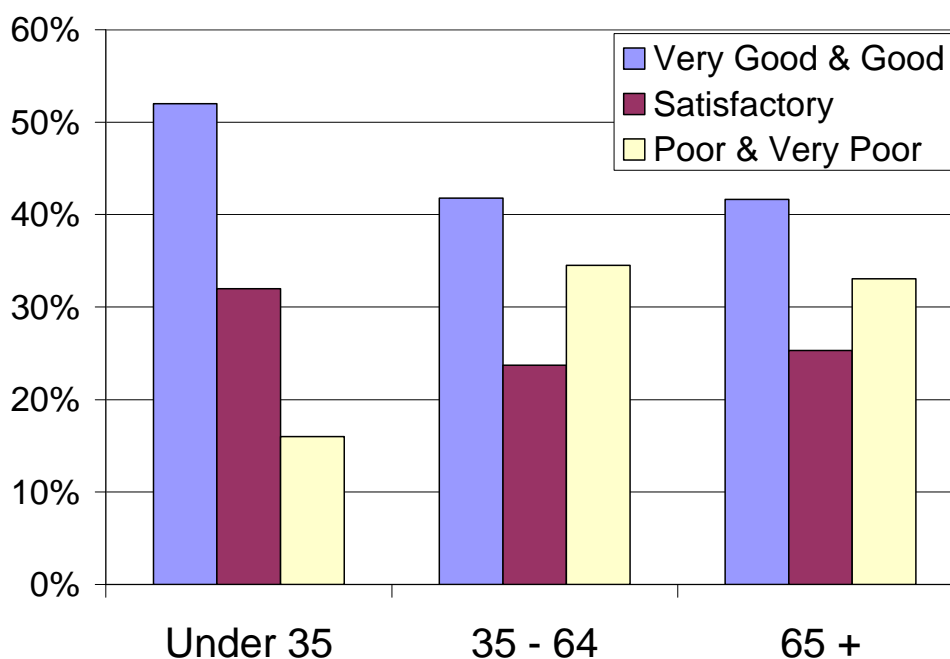
Table 6.3 shows that in general respondents were satisfied or better with the provision of doctor's surgeries, especially in Aberdaron where the ratings for 'very good' (36%) and 'good' (20%) far outweighed those for 'poor' (9%) and 'very poor' (14%).

Clydau was the only community where ratings for the provision of doctor's surgeries tended towards dissatisfaction. The ratings were 'very

good' (9%), 'good' (22%), 'satisfactory' (25%), 'poor' (25%) and 'very poor' (19%).

There was some differentiation by age group in rating the provision of doctor's surgeries. The bar chart at Figure 6.2 illustrates these differences.

Figure 6.2 Provision of Doctor's surgeries by age



Overall, 66% of respondents considered a general practitioner to be 'essential' in their local area; 26% considered them to be 'desirable'; and 8% deemed them to be 'not needed'.

At 75%, a greater proportion of Aberdaron residents considered a local area general practitioner to be 'essential'.

In contrast to doctor's surgeries, ratings for the provision of hospitals showed a general trend towards dissatisfaction. These ratings are shown below at Table 6.4.

Table 6.4 Provision of hospitals

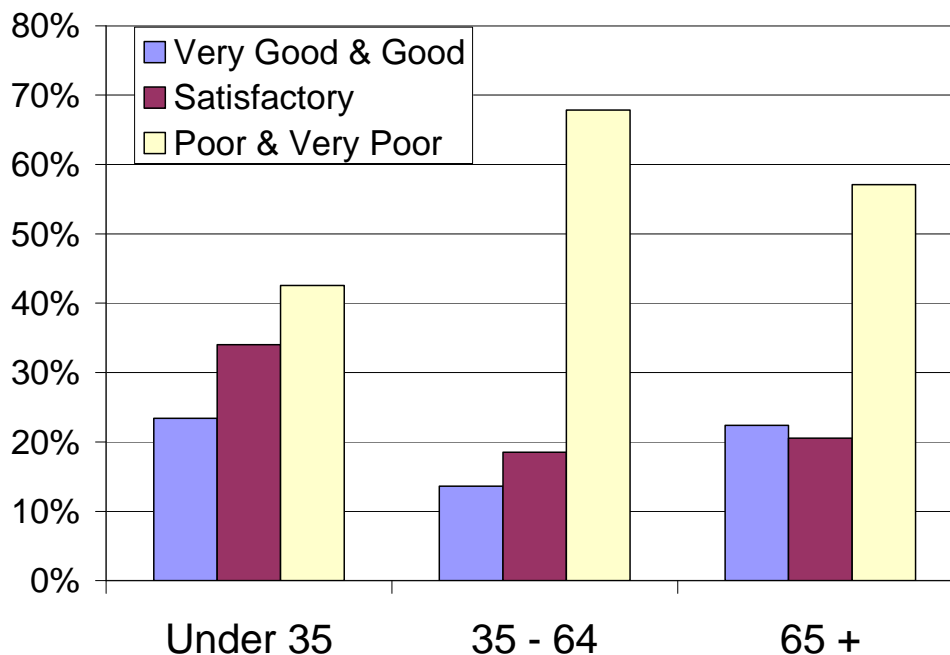
	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	5.6%	6.1%	3.8%	6.3%	6.0%
Good	11.6%	11.6%	8.1%	14.3%	12.0%
Satisfactory	20.1%	21.1%	17.5%	24.9%	16.2%
Poor	24.9%	23.1%	30.0%	27.0%	19.2%
Very Poor	37.9%	38.1%	40.6%	27.5%	46.7%

The stand-out numbers here were the high proportions of 'poor' and 'very poor' ratings, which were greater than the ratings for 'satisfactory' across all four study communities.

Particularly notably was Aberdaron, where approaching 50% of respondents rated hospital provision as 'very poor'.

There was some differentiation by age group in rating the provision of hospitals. The bar chart at Figure 6.3 illustrates these differences.

Figure 6.3 Hospital Provision by age



Similar numbers emerged with respect to the provision of dental surgeries. Across all four study communities the ratings for 'poor' and 'very poor' outweighed those for 'good' and 'very good'. The overall ratings were: 'very good' (7%), 'good' (14%), 'satisfactory' (20%), 'poor' (25%) and 'very poor' (35%). Clydau had the highest combined total of 'poor' and 'very poor' ratings.

Overall, 46% of respondents considered a dental surgery to be 'essential' in their local

area; 43% considered the service to be 'desirable'; and 12% deemed them to be 'not needed'.

At the time that the fieldwork was carried out respondents in all four communities considered access to schools to be better than satisfactory. The overall ratings were: 'very good' (32%), 'good' (34%), 'satisfactory' (25%), 'poor' (5%) and 'very poor' (5%).

Overall, 75% of respondents considered a school to be 'essential' in their local area; 21% considered it to be 'desirable'; and 4% deemed it to be 'not needed'.

The ratings for the provision of refuse collection were consistent across all four study communities. Refuse collection was considered to be better than satisfactory by the greater proportion of respondents. Overall ratings were:

'very good' (36%), 'good' (35%), 'satisfactory' (22%), 'poor' (5%) and 'very poor' (2%).

There was variation in the ratings for the provision of recycling facilities. Respondents in Clydau and Aberdaron tended to be less critical than respondents in Llanfihangel and Llangammarch. The ratings for recycling facilities are shown at Table 6.5.

Table 6.5 Provision of recycling facilities

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	24.1%	14.0%	21.7%	27.3%	31.5%
Good	32.4%	26.4%	27.4%	38.9%	35.0%
Satisfactory	24.1%	30.9%	26.9%	21.3%	18.5%
Poor	12.9%	20.2%	15.4%	8.8%	8.5%
Very Poor	6.6%	8.4%	8.6%	3.7%	6.5%

With respect to the provision of policing, the predominant rating in all four communities was 'satisfactory'. However, in all four communities the combined ratings for 'poor' and 'very poor' exceeded those for 'good' and 'very good'. The overall ratings were: 'very good' (5%), 'good' (19%), 'satisfactory' (41%), 'poor' (21%) and 'very poor' (14%).

Overall, 35% of respondents considered a police station to be 'essential' in their local area;

45% considered it to be 'desirable'; and 20% deemed it to be 'not needed'.

The questionnaire contained questions concerning the importance of community halls and centres, and churches and chapels to local community life. Table 6.6 shows the results for a community hall or centre; Table 6.7 shows the results for a church or chapel.

Table 6.6 Importance to community of Community hall

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Not at all important	4.0%	3.1%	8.4%	2.6%	2.4%
Quite important	22.3%	15.2%	31.4%	24.8%	17.6%
Very important	45.8%	70.2%	46.6%	31.6%	38.6%
Don't know	20.7%	11.5%	13.6%	21.8%	34.3%
Don't have one	7.3%	0%	0%	19.2%	7.1%

Table 6.7 Importance to community of Chapel or Church

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Not at all important	9.6%	7.4%	13.6%	9.0%	8.6%
Quite important	32.6%	33.0%	36.6%	36.9%	23.9%
Very important	33.1%	42.6%	29.3%	26.2%	35.9%
Don't know	22.7%	16.5%	17.8%	25.8%	29.2%
Don't have one	1.9%	5%	2.6%	2.1%	2.4%

Table 6.8 Other services

	Essential	Desirable	Not needed
Post Office	81.9%	16.4%	1.7%
Petrol station	59.8%	32.5%	7.7%
Pharmacy	57.6%	32.1%	10.3%
Bus stop or train halt	56.8%	34.2%	9.1%
Permanent or mobile library	32.5%	56.6%	11.0%

Respondents were asked to assess a range of other services as ‘essential’, ‘desirable’ or ‘not needed’ in their local area. The overall results are shown at Table 6.8. The outstanding result here was for a ‘Post Office’ in the community: 82% of respondents considered a Post Office to be ‘Essential’; 16% stated that it was ‘Desirable’; and 2% deemed a Post Office ‘Not Needed’ in their local community area.

6.3 Communications services

Residents were asked a range of questions about communications and media services. These questions concerned computer ownership, internet connections, broadband, telecommunications, and radio and television services in their local area.

Computer ownership

Overall, 74% of the 845 total respondents had a computer at home. Clydau, of the four study areas, had the highest proportion of computer ownership at 79%. Llanfihangel had the lowest computer ownership at 70%.

Computer ownership was inversely proportionate to age, with younger age-groups more likely to possess a computer. Of those under 35 years, 93% had a computer; for the 35-64 group, ownership was 86%; and for those over 65 it was 50%. However, the total number surveyed of households under 35 was low at 58.

There was a positive relationship between computer ownership and increasing household income. Households with an annual income of under £10K registered 57% ownership; £10K - £21K reported 75%; £21K-31K had 88%; and households with over £31K pa reported 92%.

There was also a significant difference in computer ownership between those in

employment (88%) and those not in employment (61%).

Internet access

Of the households (623) with computers, 88% had access to the internet. This represented 65% of the total households surveyed.

Again, Clydau had the highest proportion of households with internet access at 93% of households with computers. Llangammarch had the lowest proportion of households with internet access at 82% of households with computers.

The differences in internet access by household income were more marked. Of those households with a computer, 79% with an income of under £10,000 per annum had internet access; for £10,000 - £21,000 per annum the figure was 86%; for £21,000-31,000 per annum it was 92%; also 92% of households with a salary over £31,000 per year had internet access.

Broadband provision

Overall, 58% of respondents considered broadband to be ‘Essential’; 33% said it was ‘Desirable’; and 9% deemed it to be ‘Not needed’.

However, 51% of the total 845 respondents actually had broadband.

The 432 respondents who had broadband represented 79% of the 547 households that had internet access.

There were significant differences between the study areas in terms of broadband provision, with Clydau and Aberdaron seemingly better provided for than Llanfihangel and Llangammarch. These differences are shown at Table 6.9, which is based on the total

respondents in each study area. In addition to showing computer ownership, internet access and broadband access, Table 6.9 shows the

proportions of respondents who considered broadband to 'Essential', 'Desirable' or 'Not Needed'.

Table 6.9 Broadband access and perceived need for the service based on total households.

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Computer ownership	73.7%	69.8%	71.1%	79.2%	73.4%
Internet access	64.7%	60.9%	58.2%	73.5%	64.0%
Broadband access	51.1%	43.2%	40.7%	63.7%	53.3%
Broadband Essential	58.1%	57.8%	54.9%	60.8%	57.9%
Broadband Desirable	32.5%	28.9%	40.9%	32.3%	29.5%
Broadband Not Needed	9.4%	13.3%	4.3%	6.9%	12.9%

Apart from Clydau, for each study area the proportion of respondents who deemed broadband to be 'Essential' exceeded the proportion that actually had broadband. This apparent gap between supply and demand was even wider if the respondents who considered broadband to be 'Desirable' were taken into account.

The large majority (79.9%) of respondents with broadband received the service over a telephone line.

Overall, 12.5% of respondents receiving broadband used a wireless link. Llanfihangel (18.1%) and Aberdaron (13.2%) had the highest incidence of wireless broadband.

Smaller proportions of the total respondents received broadband by satellite (1%) or mobile (2%) connections. 'Other' modes of broadband connection accounted for 6% of respondents who received the service.

At 67%, a large proportion of respondents with broadband stated that they had been able to choose between different suppliers. However, almost one in five (19%) respondents had no choice, with 1% stating that they did not know.

With respect to the quality of broadband access experienced by respondents, assessments tended towards good and satisfactory. Table 6.10 shows these assessments.

Table 6.10 Assessment of broadband access quality

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	17.6%	10.8%	24.1%	21.2%	13.2%
Good	40.5%	38.6%	30.4%	42.9%	45.6%
Satisfactory	19.7%	27.7%	20.3%	16.0%	18.4%
Poor	14.1%	16.9%	12.7%	15.4%	11.4%
Very Poor	3.7%	1.2%	6.3%	2.6%	5.3%

Access to TV, radio and telephones

Respondents were asked whether or not they received digital radio or 'Freeview' television in their home. Table 6.11 shows these results.

While the 'Yes' result was unambiguous, some uncertainty surrounded the results for the 'No'

and 'Not available' options, which were not filtered. It could be that some respondents answered 'No' because the service was 'Not available'. Lending support to this hypothesis were the relationships between income and access to digital radio and TV. These are shown at Table 6.12.

Table 6.11 Digital radio and TV by Community Area

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Yes	55.1%	39.4%	31.3%	78.4%	63.4%
No	20.5%	26.1%	22.5%	14.2%	21.0%
Not available	21.8%	31.7%	44.5%	6.5%	10.2%
Don't want it	2.6%	2.8%	1.6%	0.9%	5.4%

Table 6.12 Digital radio and TV by Income group

	All	Less than 10k	10k – 21k	21k – 31k	31k or more
Yes	55.1%	53.7%	53.7%	52.9%	50.7%
No	20.5%	22.1%	24.6%	18.5%	16.7%
Not available	21.8%	19.5%	18.2%	26.1%	32.0%
Don't want it	2.6%	4.7%	3.4%	2.5%	0.7%

At 78% Clydau had a higher uptake of digital radio and TV, and a considerable lower figure (7%) for 'Not available' than the other community areas.

In general, assessments of the quality of mobile telephone reception tended towards patchy and poor. Indeed, only one in five respondents considered it to be 'good'. As researchers in the

field experienced, mobile reception in all of the community areas was locally variable and specific. Table 6.13 shows the results for mobile telephone reception.

From Table 6.13 it appears that the best mobile reception was in the Llangammarch area. The poorest was in the Llanfihangel area, which was the most mountainous of the study areas.

Table 6.13 Assessment of Mobile Telephone reception

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Non-existent	16.1%	24.5%	5.7%	28.0%	4.3%
Patchy	56.3%	63.3%	50.5%	51.9%	60.6%
Good	22.7%	9.6%	39.1%	16.0%	27.4%
Don't know	1.4%	0.5%	1.6%	1.2%	2.4%
Don't have a mobile telephone	3.4%	2.1%	3.1%	2.9%	5.3%

Respondents were asked to estimate the distance to their nearest public telephone. Table 6.14 presents these results.

Given that an apparently increasing number of public telephones only accept cards, respondents were asked if their nearest public telephone accepted coins. Overall, 50% did not know; 33% stated that it did accept coins; and 17% said that it did not.

Respondents were asked how frequently they used their nearest public telephone. Overall, 81% never used the public telephone; 0.2% used it daily; 1% might use it weekly; and 18% used it less frequently.

Table 6.14 Miles to nearest Public Telephone

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Under 1 mile	61.8%	58.4%	71.9%	59.3%	58.6%
1 – 5 miles	32.2%	39.4%	18.6%	33.2%	36.2%
5 – 10 miles	1.8%	1.6%	2.3%	1.8%	1.5%
Don't know	4.4%	0.5%	7.3%	5.8%	3.9%

6.4 Accessing services

Respondents were asked how far they had to travel in order to access a range of services. The overall results are shown at Table 6.15. Please note that the base for these results is the number of respondents who answered for each service: e.g. not all respondents had children at school. The distances that respondents travelled to a hospital stands out in Table 6.15. Overall, 42% of respondents had to travel over 30 miles to a hospital. In Aberdaron this proportion was 87%. Only small proportions of respondents considered that they had a short journey to a hospital. Qualitative evidence indicated that some local, 'cottage hospital' facilities had either closed or now operated with reduced opening hours.

Similarly, respondents observed that some local police stations operated with reduced opening hours.

Overall, distances travelled to both primary and secondary schools were relatively short.

Respondents were also asked what mode of transport they used to access services. Apart from schools (school buses were provided) and the Post Office (respondents who lived in a village tended to walk), in every category of service surveyed, between 94% and 97% of respondents who answered the question used their own vehicle.

Table 6.15 Miles to access services – base is number of respondents who answered for each service

Miles	5 or fewer	6-10	11-15	16-20	21-25	26-30	Over 30
Major household shop	13.6%	25.4%	26.4%	22.2%	6.0%	2.7%	3.7%
Doctor	34.5%	47.0%	13.7%	3.5%	0.5%	0.5%	0.4%
Dentist	6.7%	26.8%	23.0%	20.6%	6.4%	5.4%	11.1%
Hospital	1.2%	8.1%	9.5%	18.9%	10.7%	9.4%	42.2%
Police station	21.3%	40.4%	19.6%	15.2%	1.7%	0.7%	1.0%
Primary school	87.1%	12.3%	0%	0.6%	0%	0%	0%
Secondary school	35.7%	50.8%	9.7%	1.6%	0.5%	0.5%	1.1%
Post office	81.3%	14.6%	2.1%	1.7%	0.1%	0.1%	0.1%
Legal or Welfare advice	4.7%	17.3%	34.1%	30.2%	8.0%	3.8%	1.9%

To visit the Post Office, while 75% used their own vehicle, 21% walked. The remainder caught a bus, used a bicycle or received a lift in someone else's vehicle. Most respondents (66%) with children at primary school took them by car; 18% used a school bus; and 13% walked. Small proportions used a bicycle and other mixed methods.

For secondary school, 51% caught a school bus and 47% were transported by private car. Small proportions used other mixed methods.

Given the distances involved in accessing some services, respondents were asked if they relied on other people in their local area to help access services and facilities. Table 6.16 shows these results.

Table 6.16 Respondents who rely on help to access services

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Yes	18.2%	22.8%	16.5%	16.3%	17.9%
No	78.6%	72.5%	80.9%	82.0%	78.1%
Don't know	3.2%	4.8%	2.7%	1.7%	4.0%

In Llanfihangel community area 23% of respondents relied on help to access services. Unsurprisingly, the proportion of those respondents who relied on help tended to rise with increasing age. Over one quarter (26%) of all respondents, in the over 65 age group, relied on help.

When asked to explain their answers, most people stated that they relied on someone else to give them a lift for access to medical facilities:

"I don't have a transport myself. They are very helpful especially when you have an emergency of getting to your nearest hospital."

"...rely on family to take us to hospital."

"...treatment, lift to hospital for cancer treatment."

"...lift to GP surgery as it is not on a bus route from here."

Others relied on lifts to local events or to go shopping:

"...meet up with friend every other day to see if we are OK and shop for each other."

"Age concern provides transport for me to attend the healthy living club."

"There's a warden who comes and visits me if I am ill. She will also collect my prescriptions and my shopping."

Some said that they relied on neighbours for day-to-day tasks:

"Use neighbour's drive if mine is too icy to use."

"Use next-door neighbour for internet"

"Dog walking."

To follow the question regarding reliance on help, respondents were asked if they provided help to people in terms of accessing services.

Overall, 41% of respondents provided help to others; 55% did not; and 4% did not know.

There were no significant differences between study areas in the proportions of people providing help.

The majority of people stated that they provided help for people in their local area who had difficulty accessing transport or had no other means of transport. People provided similar explanations for help as the reasons people gave who needed help to access services:

"Collect medicines and small shop goods for some elderly. Take jobless person to job centre. Take person shopping in town - no buses here."

"Shopping, lifts, gardening, companionship..."

"I provide access to e-mail and assist in internet searches, for example travel itinerary – planning journeys, booking rail tickets etc."

"I often provide lifts to the shops for elderly members of the community."

"We shop for people and they do for us."

"I work in the doctor's surgery so I bring medication to elderly people who can't come to the surgery."

"I take people to the doctor and the dentist and even call 999 on their behalf."

"My father is very ill and no longer drives. I drive him everywhere - to the doctor, hospital, and chemist, take him shopping and to the optician."

While the 35-64 and over 65 age groups tended towards the overall results, fewer respondents in the under 35 group provided help to others: 25% provided help; 64% did not; and 11% did not know.

6.5 Shopping

In terms of more general access to services, specifically shopping, respondents were asked

for an indication of where, and how frequently, they did their household shopping.

Local shops were well used. Overall, 24% used local shops daily; 54% used them weekly; 16% used them less frequently; and 6% never used local shops. The combination of different frequencies of use tended to mask differences between the study communities, although some indication was provided by the proportions that never used local shops. The lowest was Aberdaron where 4% of respondents never used local shops, while 9% of respondents in Llanfihangel and 8% in Clydau never used local shops. In Llangammarch the figure was 5%.

Results that possibly reflect the widespread perceptions that goods in rural shops tended to be more expensive than those in towns were the figures for use of local shops against income group. Greater proportions of lower income groups never used local shops. For those with an income of less than £10,000 per annum, 12% never used local shops; for the £10,000-£21,000 group the figure was 6%; for the £21,000-31,000 it was 3%; and for those with annual incomes of over £31,000 the figure was 6%.

Large proportions of respondents in all of the study communities made regular trips to shops further afield, such as supermarkets. At 73%, the majority of respondents made these trips

weekly. Only 2% of respondents never made these trips.

More respondents shopped, to varying degrees, over the internet than did not. Overall, 52% shopped over the internet. Internet shopping varied by age group. Younger age groups used it more: 26% of those under 35 never shopped over the internet; 36% of the 35-64 group never used it for shopping; and 74% of those over 65 never used the internet for shopping.

There were approximately equal proportions of respondents who either shopped over the telephone by home delivery and catalogue, or did not use these methods.

6.6 Accessing respondents in the study areas

Respondents were asked how easy it was for the emergency services to reach their homes. Table 6.17 shows these results.

Table 6.17 shows that although the trend was for respondents in all the study areas to rate ease of access for the emergency services as 'very good', 'good' or 'satisfactory', there were significant minorities who rated ease of access as poor or 'very poor'. Indeed, in Aberdaron ratings of 'poor' and 'very poor' exceeded 'good' and 'very good' by a small margin.

Table 6.17 Ease of access for emergency services

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very Good	15.5%	9.1%	20.0%	20.1%	11.8%
Good	25.9%	27.4%	22.2%	31.4%	21.6%
Satisfactory	27.9%	32.8%	23.2%	23.8%	32.4%
Poor	21.6%	23.7%	23.2%	18.8%	21.6%
Very Poor	9.1%	7.0%	11.4%	5.9%	12.7%

Respondents were also asked how easy was it for them to obtain the services of tradespeople such as plumbers and electricians. Overall, these responses tended towards 'very good' (15%), 'good' (30%) and 'satisfactory' (35%) rather than 'poor' (16%) and 'very poor' (4%). However, these results still show that one in five respondents considered that access to

tradespeople was 'poor' or 'very poor' in their area.

Similarly, respondents were asked how easy was it to obtain regular service and maintenance for their household appliances. Unsurprisingly, these results were similar to those for the previous question and tended towards 'very good' (13%), 'good' (29%) and 'satisfactory' (38%) rather than 'poor' (16%) and

‘very poor’ (4%). Again, one in five respondents considered access to regular maintenance to be ‘poor’ or ‘very poor’.

6.7 Provision of other services

None of the four research community areas had local provision of services such as the cinema, a nightclub, bowling alley, theatre, swimming pool, gym or leisure centre. In most cases, to access these services entailed a roundtrip of approximately one hour. For some of these services, in some locations, the roundtrip might be much longer.

Some local shops provided a video hire service. There were occasional local theatre productions, art classes and exhibitions, and film screenings using community facilities.

In the Llangammarch area respondents spoke of community gym facilities in Llanwrtyd Wells, which would entail a 30 minute roundtrip.

Llangammarch respondents also enthused about the arts and theatre facilities in Builth Wells, which apparently were under threat.

6.8 Changes in service provision

Respondents were asked how, in general terms, service provision had changed in their local area over the past five years. Table 6.18 shows these results for the four study areas.

Table 6.18 Perceived changes in services over five years by community

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
For the better	18.6%	11.2%	17.2%	17.3%	27.8%
No change	44.5%	44.9%	35.6%	51.8%	43.9%
For the worse	36.9%	43.8%	47.1%	30.9%	28.3%

As Table 6.18 shows, the overall figures masked considerable variations between the study areas, although all recorded low rates of change for ‘the better’ apart from Aberdaron.

Aberdaron respondents perceived their services in the best light; they had the greatest proportions of change ‘for the better’ and the smallest for ‘the worse’. Llanfihangel respondents had lowest numbers ‘for the better’ and the second highest ‘for the worse’, which was 15% more than the figure for Aberdaron. Indeed, the numbers for change ‘for the worse’ showed the most variation, with almost 20% between Llangammarch (47%) and Aberdaron (28%). Both Llanfihangel (44%) and

Llangammarch (47%) reported high rates of change ‘for the worse’ in their services.

Another group that recorded a high rate of change ‘for the worse’ was those respondents who had lived in the area for all of their life. The proportion of these respondents that perceived that services had changed ‘for the worse’ was 43%, which compared to 37% for those who had moved within Wales, and 32% for those who had moved from outside Wales.

Age was a determining factor in perceptions of change, with considerable variations between groups. These are shown at Table 6.19.

Table 6.19 Perceived changes in services over five years by age group

	All	Under 35	35 – 64	Over 65
For the better	18.6%	22.0%	17.6%	18.7%
No change	44.5%	62.0%	43.3%	44.2%
For the worse	36.9%	16.0%	39.1%	37.1%

As Table 6.19 shows, the older age groups were more likely to perceive that services had changed. Also, older groups were more likely to perceive that services had changed 'for the worse'.

Those who thought service provision had changed for the better mainly cited improvements in recycling and refuse collection, slight improvements in the bus service, community hall and broadband access.

"Recycling has improved, although needs to be more pro-active collection of all materials. No collection of cardboard and plastics."

"The local shop, post office and local garage have both been reinstated. An ATM machine has been installed. We also have a new community hall. A bus now comes directly to the village. Internet connectivity has been improved."

A respondent went as far as to say that in the last five years:

"The village hall has improved immensely."

However, some were less enthusiastic:

"Bit of an effort to improve things but not much evidence."

"Bus provision every Monday, but wrong times."

Many people who saw no change in the last five years explained that little had been done to improve these areas:

"Time seems to stand still."

"Probably local authority feels that present services are adequate. I tend to agree."

"Stayed bad."

Some said that some things had changed for the better but were still not optimal:

"We now have 3 or 4 green dragon buses, still not used to their optimum. Teenagers could be taken to Oakwood (summer), to town, cinema, cart racing, but no one bothers to organise it. Green dragon prices are expensive"

Also certain respondents perceived no change at the present but feared future changes:

"No change at present, but post office may close which will be a big loss to the village."

Those who thought in the last five years things were changing for the worse tended to cite the loss of services such as post offices, public transport and worsening health care.

"Miss the post office, which also doubled as a newsagent and food essentials store and is used as a meeting place for locals on regular basis."

"... public transport that we do have doesn't enable anyone to use it too be able to go back and fore to work."

"...everything is closing."

Table 6.20 Change and how have these changes affected respondents

Change	Effect
<p>“Used to have all banks but now gone, had dentists, more doctor provision, all been chopped. The amount of traffic is increasing. People moved in and driving too quickly through lanes.”</p>	<p>“4 years without dentist, 15 miles for doctor (when first arrived, doctor came to house). Boys involved in accidents from people speeding”.</p>
<p>“The bus service has been withdrawn. The street lights have gone out. The events locally have become less frequent and the school is under threat of closure”</p>	<p>“I have a car so the lack of the bus service doesn't affect me but elderly people have to rely on others and with new people not participating in the village reliable lifts are becoming harder to obtain. General morale in village seems very low.”</p>
<p>“Empty property, lack of maintenance fewer locals more incomers who won't mix, less community spirit, cant access tradesman, use of internet, and some neighbours from hell.”</p>	<p>“We live a very solitary life now, couldnt recognise or name majority of our village, i have stopped trying to be social.”</p>
<p>“Although it does not affect me personally my elderly parents have been badly affected by the loss of the grocery/milk/baker delivery van no longer calling due to the price of diesel.”</p>	<p>“At the moment I am able to drive to the nearest village for provisions, but my parents rely on mobile facilities.”</p>
<p>“At one time the shops were all operational and trading. Since when the butchers has closed, the bakers has closed, the post office has closed, little gift shops have closed.”</p>	<p>“Loss of most buses to lodge garage bus stop so I can't use the bus. Loss of village shop and post office in Trelech.”</p>

Services - Key findings

37% of respondents considered general service provision to be 'satisfactory'.

36% rated general service provision as 'poor' or 'very poor' against 27% who rated it as 'good' or 'very good'.

Overall, 66% of respondents considered a general practitioner to be 'essential' in their local area; 26% considered them to be 'desirable'. In general, respondents tended to be satisfied or better with the provision of general practitioners.

In contrast to doctor's surgeries, ratings for the provision of hospitals showed a general trend towards dissatisfaction.

42% of respondents had to travel over 30 miles to a hospital. In Aberdaron this proportion was 87%.

There was general dissatisfaction with the provision of dental surgeries.

Overall, 75% of respondents considered a school to be 'essential' in their local area; 21% considered it to be 'desirable'. At the time that the fieldwork was carried out respondents in all four communities considered access to schools to be better than satisfactory.

Overall, distances travelled to both primary and secondary schools were relatively short.

While policing was rated as generally 'satisfactory', more respondents rated policing as poor than good.

82% of respondents considered a Post Office to be 'Essential'; 16% stated that it was 'Desirable'; and 2% deemed a Post Office 'Not Needed'.

74% of the total respondents (845) had a computer at home.

88% of households (623) with computers had access to the internet. This represented 65% of the total households surveyed.

There was a gap between Demand and Supply for broadband services.

- 58% of respondents considered broadband to be 'Essential'; 33% said it was 'Desirable'; and 9% deemed it to be 'Not Needed'.
- 51% of the total 845 respondents actually had broadband.

Clydau and Aberdaron seemingly had better broadband provision than Llanfihangel and Llangammarch.

Over one quarter (26%) of all respondents, in the over 65 age group, relied on help to access services. In Llanfihangel community area 23% of respondents, this represents more than one in five, relied on help to access services.

Local shops were well used although there was anecdotal evidence that they were expensive.

Large proportions of respondents in all of the study communities made regular trips to shops further afield, such as supermarkets. 73% of respondents made these trips weekly.

52% of all respondents shopped, to varying degrees, over the internet.

In general, few respondents thought that the provision of services had changed 'for the better'.

7.1 Introduction

This section examines the modes of transport used by people in the four study areas. There are sub-sections on both public and private transport together with assessments and comparisons. As one of the most important uses of transport, in rural and urban settings, is to get to work the first sub-section explores the distances that respondents travelled to their work.

7.2 Travel to work

Respondents were asked how far away the main earner in the household worked. Table 7.1

shows these results for the four study communities.

The most noticeable results were the relatively high proportions of respondents who worked at or from home, particularly in Llanfihangel and Clydau. Llanfihangel had more people with no fixed place of work, which implies an element of working from home. Cross-tabulated data showed that high proportions of those respondents working from home were farmers and agricultural contractors.

Table 7.1 Travel to work distances in miles

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Work at home	34.7%	42.3%	27.5%	40.5%	25.6%
Fewer than 5 miles	9.5%	8.5%	7.3%	10.1%	11.6%
5 – 10	8.7%	6.2%	13.8%	6.3%	9.9%
11 – 20	14.5%	10.8%	15.6%	12.7%	19.8%
20 – 49	13.3%	13.1%	19.3%	10.8%	11.6%
50 miles or more	7.3%	3.1%	6.4%	8.9%	10.7%
No fixed place of work	12.0%	16.2%	10.1%	10.7%	10.7%

With regard to working a considerable distance from home, Llangammarch and Aberdaron both had over 40% of respondents who travelled more than 11 miles, compared to Llanfihangel and Clydau, which were around 30%.

Only 3% of Llanfihangel respondents travelled more than 50 miles to work.

Those respondents who had moved to the study areas from outside of Wales were more likely to travel longer distances. For example, 13% of respondents who had moved from outside of Wales travelled over 50 miles to

work, compared with 2% of those who had moved within Wales and 5% of those respondents who had lived in an area all of their life.

The primary mode of transport to work was an individual using his or her car, van or motorbike. None of the respondents used public transport or taxis. There was limited use of bicycles, 'other transport' and some people walked or ran. Table 7.2 provides details by community study area.

Table 7.2 Mode of Travel to work

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Household car/other vehicle	85.6%	81.5%	96.6%	81.2%	84.9%
Shared car/motorbike	2.0%	1.1%	0%	3.4%	2.8%
Walk or run	8.2%	9.8%	3.4%	12.0%	6.6%
Bicycle	0.5%	2.2%	0%	0%	0%
Other	3.7%	5.4%	0%	3.4%	5.7%

7.3 Public transport

Although none of the respondents used public transport to get to work, respondents were asked for an indication of their frequency of use of public transport in general. Table 7.3 shows these results.

Frequent use of public transport was low in all of the study areas. However, the results for weekly use were surprisingly high with Llanfihangel, Clydau and Aberdaron in the range 21% - 24% and Llangammarch at almost twice this rate at 45%. Llangammarch does, of course, have a railway station, which connects to Swansea and Shrewsbury, and of all the study areas it is the closest to sizeable

population centres at Builth Wells, Llandrindod Wells, Llandovery and Brecon.

Age did not appear to be significant in influencing transport patterns except for daily use, with younger people tending to use public transport more. In the under 35 age group, 7% used public transport on a daily basis; for the group 35 – 64 the figure was 1%; and for the over 65s the proportion was 0.4%.

Table 7.3 Public Transport – Frequency of use

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Daily	1.2%	0.5%	1.0%	0.8%	2.4%
More than twice per week	4.2%	3.2%	5.7%	1.2%	7.1%
Weekly	27.6%	24.1%	44.8%	21.0%	22.9%
Less frequently	55.2%	67.9%	47.9%	61.3%	43.3%
Never	11.8%	4.3%	0.5%	15.6%	24.3%

Transport was a vital aspect of everyday life in these 'deep rural' areas and, although not many respondents used public transport on a regular basis, how they perceived the provision of public transport was important. Table 7.4 shows the ratings that respondents gave to public transport.

From Table 7.4, it appears that Llanfihangel residents held the worst opinions of public

transport, with over 90% rating it as 'poor' or 'very poor'. Indeed, 71% in Llanfihangel rated public transport as 'very poor'. These results resonated with those for use of public transport; Llanfihangel respondents tended to be the lowest users. Only in Aberdaron did the combined ratings for 'good' and 'very good' exceed those for 'poor' and 'very poor'.

Table 7.4 Public Transport – Ratings

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Very good	4.6%	1.1%	4.3%	2.2%	10.8%
Good	20.3%	5.4%	24.5%	11.6%	39.9%
Satisfactory	5.7%	2.7%	1.6%	6.5%	11.3%
Poor	26.0%	19.6%	33.5%	32.3%	17.7%
Very poor	43.4%	71.2%	36.2%	47.3%	20.2%

7.4 Private transport

Overall, 92% of respondents considered access to a car an 'essential' part of life in their area. Aberdaron at 88% was the only study area where fewer than 90% considered a car to be 'essential'. This was consistent with Aberdaron's tendency to rate public transport as 'good' or 'very good'.

The proportion of respondents who considered a car to be 'not needed' was 6%. Relatively high proportions of respondents deemed access to a car to be 'not needed' in Aberdaron (8%) and Llangammarch (9%).

Lower income groups were more likely to consider a car to be 'not needed', with the lowest income group more than twice as likely to hold this opinion. Proportions by income group were: less than £10,000 per annum (10%); £10,000 - £21,000 per annum (5%); £21,000 - £31,000 per annum (3%); and over £31,000 per annum (4%).

Very few households did not have a car. Table 7.5 shows the car holdings by research area. These data excluded tractors and other agricultural machinery.

Table 7.5 Vehicles per household, excluding tractors

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
None	4.3%	3.7%	2.1%	3.5%	8.1%
1 vehicle	36.5%	28.0%	43.7%	34.7%	39.8%
2 vehicles	40.8%	45.0%	37.9%	41.2%	39.3%
3 or more vehicles	18.3%	23.3%	16.3%	20.8%	12.8%

To some extent these results reflected the opinions held on the necessity of car ownership. Levels of car ownership, particularly multiple ownership, were highest in Llanfihangel and lowest in Aberdaron and Llangammarch.

There was a trend for fewer of those in the over 65 age group to own more than one vehicle.

Table 7.6 shows that car ownership had a direct, positive relationship with rising income.

Table 7.6 Vehicle ownership by income group

	All	Less than £10,000 per annum	£10,000 – 21,000 per annum	£21,000 – 31,000 per annum	£31,000 per annum or more
None	4.3%	7.5%	3.8%	0%	0%
1 vehicle	36.5%	57.9%	43.1%	26.7%	11.0%
2 vehicles	40.8%	28.9%	41.2%	46.7%	53.9%
3 or more vehicles	18.3%	5.7%	11.8%	26.7%	35.1%

Respondents in employment were more likely to own a car or cars than those not in employment. Indeed, all respondents who were employed had a car against 8% of those not in employment who did not have a car. Respondents in employment were more likely to have more than one car than those who were not employed.

There was a tendency for respondents to own older cars. Overall, 17% of respondents owned one or more cars less than two years of age; 40% owned a car or cars between two and five years old; 46% owned a car or cars between six and ten years old; and 24% owned a car or cars over eleven years old.

Unsurprisingly, similar trends to those identified with respect to car ownership were apparent in

terms of annual mileage. Llanfihangel respondents tended to have higher annual mileage; those over 65 tended to drive less miles; the employed drove more than those without employment; and the higher income groups drove more.

7.5 Comparative usage and costs of transport

Respondents were asked how frequently they used different modes of transport to access services. Table 7.7 shows these results for the total survey population.

The data in Table 7.7 were consistent with other results concerning transport. They pointed to a reliance on private vehicles to access services.

Given the predominance of private vehicle use, it was unsurprising that fuel for private vehicles was the highest category of transport cost. Table 7.8 compares how much respondents spent on different modes of transport. Again, these data were consistent with the reliance on private vehicles to the extent that data for spend on the other categories were negligible.

Table 7.7 Overall frequencies of different modes of transport to access services

	Daily	Weekly	Less frequently
Own car	63.9%	29.9%	6.2%
Someone else's car	2.4%	11.6%	86.0%
Public transport	1.6%	7.9%	90.5%
Taxi	0.6%	1.4%	98.0%
Walking	23.7%	25.7%	50.7%
Bicycle	1.4%	6.2%	92.4%
Motorbike	1.6%	3.1%	95.3%

There were variations between the study areas in spend on fuel for private vehicles. For example, 24% of Aberdaron respondents spent of £40 per week compared with 42% of respondents in Llanfihangel. Approximately the same proportions of respondents spent over £40 per week in Clydau and Llangammarch at 34% and 33% respectively. In general terms,

Llanfihangel respondents spent the most on private vehicle fuel; Clydau and Llangammarch were comparable; and Aberdaron spent the least.

In terms of age, the group spending the most on fuel for private vehicles was the 35-64 group:

42% of this group spent more than £40 per week. The over 65s spent the least with 16% spending over £40 per week, and 25% of the under 35s spent over £40 per week.

Unsurprisingly, respondents in employment tended to spend more on vehicle fuel than those not in employment. Of respondents in employment, 46% spent over £40 per week on private vehicle fuel compared with 20% of those not in employment.

Table 7.8 Comparative weekly spend on different modes of transport

	Bus fares	Train fares	Car fuel	Taxi fares
£10 or below	90.6%	86.8%	7.3%	88.0%
£11 - £20	2.0%	1.7%	21.5%	3.0%
£21 – £30	0%	0.8%	20.9%	0%
£31 - £40	0.7%	0%	13.8%	0%
Over £40	1.3%	3.3%	33.1%	0%
Don't know	5.4%	7.4%	3.4%	9.0%

Transport - Key findings

Relatively high proportions of respondents worked at or from home.

Respondents who had moved to the study areas from outside of Wales were more likely to travel longer distances to work.

Private vehicles were the primary mode of transport to work.

Private vehicles were the primary mode of transporting children to school.

The majority of respondents used private vehicles to access services.

Nobody used public transport to get to work.

Frequent use of public transport was low, however weekly use of public transport was relatively high.

In general, public transport was rated as poor.

92% of respondents considered access to a car to be 'essential'. 6% of respondents considered that a car was 'not needed'.

Only 4% of total households did not have access to a vehicle.

Car ownership had a direct relationship with rising income.

8.1 Introduction

This section examines responses to questions posed concerning the provision of household energy in the four study communities.

8.2 Central heating

Eight out of ten households had central heating, although there was some variation between the study communities.

Llangammarch, at 91%, had the highest proportion of properties with central heating. In contrast, there were 63% of houses with central heating in Aberdaron.

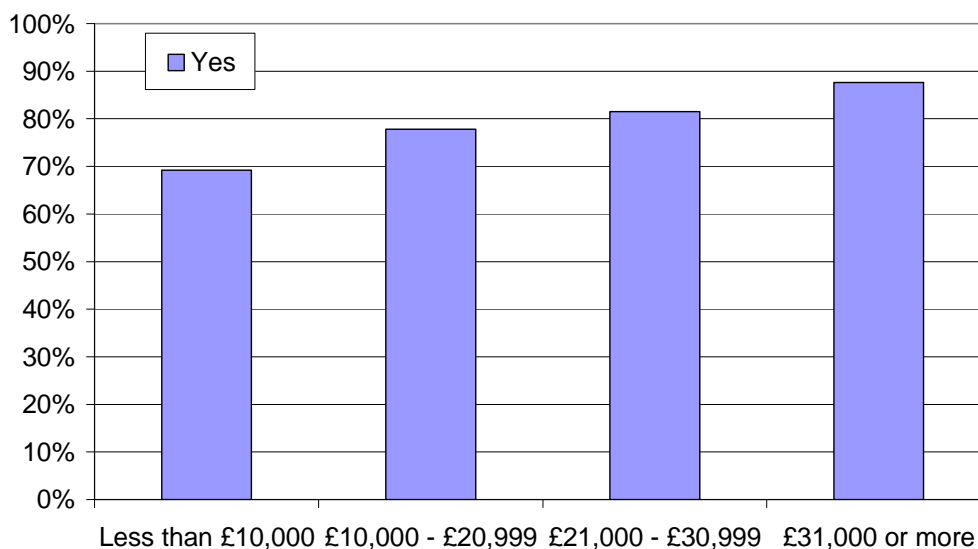
Llanfihangel and Clydau were both comparatively close to the overall figure at 83% and 82% respectively.

In terms of age groups, older person households recorded the lowest level of central heating (76%). This compared with 79% of under 35s, and 82% of those in the 35 – 64 age group.

There was a direct relationship between the provision of central heating and household income, with lower income groups less likely to have it. This relationship is shown at Figure 8.1.

Some households in the Abertridwr area of Llanwddyn, in the Llanfihangel research area, had central heating supplied by a locally-sited bio-fuel system, which was installed and owned by Severn Trent Water Authority, landlords in this area. Tenants could opt in or out of this system.

Figure 8.1 Central heating by income group



The provision of central heating and energy saving products varied according to household tenure. For example, 80% of social rented housing had central heating compared with 67% of private rental properties.

8.3 Gas supply

With regard to mains gas supply, an overall proportion of 98% of respondents did not have

this service. All four study communities, had negative responses of over 96%.

8.4 Electricity supply

Anecdotally, electrical power cuts are considered to be more common in rural areas than in more urban settings. Respondents were asked to assess the frequency of electrical power cuts in their communities. Table 8.1 shows these responses by community.

Table 8.1 Perceptions of electrical power reliability

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Never have power cuts	4.7%	3.7%	1.6%	9.1%	3.3%
Rarely have power cuts	58.7%	61.1%	59.2%	56.8%	58.5%
Have a lot of power cuts	35.8%	34.7%	38.7%	32.1%	38.2%
Don't know	0.8%	0.5%	0.5%	2.1%	0%

While these results were relatively uniform there was some variation by community. Clydau appeared to have had the most reliable electrical power supply, although Clydau also had the highest proportion of 'don't know' respondents. Llangammarch and Aberdaron appeared to have had the least reliable electrical power supply.

It should be noted that although high proportions of respondents stated that power cuts were rare events, overall more than one in three respondents considered that there were 'a lot of power cuts' in their community areas. This was also the case in three of the study communities. The exception was Clydau where, nevertheless, almost one in three respondents considered that they had 'a lot of power cuts'.

8.5 Limiting heating

In view of the rising costs of household energy, respondents were asked if they limited their use of heating during cold weather. Almost half of

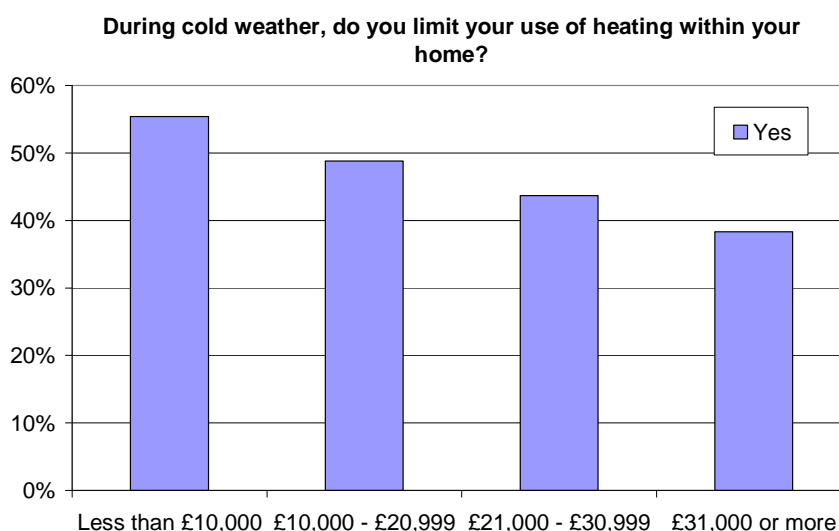
the respondents (46%) stated that they limited their heating during cold weather.

The results for each study community showed some variation in the proportions of residents choosing to limit their heating. In Llanfihangel 43% chose to limit their heating; in Llangammarch the proportion was 57%; and in Clydau and Aberdaron the proportions were 47% and 38% respectively.

Surprisingly, the 43% of the over 65 age group who chose to limit their heating was not the highest proportion. At 49% the 35-64 age group had the highest proportion. The age group least likely to limit heating was the under 35s with 40%.

There was a direct relationship between limiting heating in cold weather and household income, with lower income groups more likely to limit heating. This relationship is shown at Figure 8.2.

Figure 8.2 Households who limited heating during cold weather by Income



The explanations given by respondents who limited their heating pointed to rising costs as the principal reason:

“Oil very expensive. Had LPG until last year, which was terrible - £700 every 3 months. Oil is a lot cheaper.”

“Oil central heating cost went up 25% this year. I only put the heating on from 2030-2200 unless it’s extremely cold. I do use a woodburner.”

“My husband was made redundant this year, so this winter we are mostly using the woodburner rather than the oil central heating.”

While some respondents cited financial costs, others expressed a concern for the environment, in terms of resource depletion and global warming, as a reason to limit their use of heating. The reasons provided by households also revealed adaptive strategies such as only heating particular rooms, lowering thermostats, and putting on more clothes:

“I shut all doors and keep one room warm.”

“Lower temp on thermostat, heat on for less hours, put on extra warm clothing.”

People who did not limit their energy usage thought heat to be essential either for themselves or other household members:

“Important to keep children warm.”

“...must keep everyone warm.”

Sometimes this was for medical reasons:

“We have arthritis therefore we need to be careful regarding keeping warm”

“Have four children - three eldest have asthma and have a six month old baby, so air needs to be warm.”

Others simply enjoyed the comfort:

“Like to keep warm!”

A number of households did not have to limit their use as they were:

“Careful throughout the year.”

Others appreciated the need to limit heating but, as this respondent observed:

“We should but we don’t. We are trying to.”

8.6 Energy saving measures and alternative sources

Respondents were asked if their house was equipped with a range of energy saving measures: loft insulation, double glazing, solar panels, wind generator, cavity wall insulation and energy saving light bulbs.

Overall, 82% of respondents had loft insulation. There was some variation by community. In Llanfihangel 75% had loft insulation; in Llangammarch the proportion was 87%; and in Clydau and Aberdaron the proportions were 85% and 78% respectively.

There was a direct relationship between having loft insulation and household income, with lower income groups less likely to have it. Of those with annual incomes of less £10k, 74% had loft insulation. For the £10k -£21k per annum group the proportion was 80%. The figure for the £21k-£31k per annum group was 88%, and 90% of those with annual incomes of more than £31k had loft insulation.

In terms of household tenure, 30% of rented properties did not have loft insulation. This compared to 16% of owner-occupied properties and 18% of all properties in the survey who did not have it.

Overall, 10% of respondents were considering the installation of loft insulation.

Double glazing tends to be more expensive initially than other household energy saving measures. However, at 82% the overall proportion of households with double glazing was the same as for loft insulation. The variations by community were similar to those for loft insulation. In Llanfihangel 75% of respondents had double glazing; in Llangammarch the figure was 88%; and in Clydau and Aberdaron the results were 81% and 83% respectively.

Unsurprisingly, there was a direct relationship between having double glazing and household income, with lower income groups less likely to have it. However, the group most likely to have

it was the second highest income group. Of those with annual incomes of less than £10,000, 73% had double glazing. For the £10,000-£21,000 per annum group the proportion was 81%. The figure for the £21,000-£31,000 per annum group was 86%, while 84% of those with annual incomes of more than £31,000 had double glazing.

In terms of household tenure, 31% of rented properties did not have double glazing. This compared to 16% of owner-occupied properties and 18% of all properties in the survey who did not have it. Overall, 7% of respondents were considering the installation of double glazing.

With regard to the third most popular energy saving measure, 38% of all respondents had cavity wall insulation. There was little variation across the research communities or the different groups of respondents.

Again, there was a direct relationship between having cavity wall insulation and household income, with lower income groups less likely to have it. Of those respondents with an annual income of less than £10,000 per annum, 28% had cavity wall insulation. For those with annual incomes between £10,000 -£21,000 the figure was 35%. The higher income groups recorded 43% for the £21,000 - £31,000 bracket and 44% for those with annual incomes of over £31,000.

In terms of household tenure, 71% of rented properties did not have cavity wall insulation. This compared to 60% of owner-occupied properties and 62% of all properties in the survey who did not have it. Overall, 52% of respondents were not considering the installation of cavity wall insulation.

A factor underlying the high proportion of respondents 'not considering' cavity wall insulation, and a further constraint on its installation, was the large number of older properties, particularly farmhouses, with solid stone walls. Structural and conservation

planning constraints might have also applied, to a lesser extent, to the installation of loft insulation and double glazing.

Across the survey population, 87% of respondents had some energy saving light bulbs. At 93% Llangammarch had the highest proportion of users; Clydau had 89%; and Llanfihangel and Aberdaron both had 82% of respondents who used energy saving light bulbs. In total, 26 respondents or 4% had solar panels. Llangammarch had the most solar panels in both raw numbers and percentage terms (nine and 5%). However, with such small numbers it was difficult to identify trends.

Similarly, the low number of respondents with wind generators, four in total, made comparisons difficult. Overall, 31% of respondents were considering a wind generator. Aberdaron, which tends to be exposed to windy conditions, had the highest proportion of respondents considering a wind generator at 34%.

8.7 Drainage and water

At 59%, more households were not connected to a mains drainage system than were connected. There was some variation by research area. Llangammarch had slightly more households with mains drainage, while in Aberdaron 50% did not have mains drainage, but 9%, 'didn't know'. Table 8.2 shows these results.

Although not part of the questionnaire, a considerable number of respondents in more remote properties, particularly around Tirabad in the Llangammarch research area and Pont Llogel and Cownwy in the Llanfihangel research area, commented that they did not have mains water supplies. They relied on natural wells or springs for water.

Table 8.2 Properties connected to mains drainage

	All	Llanfihangel	Llangammarch	Clydau	Aberdaron
Yes	36.2%	28.9%	50.5%	26.9%	40.6%
No	59.0%	66.8%	48.4%	69.0%	50.0%
Don't know	4.8%	4.2%	1.0%	4.1%	9.4%

Household Energy- Key findings

80% of total households had central heating. Welsh language speakers, those who considered themselves to be Welsh, and respondents who had lived in the area all of their lives were less likely to have central heating.

Welsh language speakers, those who considered themselves to be Welsh, and respondents who had lived in the area all of their lives were less likely to limit their heating in cold weather.

46% of respondents limited their heating during cold weather.

30% of rented properties did not have central heating.

More than one in three respondents considered that there were 'a lot of power cuts' in their community areas.

82% of respondents had loft insulation.

30% of rented properties did not have loft insulation.

82% of households had double glazing.

31% of rented properties did not have double glazing.

38% of all respondents had cavity wall insulation. Many properties had solid stone walls.

87% of respondents had some energy saving light bulbs.

There were few solar panels and wind generators.

59% of households were not connected to a mains drainage system.

9.1 Introduction

This section provides a summary of key findings from the household questionnaires and is structured around the main themes discussed in previous questionnaire analysis sections.

9.2 Localities, Community and Culture

Over 90% of respondents were satisfied with their local area as a place to live. When asked what they liked about living in their local area, the main responses related to peace and quiet, feelings of community belonging and the local scenery. Significant dislikes about living in their local area mentioned by respondents were the lack of services and the recent decline or closure of existing services.

In general terms, levels of quality of life were high across each of the study communities, with 95% of respondents rating their quality of life as either very good or fairly good. Llangammarch had the highest proportion of respondents who rated their quality of life to be very good (76%), while Aberdaron had the lowest at 61%.

The questionnaire probed further into the social capital of the communities in which the residents lived and to which they contributed. This included looking in detail at the features of social organisations such as community and social networks, as well as community trust, which facilitates community co-operation.

A significant majority of 86% of respondents strongly agreed or tended to agree that there was a good sense of community in their local area. In addition, approximately four out of five residents surveyed considered themselves members of their local community. A high proportion (91%) of Welsh-speaking residents considered themselves members of the local community compared with 67% of those who spoke no Welsh at all. Overall, 69% of residents who had lived in their local area for all of their life strongly agreed that they were members of the local community. The proportions for

residents who had moved into the area, either from another area in Wales (45%) or from outside Wales (30%) were notably lower.

In relation to community interactions, approximately four-fifths of respondents agreed that they knew many people in their local community. Respondents were more likely to know many people in the community if they were Welsh speakers, had lived in their local area on a long-term basis or were aged 65 or over.

Overall, just over half of all respondents agreed that they knew more people in the community than they used to. Approximately one third of all residents felt they knew less people, and the remaining 16% neither agreed nor disagreed.

In terms of the role of the family and other social networks in community life, just over half (51%) of all respondents had less than eleven close friends or family members living within five miles of their property. Residents in Llanfihangel and Aberdaron were more likely to have a higher number of close friends or family members living in close proximity, while in Llangammarch and Clydau a higher proportion of respondents noted that they had no close friends or family members living nearby.

Overall, respondents were more likely to have a larger social network within a five mile radius of their home if they were Welsh-speakers or had lived in their local area for all of their life.

Across the four areas 83% of respondents agreed that people in their local community could be trusted. Trust was something that was noted most by older residents.

Reflecting on their day-to-day lives within the study communities, 39% of all respondents agreed that their local area felt isolated. The feeling of isolation was most apparent in Llangammarch, with 46% of residents tending

either to agree or agreeing strongly with this. On the whole, perceptions of isolation were highest among respondents under the age of 35 and non-Welsh speaking residents.

Approximately half of all respondents were satisfied with the level of community activities held in their local area. Levels of satisfaction were highest in Llangammarch and lowest in Aberdaron.

9.3 Services

Opinions on the state of local service provision were mixed, with 36% of respondents across the four study communities stating that service provision was either 'poor' or 'very poor', 37% considered it to be satisfactory, while just over a quarter rated it as 'good' or 'very good'. Levels of dissatisfaction were highest in Llanfihangel and lowest in the Aberdaron area.

Just over a third of all respondents (37%) considered that service provision in their local area had changed for the worse over the last five years. This view was most widely shared by long-term residents. Across the four communities, Llangammarch had the highest proportion of respondents who shared this view with Aberdaron recorded the lowest.

Just under one-fifth of residents surveyed relied on help from local people to access services. This figure rose to 26% amongst older people (those aged 65 or over). Residents living in Llanfihangel were much more likely to rely on other people to access services than in the other study communities.

Residents' assessments of the provision of individual services within these deep rural localities were fairly mixed. In terms of health services, respondents were generally satisfied with the provision of GP surgeries, with positive ratings far outweighing negative ones. This was the case in all communities except Clydau.

The main point of contention in terms of health services was the provision of hospitals. Across all four study communities, a significant proportion of residents (63%) rated the level of hospital provision in their

local areas as poor or very poor. Aberdaron displayed the highest level of dissatisfaction, with nearly half of all respondents in this area rating hospital provision as very poor.

Across all study areas, a similar level of dissatisfaction was found with respect to the provision of dental surgeries, with three-fifths of residents surveyed noting that the level of provision in their local area was poor or very poor. This view was most pronounced in Clydau.

Respondents were generally satisfied with the provision of schools, food shops, public houses, restaurants, cafes and with specific services such as refuse and recycling collections in their local area. In each of the study communities, a large majority of respondents rated these services as either good or very good. The provision of banks and building societies was generally considered to be poor in each of the study areas. Levels of dissatisfaction were highest in Aberdaron and lowest in Llanfihangel.

Certain services were deemed by large proportions of respondents to be 'essential' for the sustainability of these rural communities. For example, three-quarters of all respondents considered a school to be 'essential' in their local area, and a further 21% noted it as 'desirable'. A larger proportion of residents (82%) considered a Post Office to be 'essential' and 16% felt that it was 'desirable'. Furthermore, 66% of all respondents considered a general practitioner to be an 'essential' service in their local area, and just over half felt that a dentist was 'essential'. Other services such as community halls, public houses, churches and chapels were also viewed as important by a large proportion of residents.

Approximately three-quarters of all respondents had access to a computer in the home, and of this number the vast majority (88%) were connected to the internet. Just over half of these respondents received broadband services, with the highest rates of access found in Clydau and Aberdaron.

Slightly more than half of all respondents received digital broadcasting services. Clydau had the highest proportion of

residents with access to this service (78%) with the second highest figure recorded by Aberdaron at 63%.

The majority of residents noted that mobile telephone reception in their local area was either patchy or poor. Just over 80% of respondents stated that they never used a public telephone in their local area, and of the small minority who did, their use was limited to less than once a week.

9.4 Transport

The majority of respondents had access to one or more cars. Levels of car ownership, particularly multiple car ownership were highest in Llanfihangel (98%), and lowest in Aberdaron (92%). Car ownership was also highest among the higher income groups and those in employment, and lowest in the over-65 age group.

The majority of respondents noted that access to a car was an essential part of life in their local area. This corresponded with the fact that public transport was rated as poor by the majority of residents. The only exception to this was in Aberdaron, where the proportion of residents who considered car ownership to be essential was less than the overall average, and where a higher proportion of residents rated public transport as either good or very good.

Despite this, public transport usage was fairly low in all of the study areas. Overall, less than one-quarter of respondents in Llanfihangel, Aberdaron and Clydau used public transport on a weekly basis, although the figure for Llangammarch was nearly twice that, at 45%. This may be explained by the fact that this area was serviced by a regular train connection to Swansea and was generally more accessible to population centres such as Builth Wells, Llandrindod Wells, Llandovery and Brecon.

Following on from this, the survey showed a heavy reliance on private vehicles to access services, to transport children to school on a daily basis and to travel to work. The necessity for a car for this purpose was particularly apparent in Aberdaron and Llangammarch, where over 40% of all

respondents travelled more than eleven miles to work.

9.5 Household Energy

Across all study areas eight out of ten households had a central heating supply. Just under half of all residents noted that they limited their use of heating during cold weather, with lower income households the group most likely to do this. In relation to energy saving measures, 82% of all residents surveyed had loft insulation, the same proportion (82%) had double glazing, and 87% used energy saving light bulbs in the home. The proportion of households with cavity wall insulation was significantly lower at 35%, although it should be noted that many properties had solid stone walls. Very few households had solar panels or wind generators.

The provision of central heating and energy saving products varied according to household tenure. For example, 80% of social rented housing had central heating compared with 67% of private rental properties.

With regard to the reliability of electricity supplies, more than one-third of all respondents surveyed noted that they had a lot of power cuts in their local areas. This was highlighted as a particular problem in Aberdaron and Llangammarch.

10.1 Introduction

As discussed in the Methods section of this report, qualitative data were obtained through a series of in-depth interviews with residents of the four deep rural study areas. This section draws on these data to present residents' perceptions of what it is like to live in deep rural Wales. Where appropriate these perceptions are illustrated by quotes from residents.

There are five sub-sections: four that address broad themes of community, culture, services and issues, and a final sub-section that examines some of the ideas advanced by residents for the improvement of life in these areas and summarises the section. Under each broad theme more specific themes are addressed. In addition to comments on the community relations, interactions and activities, the Community theme includes residents' thoughts on how they perceived their area; why they either stayed there or had moved there; and under what circumstances they would consider leaving. Closely linked to ideas of community the Culture theme addresses issues bound up with the Welsh language and local distinctiveness. The Services theme explores residents' perceptions of existing services; the coping strategies they employed; and their expectations of services in a deep rural area. Flowing from the Services theme, the next theme examines current Issues perceived by residents to be important in their local area. The final sub-section explores residents' ideas of what could improve life in these deep rural areas and summarises the section.

The themes, issues and topics discussed were not discrete; there were overlaps and linkages. Spatially, many of these themes cut across all of the four study areas. Where there was spatial and local specificity, this is indicated in the account presented in this section.

10.2 Community

Two principal strands of community are place and people. The places studied in this report had, by definition, certain similarities. Characteristically, they were remote, rural and sparsely populated. They were also scenically

beautiful and contained numerous farms. To a great extent these characteristics dominated respondents' perceptions of the study areas. Respondents spoke of the beautiful scenery. For example, this older woman, when asked why she had moved to the area:

"Take a look at that view".

(Female, 65+, Llangammarch, retired, single)

It was argued that scenery, quietness, a slower pace of life and community combined to provide a superior quality of life:

"The quality of life is amazing here. I have never known anything like it. We are just so incredibly happy, mostly to do with the environment that we live in and the fact that you know it is just so healthy".

(Female, 25-44, Aberdaron, single with dependent children)

Respondents who had always lived in the study areas continued to appreciate their quality of life, and tied by family, community and work they could not envisage permanently moving away. Indeed, some had returned from more urban lifestyles such as college or work in towns and cities:

"I like the scenery and the views and I've got a strong attachment to the area."

(Female, 65+, Aberdaron, retired couple)

"I wanted to come back to the area where I was brought up and it was nice to be able to take part in all the things that you associate with Wales really."

(Male, 65+, Llanfihangel, retired couple)

This perceived quality of life was what had brought incomers into the study areas. However, some incomers suggested that age and infirmity could induce them to move back to towns or cities where medical and welfare facilities were more accessible. As this working age couple, living in a village, put it:

"Yes the only...well possibly the only thing would be if it was getting physically not possible to like...where because we are a bit isolated here"

and if it got to a stage where either one of us was having to spend a lot of time in hospitals and things like that and it just wasn't physically possible".

(Male, 45-64, Llanfihangel, working couple)

Broadly, there were two types of people living in the study areas: an indigenous population, either born and bred or with roots in the area, and incomers who had moved there either for quality of life or to retire in a quiet environment. In such sparsely populated areas community networks were close. From conversations with local people it was apparent that most people in these areas knew each other. As this young person, who had always lived in the area, observed:

"We have still got a strong community. Everybody knows everybody in our area. It doesn't take long - you know - if somebody moves in you make a point of - you know - if you're standing on the road you acknowledge them."

(Male, 25-44, Llangammarch, single, employed)

While these respondents provided different types of examples of community bonds:

"Because we live in Uwchmynydd we do tend to rely on people in the area. Say if my car is in the garage, then I depend on other mothers to take the children to school in the morning and they are happy to do that, fair play."

(Female, 25-44, Aberdaron, couple with dependent children)

"You have got the community and an atmosphere I mean like I said if there ever was a problem or you were stuck you could always call on your neighbour for help or something"

(Female, 35-64, Clydau, single, employed)

"People do stuff in the community and they do a lot in the village, such as go to the pub."

(Female, 45-64, Aberdaron, couple, with dependent children)

A number of interviewees observed how that the process of re-invigorating a community facility (in this case the community hall in Dolanog) had strengthened community bonds:

"What has brought everyone together is the community hall that was the old school"

(Female, 45-64, Llanfihangel, retired couple)

"We're quite lucky. We have done our hall in Dolanog area, and they have a lot of functions on there and they get to know a lot of people that have moved to the area within a few months"

(Male, 45-64, Llanfihangel, couple, employed)

"There is strong community, and what's interesting for Dolanog is that, I think to some extent because of the community centre, which we renovated with a grant from the Welsh Assembly, well the renovation process resulted in tremendous community spirit being generated"

(Male, 65+, Llanfihangel, retired couple)

Similarly, in the Llangammarch area, it was perceived that the project to restore the Alexander Hall, the community hall, was having a cohesive effect on community relations.

Conversely, it was argued that removal of community facilities and services could be detrimental to the community:

"I wouldn't say that there's much community in Rhiw itself. The Post Office was the last thing to go and then the shop was open for a bit to sell newspapers and that type of thing, and by just having that it made you go into the village and you saw people and you knew what was going on"

(Female, 65+, Aberdaron, retired couple)

In general, it was suggested that strong community networks existed in the study areas. These community networks included incomers. As this retired English couple, living in a remote location remarked:

"Very scenic, very peaceful, quiet and the people, well our neighbours anyway - we expected a bit of friction sort of thing moving in because it is a small community but everybody in the community has helped us. They have gone out of their way to help us which is very, very nice. Made us feel welcome."

(Male, 65+, Llanfihangel, retired couple)

"I never found myself so welcomed in a community as I was by the Welsh speaking community."

(Female, 65+, Clydau, retired couple)

The last quote leads into the issue of local culture.

10.3 Culture and Language

As discussed in the Introduction, the four study areas were each distinctive geographically, topographically and scenically. Culturally there were overarching similarities. All four areas had a farming culture, which was manifest in an acceptance of harsh conditions; generations staying on the land; assisting your neighbours; and practicality in dealing with difficult issues. There was also, to varying degrees, a strong Welsh culture. There were various elements to this Welsh culture, such as chapel, music, poetry and history, and language, as these quotes illustrate:

“Well, we’re very fortunate in our culture - there’s a strong feeling of Welshness here, the traditional Welsh way of life, you have people co-operating here, you have drama clubs, we have a local person who writes poetry. so I’d say it’s a very healthy community to live in and I’d say it’s a pleasure to live here. There’s some sort of buzz about being part of something”.

(Male, 45-64, Aberdaron, employed, dependent children)

“It is very much a Welsh area, yes. With a sort of ambience, like- a very musical ambience for instance”.

(Female, 65 +, Clydau, retired couple)

“There is a very strong sense of spirit here, people are really passionate about Welsh language, about their heritage- there is something quite beautiful. There is something quite noble I think about this place. There is still a real sense of identity I feel”.

(Female, 35-64, Clydau, single with dependent children)

“In this area, we have a large group of Welsh speakers and the majority have either been born or were raised here. We have a Welsh society here - Pontrobert and Meifod Society and we hold a number of events through the Welsh language”.

(Female, 65 +, Llanfihangel, retired, single)

The household survey data revealed that the Welsh language was most prominent in Aberdaron, with Llanfihangel closely following. Clydau also had a strong Welsh language culture.

Welsh was not as strong in the Llangammarch area, although nearby Llanwrtyd was seen as a stronghold of the Welsh language:

“No, no, Welsh isn’t a strong language in Llangammarch. Llanwrtyd it is. Oh yes very strong in Llanwrtyd yes”.

(Female, 25-44, Llangammarch, single with dependent children)

Researchers were informed that in the Llangammarch area ‘*only some of the older farmers speak it*’, which was confirmed, to a certain extent by this farmer:

“A lot of the farmers here still speak Welsh, nearly all speak Welsh”.

(Male, 45-64, Llangammarch, working age couple)

There was some evidence of the perceived exclusionary potential of the Welsh language, although respondents suggested that it was not really damaging to community relations, as this long-term incomer indicated:

“I think it is a very friendly area but for non-Welsh speaking people there is the language and culture barrier, which is mainly language to be quite honest. I mean we love music so Eisteddfods don’t frighten us and that angle of the culture but it is purely and simply the language that you feel you are in a foreign country and you don’t speak the lingo you miss out on what is happening. You don’t hear the gossip so much. You would miss out because you don’t understand Welsh so it is a slight barrier but you know we have been here 22 years now so we still feel part of the community but you are excluded from a full participation simply because of the language. It is not what people will do for you, you know it is not their attitude, it’s just a fact. It is just a fact of the situation”.

(Male, 65+, Aberdaron, retired couple)

It was also suggested that there were subtle national divisions:

“You do find that people who have moved into the area, English people who have moved into the area, well, they tend to keep to themselves and establish their own community in many ways, and the Welsh tend to stick together, but I wouldn’t say that it’s very obvious”.

(Female, 45-64, Aberdaron, couple)

In the main, however, interviewees argued that people were relaxed about language and that community bonds cut across all groups.

10.4 Changes

Many interviewees did not perceive many changes in their local area. Over the years, however, some demographic changes were observed:

"In-migration is the biggest change I would say, and then the depopulation maybe. People moving away from the area to find work, then a lot of the farms have become larger units and there's usually a house that becomes free and that tends to become a summer house - it's those type of changes that have been most obvious in the area."

(Female, 45-64, Aberdaron, couple)

"Oh...a lot more newcomers come in and less farming and some of the farming has gone downhill, whereas before I couldn't think of a poor farmer, they were all quite good farmers and we are very proud farmers and proud of their stock."

(Male, 45-64, Llangammarch, couple with dependent children)

Other changes that were cited tended to be perceived as for the worse. For example, this farmer anticipated the Youth Focus Group section of this report and identified the increasing potential problems for teenagers in these rural areas:

"There is quite a big lack here in terms of children and teenagers in particular- there is a youth club here and there. But there is not more than that for kids... there is a lot of drugs, a lot of drinking and a lot of boredom, a lot of frustration and they just want either move away or they get sucked into that. I have got a 19 year old daughter and there are a lot of them- I don't think they have enough stimulation. That is the problem when you are this rural- there is not a lot to do."

(Male, 45 -64, Clydau, couple with dependent children)

While this farmer perceived a diminution in social capital and community networks:

"I haven't asked anybody for help for about 10 years, and the same both ways. Our biggest farming neighbour probably, in the term of a year you might spend two or three weeks helping him, but that is gone. But I think everything has gone a bit too fast for everyone, fast track, get things done - bang, bang, bang!"

(Male, 35-64, Clydau, employed, couple)

Interviewees identified other changes, such as the less prominent police presence in rural areas:

"There was a big police house there in the village and that was really nice and we'd see him going and he would be walking around all the time you know he just knew everybody as a community bobby and he was lovely. He was really nice, it felt good you know but of course they've now, we get a patrol car every now and again. You know if you see a patrol car you think there's something wrong, oh what's happening?"

(Aberdaron – female, 45-64, working, couple, dependent children)

This type of change was related to the subjects of the following two sections: Services and Key issues.

10.5 Services

To a certain extent the broad theme of 'Services' was the motor of this research project; a limited range of key services was one of the criteria used to define, identify and select the four study areas. Through the household questionnaire the research project aimed to quantify the provision of services. The in-depth interviews aimed to explore how residents experienced services in the study areas.

Post Office and Shops

The four study areas all contained food shops and a post office. However, not all of the settlements in the study areas had these services and many respondents lived on farms or in other remote properties. Consequently, ease of access to these services varied according to where residents lived.

All interviewees used their local post office, where they had reasonable access to it. The Llanfihangel research area was the most fragmented in this respect. It had lost the post office in Llanfihangel village:

"The fact that the post office did go in Llanfihangel did make a difference. They also stocked a few odds and bods."

(Female, 65+, Llanfihangel, single, retired)

And was now served by the post office at the small settlement of Llwydwiarth/Pont Llogel and part-time arrangements at Abertridwr. As the Llanfihangel study area was widespread, some

residents argued that it was easier to drive to the post offices at the larger settlements of Llanfair Careinion or Llanffylin.

Notwithstanding these strategies of convenience, residents perceived the local post office to be integral to rural community life. They liked the idea of a local service and local networks and relations.

“You know, well, we had the post office here and we had them all calling here. A lot of them said that they had never been to a post office before where you could have a cup of coffee...and then they closed us.”

(Male, 35-64, Clydau, not in employment, couple with dependent children)

Residents whose local post office had recently been closed placed this loss high on their list of ‘services that had changed for the worse’.

As the household questionnaire results indicated the ratings for food shops tended towards ‘satisfactory’. While most respondents used local shops on a day-to-day basis, it was argued that prices were high compared with shops, particularly supermarkets, in the nearest towns. The reasons for these high local prices were understood to be lack of competition, travel costs, and economies of scale.

Many respondents had alternative strategies for their main household shopping. Some made weekly, bi-weekly or even monthly trips to supermarkets, and in these farm-based economies there was evidence of self-sufficiency:

“Normally I would do the shopping once a fortnight is usually what I try and do. To be honest with you because I am not really a shopaholic so I tend to get enough stuff in, and we do as well as we can with the fresh. We grow our own veg and we have got chickens and last year we had some turkeys, we only had the three, we are not big meat eaters, but it means we have got meat in the freezer.”

(Female, 35-64, Clydau, couple, employed)

“The Spar in Aberdaron is suffering from the same problem to be honest, because it is much more expensive, especially when you’ve got a supermarket such as Asda and Kwik Save in Pwllheli. You pay 80 pence for something in the village and it costs 50 pence in Pwllheli, but it’s a

lot in the big scheme of things. If you spend £8 here, well £3 takes you to Pwllheli doesn’t it, and when you’re talking about £100 then it’s a big difference.”

(Male, 45-64, Aberdaron, employed, couple with dependent children)

Some respondents, especially retired couples, combined their shopping expeditions with leisure trips:

“Yes, local shopping is very dear - you know Spar and the likes of that in the local village. That’s why we have got two freezers and once a week we go into Oswestry or Welshpool. Yes and stock up yes. And not only that, it gives the wife a break.”

(Male, 65+, Llanfihangel, retired couple)

Others, who commuted to towns or whose work involved travelling, combined their household shopping with work-related travel. There were also respondents who shopped for friends and relatives.

These experiences of shopping were probably broadly similar to those of people living in towns and cities. What differentiated them were the longer distances involved. As this Llanfihangel interviewee observed, increasing centralisation of services was exacerbating the problem, including sourcing fuel to travel to services:

“The same theme actually is centralising things. We were only here I think one or possibly two years and there was a little market and of now course there isn’t- after two years it closed so you have to go to either Oswestry or Welshpool. And we have talked about petrol- you have to travel ten miles from here to get petrol.”

(Male, 45-64, Llanfihangel, couple, employed)

Consequently, people in these deep rural areas tended to have definite strategies aimed at minimising travel costs.

Transport Costs and Public Transport

Cost minimising strategies were extended to transport costs. The household questionnaire data showed that access to private motor transport was deemed essential for people living in these deep rural communities, and while there were retail fuel outlets in the study communities interviewees argued that they tended to be few, far apart, expensive and not always reliably stocked:

“One thing that really frustrates me or annoys me is the fact that we tend to pay a premium here for what I would regard as basic necessities like motor fuel, for example. It will be 4p or 5p a litre cheaper in Swansea than around here and that really does annoy me because I think things like that particularly in an area like this where car ownership is essential. It is not a luxury.”

(Female, 45-64, Llangammarch, single, employed)

Given the general reliance on private vehicles residents pointed to the need to maintain their fuel tanks at high levels. To minimise costs some residents would fill-up at the supermarkets during their shopping trips and only use local sources to ‘top-up’ if absolutely necessary.

“...my husband’s up early, goes to Oswestry and he does that every Saturday morning, and then to save more than one journey he does all the shopping. Then he puts diesel in my car on the way home because I don’t really pass anywhere that’s not expensive, so he always takes my little car, and then fills it up with diesel.”

(Female, 25-44, Llanfihangel, couple with dependent children)

With such a reliance on private vehicles, public transport was not well-used and, as the household survey data showed, received low ratings in all of the study areas apart from Aberdaron. Residents of Llanfihangel study area gave public transport the lowest ratings and many expressed uncertainty as to the existence of public transport in what was arguably the most remote and widespread of the study areas. A perceived problem with public transport was the timetables:

“Well you didn’t have a bus pass because we had never had a bus and so I battled about this and got on to Kirsty Williams and Powys County Council and everybody else and eventually we got this bus pass, which meant we could travel on the train and the bus. So the first thing I wanted to do was to go - I liked Llanidloes. I found the bus goes to Llanidloes and I said well I would like to go and visit Llanidloes on the bus. Well that was all right. Well what time would you like to come back? I said well I would like a few hours there you know, come back perhaps in the early evening. Oh dear. This was at the Travel Centre. The only bus back is the one you arrive on. It just turns around and comes back.”

(Female, 65+, Llangammarch, retired couple)

Similar arguments were advanced with regard to the train timetables for Llangammarch.

However, the recent implementation of community bus services in the Aberdaron, Clydau and Llangammarch areas was welcomed, although residents pointed to some problems:

“There is a red bus service that appeared from nowhere without any consultation a year or two ago. Who has put this on? Why? We have got a community transport scheme - based in Cilmeri, but they weren’t consulted about this either and they were livid quite rightly. It just seems not very joined up thinking around here. I think it is an Assembly initiative.”

(Female, 45-64, Llangammarch, single, employed)

The next two quotes illustrate a problem for parents in rural areas: the difficulties experienced by teenagers accessing services, work, education and entertainment:

“And my son I have to take him everywhere, because there is no bus for him to hop on.”

(Female, 35-64, Clydau, couple with dependent children)

“You have to have transport. My daughter is 15. It is very, very difficult for her. She works, I have to take her. She goes singing she is in a choir. I am constantly on the road. There are no public services.”

(Female, 25-44, Llangammarch, single with dependent children)

The final quote on public transport illustrates a number of points: the general appreciation of an improved service; the difficult timetables; and the problems of providing and using public transport in these areas of small settlements and remote farms and houses:

“Public transport is better than what it was though - there’s one bus which goes from Rhiw to Pwllheli every day and years ago it only used to run once a week. Not many people use the service, but it’s there. Of course, for us it would mean having to go a mile to catch the bus, and if I wanted to catch one from Botwnnog that’s about three miles away, so you’d have to go in a car to catch it.”

(Female, 65+, Aberdaron, retired couple)

Medical services

Generally, interviewees were satisfied or better with the provision of General Practitioners (GP) in their local area. Over 34% of respondents to the household survey travelled five miles or fewer to see a GP, and almost half travelled fewer than ten miles. It was argued that this was acceptable and comparable with urban situations.

'Shopdoc', the out-of-hours service received widespread criticism from Aberdaron respondents. Apparently, the on-call doctors travelled long distances, from Aberystwyth for example, and were not familiar with the area:

"It's the new system now you see they're not allowed to come out, unless the person is very ill, and then they send out a doctor who doesn't have a clue about the Llŷn, and you imagine having to go up to Uwchmynydd late at night and having no clue about where you're going."

(Female, 45-64, Aberdaron, couple, employed)

These interviewees from two other areas had differing experiences of 'Shopdoc':

"You've got Shopdoc and they're brilliant...it does take them sometimes an hour to get out here but you know they're coming from Shrewsbury. You ring out of hours, we have a number direct for them now because dad's really ill, and then literally they come out, they've got everything with them...It works really well for us."

(Female, 25-44, Llanfihangel, couple with dependent children)

"You have got Shopdoc which is a complete and utter waste of time. Yes after your doctor's surgery has closed you ring the Shopdoc. After you have died they ring you back to ask you what you died from. It is a nightmare. You get somebody ringing you back and then they say oh well go to your A&E, which is probably Hereford in the middle of the night – a good hour away."

(Female, 25-44, Llangammarch, single with dependent children)

The last quote above implied dissatisfaction with hospital provision, which chimed with poor ratings in the household questionnaire and criticism from interviewees.

It was argued that an apparent centralisation of hospital provision had left these deep rural

areas with inadequate cover. This respondent summed-up the situation on Aberdaron:

"The main problem in terms of living in the area is the hospitals, as they're very far away. The hospital in Bangor is 50 miles away and there's a smaller one, Bryn Beryl in Pwllheli, but that only provides certain services, so you'd have to go to Bangor if you were very ill or if you were badly hurt and needed an operation."

(Female, 45-64, Aberdaron, couple, employed)

Respondents in the other areas reported similar situations. Clydau was serviced by a small hospital at Cardigan; some cases were referred to Carmarthen and Llanelli dealt with serious cases and operations. In Powys, Llanfihangel and Llangammarch respondents perceived serious problems with hospital provision. Local hospitals at Welshpool and Builth Wells had either closed or provided restricted services:

"Our nearest hospital is in Shrewsbury which is over the border. I might have to have a hip operation and for that I'd have to go to Telford, so I'd urge the Assembly to consider that we need a hospital in Montgomeryshire which can provide these important operations."

(Female, 65+, Llanfihangel, single, retired)

"Well there are no A&E hospitals in Powys, you have to go to Swansea, you have to go to Cardiff, Merthyr, Prince Charles Hospital in Merthyr or Abergavenny...I mean they have defibrillators and things like that and they've got an emergency response team in Llanwrtyd, which is absolutely amazing. I'm sure they have saved loads of lives, they're amazing people and we get helicopters occasionally come over and have taken people off to the air ambulances so people donate so much money to them because they are very good. But I think it is an issue for Powys not to have an A&E hospital, it has got to be hasn't it really. So wherever you live in Powys you probably have to go an hour's journey to the nearest hospital, certainly from here it's an hour."

(Female, 45-64, Llangammarch, couple with dependent children)

It was appreciated that main hospitals had to be located adjacent to larger towns but the principal complaints concerned the closure and withdrawal of local hospitals and the pressure on the ambulance services:

"We have got to disabuse government of the idea that centralisation is the only way through

because if you have got hospitals which are miles away, for instance the ambulance service- that gets under pressure."

(Female, 65 +, Clydau, retired couple)

Again, Powys respondents argued that the ambulance service was under unacceptable pressure in their area. It was pointed out that Powys was a local authority covering an extremely large but generally sparsely populated area:

"I know that at one point, I don't know whether it's any better now, but I know at one point there were about three ambulances for the whole of Powys - absolutely crazy. But they rely a lot on the air ambulance but the trouble is that it costs about £2000 every time they take the air ambulance off the ground. And that's a charity as well."

(Female, 45-64, Llangammarch, single, employed)

"Yes, the ambulance service is dire and that's not a reflection on the staff because I know quite a lot of them. It's the distances and they just have woefully inadequate numbers."

(Male, 45-64, Llangammarch, employed)

"Wales Air Ambulance is becoming the first option - All the time. All the time. Over £1000 a lift. Every single bit of it is charity. They've even now stopped paying the paramedics. Disgusting! My auntie had a stroke New Year's Eve just up in Abergwesyn which isn't that far away. Yes, two and a half hours for an ambulance to arrive. Yes, it stinks."

(Female, 45-64, Llangammarch, single with dependent children)

Respondents in the Llanfihangel study area, much of which is even more remote than Llangammarch, made similar observations regarding Powys hospital and ambulance services. All of the study areas were serviced by air ambulance services, which relied on charitable donations.

Expectations of Service Provision

Those interviewees who had lived in their local area for all of their lives tended to observe that they were accustomed to the prevailing levels of service provision:

"Well I think it's because I sort of, well I live here, you just get used to it. You don't think about what you've missed until.... Because you haven't got the trains you haven't got the buses you just make

do with what you've got."

(Female, 35-64, Clydau, single, employed)

Those interviewees who had chosen to move to these deep rural areas argued that they had not expected urban levels of service provision:

"Yes, yes. I mean as I say you move to these places you have got to have a downturn in response times and level of service. You just take it on board basically."

(Male, 65+ , Llangammarch, retired couple)

"No, some things you don't expect do you? I think it is a balance. You know, my wife found it hard. She likes gas cookers, but you don't get mains gas here, so we could either have an oil cooker or electric cooker- it is little things like that, and they are minor problems, you balance it out, what you gain and what you lose."

(Male, 35-64, Clydau, not in employment)

For most interviewees the balance to be struck was between lower levels of service provision and a valued environment where they could live in relative peace and quiet, amid beautiful scenery, and either close to family or in touch with friendly supportive neighbours:

"But I'd say there's a balance between the higher costs and the type of environment that we get to live in. If I wanted to be closer to more shops then I could move to Pwllheli, of course, but then you wouldn't get the additional benefits that you get from living in an area like this one, such as the scenery and the community."

(Female, 45-64, Aberdaron, couple, employed)

The final comment on ambulances was from a farmer who, knowing where the interviewer lived, showed a mordant sense of humour:

"If you think oh my God I've got to wait 20 minutes for an ambulance don't live here you know. Go and live in Bath, you only wait half an hour there."

(Male, 45-64, Llangammarch, couple, employed)

10.6 Key issues

Interviewees in all four of the study areas raised a number of issues that they considered to be important. Some of these issues were service-related; some cut across all four areas; and others were spatially specific.

Schools

As might be expected those most concerned with primary schools were in the demographic group constituted by mothers with dependent children. Consequently, the quotes concerning schools tended to be from these types of residents.

All of the four study areas contained primary schools. As the household survey data indicated, the provision of local schools received high ratings and respondents considered schools to be an important, even essential, aspect of life in rural communities.

In the Llanfihangel study area there were two local primary schools. They were the church school in Llanfihangel village and the school located in the Abertridwr area of Llanwddyn. Both schools taught in the Welsh language; both had low, single figure, numbers of pupils; and both faced imminent closure. Indeed, while conducting interviews, researchers were informed that the closure of Llanwddyn school had been announced and that Llanfihangel school would soon follow:

“Oh that’s going to be closing gradually. The governors are giving them a good fight to keep it but there are only seven children, so it’s not really an option to send mine there - which is a shame. You know they’re in the same predicament as us.”

(Female, 25-64, Llanfihangel, couple (1) with dependent children)

Researchers were informed by residents that following the school closures, primary school children from Llanfihangel and Llanwddyn would have to travel either to Llanfyllin or to the Welsh language school at Penybontfawr. Interviewees argued that Llanfyllin was too far to travel for young children, and that Penybontfawr was not only too far but that the road was extremely dangerous and had a bad record for accidents.

Many interviewees and household survey respondents were most unhappy about the school closures. Some thought that Llanfihangel and Llanwddyn schools should have combined and did not understand why this had not happened:

“I think the parents from Llanwddyn thought that they were going to say close one and all the

pupils go to the other one.... but Llanwddyn thought that the Llanfihangel School wasn’t a like for like school. So Llanfihangel didn’t want to close their school and so it went on.”

(Female, 25-44, Llanfihangel, couple (2) with dependent children)

The respondent below understood that as the closure of Llanwddyn school had been voluntary, voted for by the school governors, there was no right of appeal against the decision:

“Unfortunately, because not a lot of people really understand the rules, they don’t realise that if the school makes a voluntary closure it takes away statutory rights to complain.....They don’t have to put up a statutory notice, which means that I don’t have the two-month ability to complain.”

(Female, 25-44, Llanfihangel, couple (3) with dependent children)

Other concerns connected with the school closures were expressed. Llanwddyn school was seen as the centre of Llanwddyn community; it served as the community centre, with good cooking and other facilities, and was used extensively by the community. It was feared that school closure would be accompanied by the closure of the community centre.

“We have got big concerns about the village hall because the school was very closely linked with it. So that’s a huge thing because there’s terrible access otherwise to the hall. If we haven’t got a hall that we can use properly it’s a bit of a disaster for the community isn’t it?”

(Female, 25-44, Llanfihangel, couple (4) with dependent children)

Interviewees argued that the school closures would encourage young parents to leave and that the demographic composition of the area would change:

“Because the school has closed, that is going to make a real difference to the type of people we have living here. In fact, it possibly could be more of a retirement type of village. You’re not going to get young families coming here with young children - which worries me.”

(Female, 25-44, Llanfihangel, couple (1) with dependent children)

The other three study areas did not have these immediate pressures on their primary schools, although some concerns were expressed. For example the Clydau area had recently seen a rationalisation of primary schools. Bwlchygroes school had closed and staff and pupils had transferred to Tegryn school. However, student numbers were still dropping as this interviewee observed:

"We are worried about the school... it is 16 (pupils) now. When our boys were there it was around 30 wasn't it?"

(Female, 35-64, Clydau, couple with dependent children)

There were concerns also in Aberdaron about the lowering of student numbers and the potential, some saw it as the inevitability, of school closures:

"I understand that it's something that will have to happen. It's inevitable because there are so many empty places in these schools, but it would be a big pity. The only thing that worries me is that I don't want children to have to travel further to school, especially at the age they have to start school now - if you had to go all the way to Botwnnog, for example, it would be an extremely long day for those little children."

(Female, 45-64, Aberdaron, couple, employed)

"The small school in Rhoshirwaun has been threatened with closure three times now, and I'd say that the loss of something as important as that would make the area considerably poorer. I'm frightened that they will try to join all the local schools together."

(Female, 45-64, Aberdaron, working age couple)

In the Llangammarch study area, young children attended the primary schools at Llanwrtyd Wells or Garth. Researchers were informed that both of these schools drew from large areas and had relatively high student numbers.

Sustainable communities: Employment and Affordable Housing

As one of the quotes above indicates, school closures were seen as potentially detrimental to the sustainability of these communities in terms of demography and loss of community cohesion. A range of issues was bound up with this general concern, most importantly employment and housing. For example,

interviewees pointed to the shortage of employment opportunities, which led to young people leaving these areas and was a disincentive to young and professional people moving in:

"The sort of problem that there is in these parts of Wales - young people, unless they're very lucky to be farmers' sons or daughters then most of them have to go out of the area to find work, and a lot of the time to outside Wales."

(Male, 65+, Llanfihangel, retired couple)

"Young people leave, young families aren't moving inand the population is probably ageing as well."

(Female, 35-64, Clydau, couple with dependent children)

"It doesn't really matter whether you've got a degree or anything, I mean you have got to get out of the village so they tend to go away and they stay away; they don't come back. There is nothing here for them, there is no work for them."

(Male, 65+, Llangammarch, retired couple)

This farmer took a practical view but was disillusioned by the types of people who had moved to the area:

"I don't know you can do an awful lot with an area like this. It is a backwater. It's a rural area, what can you do? There is no point trying talking about bringing industry here. When you have got empty factories in Merthyr, why bother to come up here like you know? The pay around here is abysmally low.nobody makes a lot of money. I think it is exacerbated more by the fact that a lot of the incomers are not exactly A and B category people like you know - low grade. Very often unemployed elsewhere and drifted in to the area and...And that doesn't bode well for an area. To improve the area you would have to encourage more professional people into the area and I don't know how you're going to do that."

(Male, 45-64, Llangammarch, couple, employed)

For those young people trying to remain in these areas housing was perceived to be a major issue. It was argued that house prices were too high for local, particularly young, people to enter the housing market. As this single mother observed:

"You know they can't afford the house prices here really. I couldn't afford to buy a house in Llangammarch - no way. There is another site in

Garth for affordable housing. Nothing has come of it. There is no affordable housing in Llangammarch, Beulah - no."

(Female, 25-44, Llangammarch, single with dependent children)

A shortage of affordable housing was seen as a key issue in all four study areas. However, as this young person, who had a house tied to a job, observed, affordable was a relative term:

"Yes, there is a lack of affordable housing so it's true. Well there was some that was mooted be built down towards Tirabad a couple of years ago and it seems to have fallen through but the sort of sums that they are talking about - £100,000-£120,000 as being affordable and that's not affordable as far as these...Not for these youngsters. Just no way."

(Female, 25-44, Llangammarch, single, employed)

Also, as this interviewee argued, to sustain communities both affordable housing and jobs were required:

"Affordable housing is an important issue in the area. But of course affordable housing is one thing, but you also need to create work and bring young people in."

(Male, 65+, Llanfihangel, retired couple)

While this interviewee recounted how an acquaintance had been forced to leave agricultural work because he had to move to a town:

"I think affordable housing should be a major issue, because a lot of people have to leave the area. I know people from the village ... I know one lad ... he wanted to work on a farm and he can't anymore."

(Female, 35-64, Clydau, couple with dependent children)

The Aberdaron study area also had affordable housing issues, as observed by this young person:

"Tai Eryri did say at one time that they were going to build more affordable homes here, but they're not doing that any more."

(Female, 25-44, Aberdaron, couple with dependent children)

However, Aberdaron was beset by two particular problems, connected to housing issues: holiday homes and planning issues.

Section 3, which describes the research methods for this research, refers to the issue of holiday homes in Aberdaron. The household survey research team were struck by the number of empty, holiday homes on their address lists for the area, which was estimated to be in excess of 30%. For many Aberdaron interviewees holiday homes was a major issue, causing problems in terms of housing for local people, and for young people trying to remain in the area.

To a great extent the issues of affordable housing, holiday homes and difficulties in obtaining planning permission were seen to be inter-linked in Aberdaron. The three quotes that follow encapsulate the perceptions that Aberdaron interviewees held concerning these issues and their effect on young people:

"It is a pity to see these summer houses because most of them are not maintained that well, and they're not used throughout the year either. It's also sad when you know that there are young people in the area who are trying to find houses in the area. There's also been a problem with getting planning permission - that's been very problematic for a number of people - young people."

(Female, 45-64, Aberdaron, couple, employed)

"There is a problem with holiday homes in the area. When I'll have a proper job and we're both ready to look for a house to buy there won't be much affordable housing available and the majority of houses are holiday homes. It's a waste really, because they're empty in the winter and are just used in the summer. The council doesn't really help with this situation really because if you bought a plot, you'd have more of a chance to get planning permission for a holiday home than a house for yourself. The area does have a lot of holiday homes."

(Female, 25-44, Aberdaron, single, employed)

"There are too many empty houses here in the winter....Another thing I don't understand is that not only are they trying to stop people from England from moving in, but they're also stopping local people from living here, because they're so obsessed with keeping people out. Planning is

terrible around here. I think it's completely illogical."

(Female, 65+, Aberdaron, retired couple)

Although the other three study areas contained some holiday and second homes, they were few in number and not perceived to be a problematic issue.

Broadband

The household survey data showed that there was a gap between demand and supply for broadband. More respondents deemed broadband to be 'essential' or 'desirable' than could receive the service. The household survey indicated that the Llangammarch and Llanfihangel study areas were the least well served in terms of broadband.

Broadband was seen as essential for business, school work and social life. This interviewee could see its potential for household interaction with utility companies but also pointed to problems with telephone lines:

"Having broadband would make a huge difference, because all the utilities are now online and that for us would be amazing. When we moved here we've always had problems with the phone, so that's our biggest bugbear."

(Female, 45-64, Llanfihangel, retired couple)

While this interviewee, who worked from home, argued that broadband was necessary for business. Again, the telephone line was criticised:

"Well if I wanted to extend the business it would... I mean communication would be a lot better because the problem is OK we have got it on dial-up but it is so slow I mean it's the most you can get is 28 kilobytes is it? 28 kB I mean... which is pathetic and no matter how big your computer is you can't get any more because of the phone line - it is so ancient."

(Male, 45-64, Llanfihangel, couple)

Of the four study areas, Llangammarch appeared to suffer most in terms of broadband. Some interviewees received broadband and some could not. This mother argued that her daughter needed it for schoolwork:

"We're desperate, desperate. My daughter suffers because we don't have broadband because of her school...Everything is computerised, absolutely

everything, they want pictures to do with their projects and things like that and everything is on computer and it's such a dinosaur age trying to wait for dial-up it's terrible - it keeps cutting out anyway."

(Female, 45-64, Llangammarch, single with dependent children)

While this retiree, who could not receive broadband, appreciated its value to modern life, particularly for business and young people:

"I've been on to Kirsty Williams really for years, she's probably fed up with listening to me really about broadband, because broadband is nowadays the heart of everything. If you want to be in business, if you want to stay on, if you're talking about social networks that's where it's all happening especially for younger people - so broadband is a big thing."

(Male, 65+, Llangammarch, retired couple)

As the quote above suggests, broadband was seen as essential for businesses in rural areas:

"Some people come back and run businesses from home but they find it difficult with the lack of things like broadband and reliable telephones. Running a business from around here is hard work I think."

(Female, 25-44, Llangammarch, single, employed)

The utility of broadband was illustrated by this young mother who had broadband but whose parents, who ran a business from home, did not:

"I'm lucky because I have broadband. My parents can't get broadband. I think everyone in Wales should have broadband. My parents come here to use my broadband to take bookings."

(Female, 16-24, Llangammarch, couple with dependent children)

During the interview research period, work was being done to install fibre-optic cables in Llangammarch village, which it was understood would enhance broadband service in the area. However, interviewees did not believe that their problems would be resolved completely. For example, it was argued that villages such as Tirabad would still not be able to receive broadband, due to their remoteness from the telephone exchange:

“They’re going to have broadband very soon. Because we are postcoded Llangammarch they are going to say - oh well that’s their problem over and done with. But it’s not. We’re six miles from the nearest broadband wire, as it were, that they’re just laying. We even had problems until recently in even getting a decent dial-up.”

(Male, 65+, Llangammarch, retired couple)

Another interviewee, living in Llangammarch village pointed to another problem:

“They put a number of houses on shared lines. Until all those, all the people on the shared lines here and I believe there are about 30, I don’t know how they worked it, until every single one of those lines is sorted out onto its own line not one of them can get broadband.”

(Female, 45-64, Llangammarch, single, employed)

The existence of these rather archaic shared service telephone lines was confirmed by other Llangammarch interviewees.

Council tax: Value for money

A widespread complaint was that these rural areas did not get value for money for Council Tax, in either business or domestic situations. As this local businessman pointed out, following Council Tax rises in England taper-relief had been allowed. In Wales this was not the case and rural businesses were seen to be struggling to meet the full Council Tax rises.

“Yes, whereas where over the border it was tapered over so many years and that was the Welsh Assembly Government that said there was to be no taper relief in Wales so one minute you are paying say £1000 a week in council tax and the next week you are paying £1400 a week in council tax and that certainly hit the businesses.”

(Male, 45-64, Llanfihangel, single, employed)

In the domestic context, interviewees argued that rural areas paid as much, and in some cases more, Council Tax than urban areas but received a lower level of services. Specific complaints included infrequent street cleaning in Aberdaron, compared to larger settlements such as Abersoch; the winter closure of public toilets; and inadequate road maintenance. A topical issue, in view of the extreme winter weather that accompanied much of this research, was that local roads had not been gritted in icy conditions. Interviewees in

Llanfihangel and Llangammarch were concerned by Powys Local Authority’s decision to turn off many street lights in rural situations. (A researcher noticed the effects of this decision when leaving a house in Pont Llogel. Walking along a road that should have been lighted, to the car park, it was literally pitch-black and dangerous.)

The following quotes illustrate some of the problems and the feelings of interviewees:

“We don’t get much for our money in terms of taxes and community. We don’t have street lights and when it snows or its icy we don’t get the roads de-iced because there are so many miles of road that they can’t afford it.”

(Female, 65+, Clydau, retired couple)

“Well that’s the thing. I don’t quite understand why we have to pay so much more than you know if you live in a town you have got all the facilities, the sports centres and the street lighting, the libraries. Yes well we obviously pay more. Like the roads - we have got potholes - I don’t know whether you noticed when you were coming up, very rarely get done.”

(Female, 25-44, Llanfihangel, couple with dependent children)

“I mean we are out here; we want to be out here. Powys does want people out here. But they want people out here for as cheap as possible. You know, they want to make as much money off of us with giving us as little services as possible and if that is the case then our council tax should not be the same as Welshpool’s.”

(Female, 45-64, Llanfihangel, couple with dependent children)

The final word on the issue of Council Tax was from this retired couple living in a remote location:

“Well we have got no road cleaners like obviously up here. No we have got our own sewerage, we put that in ourselves. Yes, we’ve got our own water, a bore hole to get our own water, yes. Yes and no street lighting obviously. There are a lot of things we haven’t got so we often sit down and say what are we paying the council tax for? Just to empty the bin. Because that’s all it comes down to more or less.”

(Male, 65+, Llanfihangel, retired couple)

Government neglect and failure to understand life in Deep Rural Wales

An argument made by both interview and household survey respondents was that resources tended to be allocated to Cardiff and south Wales, rather than rural Wales. It was also argued that government did not understand life in rural Wales. This respondent, living in a remote location gave the example of the allocation of 'Communities First' resources:

"Rural Powys got nothing and the reason why rural Powys got nothing was because most households had two cars. And that was the criteria that said they were too well off. But when you look at the old bangers that there are around - it's just a ridiculous criterion. They weren't bloody using Mercedes. It was absolutely necessary for people to get around. So it was ridiculous and it was kind of their way - as I see it - a way out of having to put more money into a very poor area actually."

(Female, 45-64, Llangammarch, couple with dependent children)

Improving life in Deep Rural Wales

While the concerns raised under Services and Key Issues were, to a great extent, focused on improving life in these deep rural areas, some interviewees had other suggestions to add. Many of these were personal and could only be addressed by efforts made by the interviewee. These included specific social activities such as bridge clubs and operatic societies. Many interviewees would have liked easier access to social and cultural activities. Others called for the local bus to take a particular route or to be able to buy a daily newspaper regularly, without a long journey.

Broadly, suggestions for the improvement of rural life focused on the perceived inadequate local infrastructure, such as power and telephone supplies:

"You asked what would make our life better, well it would be really nice to know that the power won't be cut off, and it would look nicer too if the telephone wires were underground, because they have so much troubles with storms around here."

(Female, 65+, Aberdaron, retired couple)

"Changes, I think yes things like I mean I suppose things like improving the telephones is going to make a difference. Telephones and yes

broadband and electricity, you know electricity, we have so many power cuts."

(Female, 25-44, Llangammarch, single, employed)

A reversal of the perceived continuing diminution of local services was another broad theme for improvement. This Clydau resident argued that in addition to losing local services and not receiving value for money for the Council Tax, the local authority lacked empathy with rural people and did not encourage them:

"I think it would be more encouragement for village people, you know don't keep taking our facilities away from us. We pay the same rates as people in Haverfordwest. And what do we get for it? You know they object to taking my rubbish because I've got a business and you know they sometimes check that I'm not putting business waste out with my domestic. Just encourage us a bit more and don't tax us so heavily - which is what they do."

(Female, 35-64, Clydau, couple, employed)

In the Llanfihangel study area, interviewees made specific suggestions for improvement in terms of local governance. Several interviewees and household survey respondents observed that Severn Trent Water, who owned considerable land and property in the Llanydwyn area and who used to be major employers, was, in effect withdrawing from the area. It was argued that Severn Trent was now an absentee landlord; it was not maintaining its land or its property to the general detriment of the area. Moreover, houses that became empty were not being made available to local people.

"Severn Trent just seems to have this huge opposition to anybody local living in the houses around the lake. I mean they are some beautiful houses and they just sit. Oh yes, I mean it's a complete shame. They are gorgeous, beautiful houses. I mean you go to some of them and you can see the doors have been kicked in and people have squatted in them. There was one up there when it was last... it was a good year ago - we were walking up there and somebody had kicked the door in and started pulling up the parquet flooring to burn. You know - well done Severn Trent, that's going to make the area safe isn't it?"

(Llanfihangel – female, 25-44, working, couple, dependent children)

In addition, it was argued that, together with Severn Trent, the RSPB and Forestry Commission, who also had extensive interests in the area could contribute more to the local community in terms of employment. This local businessman called for a change in local governance arrangements; for Severn Trent, RSPB and the Forestry Commission to be formally involved with the community:

“What I would like to see is some mechanism is whereby the hotel, Severn Trent, CCW, the Forestry Commission actually had twice a year is where they sit back and they listen to what the community was doing.”

(Male, 65+, Llanfihangel, working age couple)

The interviewees who contributed to this research would argue that if the concerns raised under Services and Key Issues were addressed, an improvement in life in deep rural Wales would follow. In summary, they called for improvements in infrastructure, including roads, power supplies, telephones, both landlines and mobile, public transport, and the provision of broadband. Building and maintaining sustainable communities was seen as vital. A key issue for sustainability was enabling people, particularly young people, to live in these areas. Interviewees argued that this would require affordable housing, sensitive and sensible planning and the maintenance of local primary schools. While there were calls for local job creation it was appreciated that this would be difficult, and most people were prepared to travel to work in the closest towns.

Generally, both interviewees and household survey respondents were committed to these areas; they liked living where they did and were prepared to sacrifice some conveniences for quality of life. However, they did feel they were being exploited economically. These perceptions of exploitation included high local shop prices; high motor fuel prices; and not receiving value for money in terms of the Council Tax.

10.7 Epilogue

Older people and disabled people, did not feature as separate groups in this research. Interview and household survey data indicated that, in addition to the social services, who received widespread praise, family and community networks were strong support

structures in these deep rural areas. However, a discrete social group who did raise concerns were teenagers. It was generally agreed that facilities for teenagers were inadequate in these areas. As this interviewee observed:

I think we need to improve the standard of social activities for teenagers, I think that really, really is an essential.

(Female, 45-64, Aberdaron, couple with dependent children)

Teenagers, then, are awarded their own section in this report. See Section 11.

Interviews – Key findings

Community

Residents valued highly the quality of life: the natural environment, scenic beauty, peacefulness and tranquillity, and the generally slower pace of life.

All study areas exhibited strong community networks, which included non-Welsh speakers and incomers.

The Welsh language and culture were strong in three of the study areas. In order of strength these areas were Aberdaron, Llanfihangel and Clydau. In Llangammarch the Welsh language appeared to be maintained by older generations of farmers, although Llanwrtyd Wells was seen to be a Welsh language stronghold.

Residents perceived demographic changes including population loss, more incomers and a decline in farming.

Widespread concerns were expressed about the lack of amenities and opportunities for teenagers.

Services

Residents perceived a diminution in services: e.g. Post offices, shops, schools, health services.

Local prices for food and fuel were seen to be high. Residents used a range of travel and sharing strategies to cut costs.

Public transport was rated as poor and not well used.

Teenagers had to travel or be transported to amenities.

The provision of doctors was deemed satisfactory but it was argued that hospitals and the ambulance service were both under-provided and too focused on urban areas.

Residents tended to accept lower levels of service provision and balanced them against their overall quality of life.

Key issues raised by residents

Local schools – there were unpopular closures in the Llanfihangel study area and concerns about the future of schools in the other study areas.

There were concerns about the sustainability of rural communities in terms of population loss, young people leaving, school closures, few employment opportunities, low pay, limited supply of affordable housing, and older people moving in.

In Aberdaron specific concerns were raised about the excessive number of holiday homes and restrictive planning.

Broadband was seen as essential for business, schoolwork, wider education and modern life in general. However, the broadband service was seen to be inadequate, particularly in the Llangammarch and Llanfihangel study areas.

It was widely argued that rural areas did not receive value for money in terms of Council Tax.

WAG was perceived to pay insufficient attention to rural areas.

There was a perceived need to improve governance. For example, it was suggested that bodies such as Severn Trent, the RSPB and Forestry Commission should increase their involvement with local communities.

11.1 Introduction

A condition of the household survey was that respondents were over 16 years of age and were, preferably, the nominal head of household. In the event all survey respondents had attained their majority. Consequently, although young people were mentioned during both the survey and follow-on interviews, and on occasions were present for short periods, as a group they were largely unrepresented. To address this situation, researchers conducted a focus group with resident teenagers in each of the four study areas.

The methodological details are given in the Methods section of this report. There follow narrative accounts of each of the four meetings with contextual details and an analysis of the meetings, illustrated by extracts from the discussions. To assist the analysis each account is presented under a range of themes. Some of these extracts are multi-vocal; they are reproduced verbatim and have not been edited for grammar.

11.2 Llangammarch study area

Teenagers in the Llangammarch study area tended to be relatively mobile. The Llangammarch study area, while undoubtedly deep rural, with some parts as remote as any in the study areas, had the best public transport links: by bus to Builth Wells, Llandrindod Wells and Brecon, and by train to Swansea and Shrewsbury. In addition, the study area bordered on the settlement of Llanwrtyd Wells, which was village sized; claimed to be the UK's smallest town; had acquired a cult reputation as the venue for events such as the annual 'world bog-snorkelling championships' and 'man against horse' events; and was apparently a place where local teenagers tended to congregate.

Llangammarch was the one study area where, during both the household survey and the follow-on interviews, there were intimations of tensions between adult residents and local teenagers. Several interviews and household survey respondents observed that there was a troublesome cohort of teenagers who tended to congregate in Llanwrtyd. This retired couple

living in a remote location near Llanwrtyd commented:

"It's as I said before, it has just got this undercurrent of minority of youth causing problems in the area."

(Male, 65+, Llangammarch, retired couple)

This interviewee, who had experience in related fields, pointed to underlying problems for young people in the area:

"They have a hard core of young people who are causing problems. And there is a big issue there - it's not just employment - and there is also what facilities are there for young people who are pre-employment age? Getting into trouble, aren't they? You know it is very rarely these things are isolated on their own. There is a number of issues there but that is one of the biggest complaints in Llanwrtyd is...the hardcore of young people."

(Male, 45-64, Llangammarch, working couple)

Some of the interviewees who had children saw the Llanwrtyd group as a pernicious influence on other teenagers; providing the wrong type of role model:

"...make a nuisance of themselves. If you live down in Llanwrtyd they are a real pain. Oh yes, serious problem."

(Female, 25-44, Llangammarch, couple with dependent children)

Neither Llangammarch nor Llanwrtyd had a youth club; apparently the youth club in Llangammarch had recently ceased because of bad behaviour:

"We had a youth club here and it ... it worked very successfully for a number of years because it was being run by... it was being run with the help of parents and when the parents were helping it was great but these things go in waves. Our last youth club leader who is a very able girl and was very... she was very good. She just gave up in the end because she said that she couldn't cope with the behaviour, which if you think of an area around here you don't think you have behaviour issues with teenagers but they were... it was affecting health and safety."

(Female, 25-44, Llangammarch, single, employed)

The same interviewee, when asked what teenagers in the area did in their spare time, perceived other problems:

“Or they’ll - dare I say it - go poaching or lamping. I don’t think many people would want to mention that necessarily but it happens. Yes but it’s that sort of thing and it’s what they do - and I mean they do tend to be interested in guns and things which is not good but...”

“But I know that some of them do drugs for instance. And that’s I think there are dealers around and... I don’t know how aware the police are but I have been told that the police are aware.”

(Female, 25-44, Llangammarch, single, employed)

However, another interviewee, who had teenage children, argued that local teenagers were not that bad and that adult behaviour could provide the wrong role model for teenagers;

“But for instance we have in Llanwrtyd...we have the bog snorkelling world championships and things like that. And people get hideously drunk and they do awful things in the middle of the square and stuff and that is, ‘ha ha’, laughed off you know. And this is an example to young people. ...and no-one will say much. But if young people do anything in the community, they do anything naughty as it were, they get vilified. You know, actually I think the young people have a bit of a hard time of it actually. I think it’s always very easy to blame kids.”

(Female, 45-64, Llangammarch, couple with dependent children)

The Llangammarch youth focus group

The focus group took place in a private room at the Neuadd Arms Hotel in Llanwrtyd Wells on the evening of 7th April 2009. Six teenagers, some female and some male, attended. Their ages ranged from 14 to 17; some had left school and the others attended the school at Builth Wells. These teenagers lived in Llangammarch Wells, Llanwrtyd Wells or other settlements in the study area. The local woman who arranged the meeting also attended but did not participate.

The advantages of rural life

It was apparent from their greetings that they all knew each other. Indeed, they confirmed that all teenagers in Llangammarch, Llanwrtyd and

the surrounding villages knew each other; they all attended or had recently left the school in Builth. Pursuing this theme, members of the group said that there were no problems between the villages or between individual teenagers in the area. They liked knowing everybody in their peer group. As one of the girls remarked:

“Well it’s like everyone looks out for each other because everyone knows each other. So you kind of feel safe like walking late at night if you need to go to Spar or you can stay out a bit longer than if you would in a bigger town or a city.”

They pointed to other advantages of growing up in a rural area. These included the peace and quiet, nature and the beautiful scenery, and their pre-teen experiences such as playing in the countryside and on the banks of the local rivers:

“You also get that sort of outdoor activity sort of scene more. Like in a city you can’t really go and...build dens when you are little and things like that.”

However, they realised that they had grown from children to young adults:

*“Yes, when you are younger everything seems better anyway like...
There is so much to do.
Because you’ve got - you know - more imagination.
Because you don’t find walking up a hill or making a den as fun as it used to be.”*

The disadvantages of rural life

As they moved into their teenage years, they appreciated that there were activities not available to them in a rural area:

*“Well we have to travel if we want to go like...
Shopping.
Shopping or to do like...
For a day out really.
A day out, any activities.
There is no cinema.
Shopping or to do like...
For a day out really.
A day out, any activities.*

*There is no cinema.
No.
Have to travel to Builth to go to that.
Yes in Builth.*

Yes *Builth*.
But it's closing down.
That's going to be gone before long.
Yes.
The end of the year. Next year.
The nearest one would be *Brecon*.
Brecon.
They have a cinema club here and they show one film every month.
It's like all old films.
Yes it's not like...
DVDs which everyone has seen.
But still it's quite good that they are trying to make an effort and that I think..."

None of this group drove, so they relied on public transport. The bus service was criticised:

"Pretty much the bus to *Brecon*.
Yes.
Yes go on the bus..."

Yes there are buses but they are quite unreliable really because I go to college on Mondays on them and sometimes you can get the bus from *Llanwrtyd* to *Builth* but then the one from *Builth* to *Brecon* would have already gone.

They don't wait, do they?
Yes, so it is well annoying. They do it all the time.
And they know it is a college bus.
Yes.
So they are meant to wait for the people to arrive because that's what it's for..."

The train service was praised:

"Or if you want to go to *West Wales* or *South Wales* catch a train to both places but that's about it.
Yes trains are quite reliable.
Always on time and that, aren't they?
Yes.
They are quite cheap..."

Sometimes parents could be enlisted or arrangements made with older friends:

"Get a lift with parents maybe.
And organising it with some of your mates that already do drive..."

Changes in the local area

This group had seen considerable changes, mostly perceived as a loss of services:

"All the shops have gone.
And the Post Office.

You have still got a post office in *Llangammarch*.
We have got a post box now..."

Teenage social life

Some of the group had older teenage brothers and sisters who had access to motor vehicle, and travelled to socialise in larger places such as *Hereford* and *Swansea*. For this younger group of teenagers, social life tended to revolve around the playing field and skate park on the edge of *Llanwrtyd*:

"We have got a football pitch, yes.
Yes.
That is quite a good facility really.
Yes.
That skate park and football.
So it's like in the summer everyone is down there.
And the cricket club as well now.
What, all people about your age?
Yes.
Just sort of.
And quite a lot of the older lot as well.
Yes.
Go in there.
Well like in their 20s and there are quite a lot of pupils in primary school and all the year 7s and 8s go down there so it's quite a big age range.
There is quite a lot of people down there.
It's good.
Yes playing a lot of football down the park and things like that and basically just chill out with your mates really..."

However, sometimes 'chilling out' became a bit boring and they looked for other things to do and other places to visit, although, again public transport was a problem:

"There isn't much to do – put it that way.
Aside from that when you go for a day out like now we are a little bit older we tend to get the train to...
Yes.
Like well today we went and got a train to *Llandovery* and went swimming. And like made a day of it and we tend to do that or go and visit our friends in other towns and stuff like that really.

We need it more often - say like the bus is once an hour.
You see one about every two hours.
There's a bus four times a day.
And like the train if you want to go to *Swansea* it's like every four hours.
You either go really early in the morning or lunchtime or at six. If you go at six you don't have a train to come back on...."

Visits were made to Swansea for shopping and group days out:

*“... Yes we also go to Swansea sometimes.
It's quite nice.
It's a laugh really. It's just good to get out of town and like...
Yes, when we all go together and stuff.
Really into a sort of different place like that you don't really visit very often so...
That is the only place you can really go from here.
Sometimes go to Shrewsbury on the train.
You can go to Hereford from Builth every Saturday, bus there.
We usually make a day of it, don't we?”*

The young people from Llangammarch were not quite as mobile:

*“There's not much to do here, is there?
No not really.
Especially Llangammarch.
Go to Llandod maybe.
Yes I know. I always think that. I always think Llanwrtyd is boring but Llangammarch is well worse.
All we have got is a small...
Slide.
Little park with a slide and a roundabout.
Which is like...
And we end up going in some farmer's field to play football, rugby, cricket what have you...”*

There were few teenagers in Llangammarch village:

“Might be about two boys in one year and then there would be a couple in another year. Like two of in each school year there, that's all really...”

They socialised by playing football or cricket, or came over to Llanwrtyd. Some of the group had part-time jobs, such as dish-washing in local restaurants. Apparently, many younger teenage girls in the area, particularly those living on farms and in remote locations, tended to stay in during the evenings.

Social networking and communications

Young people in the area used computer social networks:

“It's good if you can't like see your friends like often and you just like know how they are doing, what they are doing.

*“There are quite a lot of people...Who are addicted to their Playstations, Wiis and X-Boxes and all this stuff.
I am not addicted though.”*

The problems of communications in these areas were highlighted by both the household survey and the follow-on interviews. This group of young people gave their opinions on broadband and mobile telephones:

*“In Tirabad they don't get anything. They can't have broadband.
Crap, it's rubbish.
And I can get broadband but it's limited.
It is really slow if you know what I mean.
It is varied, like some places have really good broadband, some places...
The only time...I find the best time to get on the internet is really early in the morning or really late at night. During the day it is just no good at all.”*

*“Mobiles are very handy around here.
It's OK with some networks but with others it's rubbish.”*

Suggested improvements

The group's ideas for ways to improve their social life tended to focus on physical activities:

*“Well make it like more interesting to live here.
Like make it fun to be in town and outdoors.
Yes like have like another facility like a swimming pool or something like that would be good.
Yes.
Yes like if one day a week or something like that we could have the swimming pool at the, what do you call it, the Abernant lake or the Victoria Wells and they have got like obstacle courses and everything.”*

There were a number of privately owned activities, such as kayaking, obstacle courses and fishing lakes in the area. It was suggested that these could be opened to the public on a restricted or pay-as-you-go basis. Other suggested improvements included making it easier for them to travel to the activities in the surrounding towns:

*“What you could do is just like improve like travelling, make it really easy to get to like Builth or Llandod.
Yes.
Student bus passes.
Yes that would be good.”*

As indicated above, the bus service was a problem to these young people. For example, while the school in Builth organised some after-school activities, recent changes in the bus timetables made it difficult to get home to Llangammarch or Llanwrytyd:

“Yes they have after-school clubs and that but like the final bus from Builth to Llanwrytyd ends at 5 o'clock I think it is.

Yes they use the community bus.

And then like if you do to an after-school club you have to get your parents or someone to drive you back because there is not a bus going.

When I was there, when I first started there, they had after-school clubs for anything – running, football – everything.

And an after-school bus.

And they had their own bus service after-school.

Yes.

But they don't have that any more.

There used to be a late bus.

And that was free as well.

Now if you want to stay on and do some homework you have to pay for a service bus. Because they won't accept our bus passes.

But after a certain amount of time they stop anyway so you can't.

5 o'clock.

Yes.

4.40 is the last bus, isn't it?”

Sporting activities

While the school had sports teams none of those still at school in this group played in these teams, although they pursued their own types of sporting activity. However, they were experiencing difficulties:

“And like we enjoy like going into the forest and that on our motorbikes but the Forestry Commission are clamping down now so you can't really go up there any more anywhere.

Well we asked the people that owned it before, what are they called, Tillhill or something? Yes well we asked them and that and they said yes it's fine you can go up there but now a new company has bought it and they don't like us going up there at all. They are totally against it.

The Abergwysen lot, which is still owned by Tillhill, I think, so we go up there now.

Yes.

But we used to go up near Tirabad.

Well Tirabad quarry - more like that but then yes they don't let us go there any more.”

While off-road motor-biking was frowned on by the Forestry Commission, mountain-biking was acceptable:

“They don't really moan about that.

Yes it's quite easy to go out on a bike and you don't get told off if you go up in a Forestry Commission place.

I go cycling every now and then.

I go on the bike sometimes in the summer.

Yes, cycle up to the river and that.”

Clubs

Llangammarch and Llanwrytyd did not have any organised sports clubs:

“I play a lot of sport. I have to go play cricket in Brecon. Football is pretty much the same and bowls is pretty much the same really. Have to go to Builth or Llandod to play that.

There are good football and rugby clubs in Builth, that's about it really. There is a cricket club but they don't do much.”

The closing of the Llangammarch Youth Club was discussed above but this group perceived the reasons for closure to be, in addition to personnel issues, a lack of funding:

“We used to have a youth club but they have stopped for some reason.

Cash.

We used to have one.

It's all about money these days.

We had one but they can't get anyone to run it any more.

Yes, it was under like the Church and the Church have got people all like CRB checked and what have you to do it but they don't do it any more.

There is plans to start it up again but...”

Apparently, Llanwrytyd used to have a Youth Club but it too had ceased:

“Because of the money, yes. Didn't have enough funding for it.

Yes there was quite a lot of people went to it.”

Neither Llangammarch nor Llanwrytyd had nightclubs or held dances, apart from a public house and an occasional dance held in a barn. These were not popular with this group, who

argued that too many older people went to them.

However, these young people had recently found a club in Swansea that catered exclusively for their age group. Because the trains did not run late enough in the evening, they had organised a minibus:

“There is like a really nice club in Swansea. Which we found out. It's like two hours train ride, called Oceana and it's awesome. Oceana - it's under 18s. They do these events for under 18s. Like some nights they have it for youths. And that's like really safe. Yes it's good; it is good. They do pull it off really well. Because it's clean. We like organised for a minibus to go. It's only £6.50 to get in so it is totally aimed at our age group, isn't it? Yes we are thinking of going again at the end of the exams.”

Problematic Issues

How some adults in the area perceived this group of teenagers was discussed earlier. From the teenagers' perspective things were different. The subject arose when they were asked what their major dislikes in the area were:

“Yes the attitude of the older people... To the youth yes. Yes. Well they are just not very - like if they see us on the square like a group of us just hanging around because we haven't got anything else to do they will say we are being antisocial and breaking things and just being noisy. Yeah last Thursday it was the last day of term so everyone went down the Park. Oh yes. There was a big get together and we put music on. And by 9 the police were called and they were down there at 9.30. And by 9.30 it was ended, yes... no the police were there at 9 o'clock because there has been a complaint of loud music – So there was obviously underage drinking and drugs going on (Sarcastically) Yes and there's only like four people there that actually live in that area as well. Yes and one of them said she couldn't even hear the music because she was listening to the TV.

It wasn't really much of a party really. It was just... It started off with a few of us just being... Together. Down there just chilling out, nice day. Social time. And then like you know oh there are some people down there. Bring your phone, switch the music on. And then there gets to be more of a group and then we thought oh shall we put some music on then? Then there was quite a lot of people. And then eventually it just builds up really. There was about what, it was about 20 of us or so.

9 o'clock the police came down. They said oh we have heard that there are kids being a bit troublesome making a noise and messing around, can you all like stop and go home.

It wasn't really that loud. It wasn't even that loud.

Well the thing is people around here when they hear music they say it's the kids. It's underage drinking and drugs straight off. They are vandalising stuff. They are doing drugs. They are drinking and it's like just because you play music doesn't mean that we are wrecking the town. They just think that we are all yobs.”

The group contrasted the police attitude to them with a local public house that regularly played loud music until the early hours of the morning, and which had been the subject of complaints:

“Yes as long as it is making profit no one seems to mind. No one cares but if there are a couple of kids having fun on the Park at 9 o'clock - it must be stopped!! The police get involved. Yes 9 o'clock. Fair do's if it was like... 12 o'clock and the music was like really banging but... Yes, it wasn't.

Yes, there is just people, some elderly people in this village that like just...Have a grudge against all children. A grudge against youths all over.”

The teenagers from Llangammarch remarked on the different attitude of adults there:

“In Llangammarch none of that happens see. Everyone older just loves the children all the time. It's just something they do. I don't know why.”

Future Plans

Although the teenagers in this group liked living in the area they realised that there were not many opportunities for them.

*“You won't get a job around here I'm afraid.
There's no jobs in Llangammarch.
Well for the young people there are like you know like you can wash up and that.
The best job in Llangammarch is like in the Lake Hotel but they don't have any because they think Polish workers can run the place.
And then there is nowhere pretty much else to go.”*

Some planned to go to university, some were attending college for vocational training; and some planned to join the police. All of the group expressed a desire to maintain their links with the area.

11.3 Llanfihangel study area

The Llanfihangel study area was perhaps the most geographically fragmented of the study areas. There were considerable distances between the main settlements, which were all very small; there were numerous farms and other remote houses; the nearest towns were 20 miles away; and public transport was effectively non-existent.

The Llanfihangel youth focus group

The focus group was held in the Llanwyddn school and community centre at Abertridwe on the evening of 5th April 2009. Five teenagers, some female and some male, attended. Their ages ranged from 15 to 18. Some had left school, attended college and had part-time employment at the local hotel. Others attended the school at Llanfyllin. They all lived in the local area. The local woman who arranged the meeting also attended but did not participate.

There were few teenagers living in the study area. Group participants stated that there were between 12 - 15 teenagers in the area, with only two in Llanfihangel village.

*“Yes everybody knows everybody.
Llanfihangel, there's a couple in Llanfihangel.
Yes.
I know them but I don't...I'm not friends with them if you know what I mean.
Because they live too far away and you never get to see them.”*

Teenage numbers in the area had been recently depleted:

*“Well we've had two lads our age move out recently in to Llanfyllin so
Yes the family moved out.
It has gone quiet since then - since they've gone.
They were just funny.
One was...
Bonkers.
Bonkers.
They were energetic.
On his bike he was crazy.”*

The advantages of rural life

For this group the advantages of growing up in deep rural Wales were the environment and the freedom that it afforded:

*“It is a lot fresher here, like cleaner air and stuff.
Don't laugh at me - it's true.
I went to Manchester last weekend and you know it was nice to come back.
It was quieter I suppose and I couldn't... you wouldn't be able to keep horses and stuff in the city.
It would be harder to keep like animals like dogs and stuff and you can go on a walk here and within ten minutes you can get the top of the hill and the views are amazing.”*

There were specific rural pursuits:

*“Shooting.
Yes that is legal shooting.
Clay pigeons and rabbits.
Well I've recently tried to go shooting.
Not so much success.
Well you can't really... if you are in a city you can go outside well for like days on end sort of thing but you can't go out camping or anything like that.”*

The disadvantages of rural life

However, rural life also had its disadvantages when compared to more urban settings:

*“There's a lot more to do in a city.
Go out in the evenings with your friends.
Yes.
Cinemas and things but there is nothing here.
Nearest is Llanfyllin.
Yes but it's not a very good cinema.
Quarter of an hour in the car.
There is no leisure centre here or anything like that.
Clubbing in town or something.”*

*That's it yes.
Clubbing perhaps.
I suppose there is a lot more clubs going on in the city, isn't there? I mean like here we have to drive ten miles to get to a swimming pool or a gym or anything like that, keep fit.
Yes, I've just been there - in Llanfyllin.
Yes, the chippie is ten miles away as well.
I went there afterwards.
There's not many restaurants or anything around here. You can go to the hotel.
There are Indian take-aways like 15 miles away. There are going to be a lot more of them in the city.
So what you normally do is if you were out of the village for like days or whatever and when you are coming through you would order it.
And ring everyone up in the village; do you want a take away? Got one like for 15 people."*

Teenage social life

Social life in the area centred on the public house at:

*"Lake Vyrnwy Hotel about a mile away.
Yes.
Pretty much most nights.
There is a pool team.
We are all in the team yes.
I won it this year. I was the best in that team."*

*"One day a weekend and I would go out to Shrewsbury.
Yes.
Yes, just go to the cinema and shopping and stuff like that.
But then during the week I don't really do anything. Well Monday nights I go to the leisure centre in Llanfyllin. It's about 15 minutes away. Then Tuesday nights don't do anything. Wednesday I go to Welshpool which is how far away?
Yes and Thursday I go to the pub and Friday nothing."*

Sometimes these teenagers visited clubs in nearby towns:

*"Yes every so often we get a taxi or something. Welshpool, Oswestry or Shrewsbury."
"Cheaper if we lived in the city where we go out but then when you live here you don't go out so often so you enjoy yourself more because you're not used to it as much.
We usually get a minibus from the village if we go with quite a few people."*

For younger teenagers public houses and clubs were not options. Again the low number of teenagers in the area was highlighted:

*"Well I'll just be around the village with the other lad that is my age or watch TV at home.
We go on the bike tracks in the forestry or play football or something."*

*"Because we wouldn't go outside because it gets dark too late because there is no light, well no streetlight.
No street lights either.
I had to drive [NAME] home from the youth club one night because it was too dark.
I couldn't see anything.
And it's only down the road."*

Apparently, there were few teenage girls in the area and because they lived so far apart:

Yes there are some but I don't generally like see them very often.

Sporting activities

The school had several sports teams and those of the group at school participated:

*"Yes there is football, rugby, swimming - quite a few - netball and hockey. There are quite a few school...school sports teams.
We compete with other schools
I'm on their rugby team.
I have swam for the school.
I have swam for the school and played netball as well."*

However, few of the group intended to keep doing sports when they left school:

*"...probably not.
I didn't..."*

Social networking and communications

This group of teenagers were not particularly frequent users of computer social networks:

*"Like Facebook?
I can't figure out how to use it.
Everyone is using it, aren't they?
Except for me, the sounds of things.
I don't have Facebook but I have MSN.
I have got MSN but I don't know how to use Facebook.
I would say most teenagers around here would use that."*

If they have got it because it's the only thing to do if you don't go to the pub every night. Because you can most of the time stay at home especially as it gets dark. I go to the pub and do it on my phone."

The entire group agreed that mobile telephone reception was variable in the area, as was the broadband service.

Suggested improvements

The group considered that their lives would be improved if there were more teenagers in the area.

It was also argued that improved public transport would be beneficial:

"I think one thing that would improve the area a bit is, I mean I know I can drive now, but there were no buses anywhere. You had a bus service but that was only on a Wednesday and a Friday when we were in school.

It's only Wednesday now.

And once a month to Shrewsbury.

Yes once a month to Shrewsbury.

Yes, once a month.

Even if it was just to Llanfyllin there are buses from there to places but like...

From Llanfyllin.

There is nothing to actually be able to get out and do stuff if you can't drive.

I think the kids are forced to drive and if they can't drive it is very hard."

"I think there should be more like events like we have... we used to have the autumn fair in the summer. That used to be...

We used to have a fun day as well.

We used to have a fun day.

Fun day.

There is the duck race.

I don't like that.

No but if it was I don't know something community-based..."

Clubs

There was a youth club in Llanwyddn. However, it did not run a regular basis and only five or six teenagers attended it.

Llanwyddn did have a village football team that played in a league and some of the group played for this team, while others, not in attendance, played for a team in Welshpool.

Problematic Issues

There appeared to be differences of opinion between the teenagers in the area and some older people. It was argued that there was nothing for teenagers to do:

"I dislike that most of this village is geared towards older people - OAPs and stuff rather than geared towards children or teenagers or whatever or just all age groups.

Well the fact that there is nothing to do. There is no nightclubs or anything like that which older people wouldn't like.

But I suppose again for older people there is... I know we can go to it as well but there is stuff like bingo and whist drive. I mean I know we can go to it but it's not really...It's not really the height of interest."

"We always complain there is nothing to do and when you actually think of something to do you can't.

But the thing is with around here I don't think you could make there something to do without ruining the area; like you said you wouldn't plonk a cinema here but that is something we would like to do.

Yes.

But you wouldn't be able to do it here. I don't think there is something that we would like to do that you would be able to do here without ruining...

You see we used to have the discos you know that we used to have and that has stopped now which was a shame, wasn't it, because they were all right, weren't they?

Didn't we used to have a cinema here as well?

Yes we did.

They used to show films as well.

All the equipment is here isn't it still yes?

Like the projector.

Yes, yes.

If there was a good film on yes.

If they were decent films yes.

It seems like just as we turned teenagers everything stopped.

There's no cinemas and there's no discos since then.

No bus service.

No buses."

Even when teenagers did something creative, they were ignored or criticised:

"We did a photography project and we printed them all out nicely and we had like a big display in the hall and we invited people to come and see

you know what we did. I think five people turned up and it was sort of like after all that effort.

And that's probably just parents of people as well, wasn't it?

Yes and no one from village who sort of say oh the youths around here they do this, they do that. They didn't actually come and see that in the youth club, what we actually did. They just criticised us for when you know we were just hanging around on the Park or something and they didn't come and see when we did something productive they weren't interested."

"I think we get criticised for being loud or like destructive or something but if we are playing football and we break a window we will be sort of labelled then for life as the window breaker. It is a bit much really."

"I don't know, you just you are not like face-to-face but you sort of hear people talking to other people oh you know these lads were on the Park last night making a hell of a noise and blah blah blah and it is sort of like what else is there to do? Well we did youth club one night and we were on the football field and we were playing rounders and we were having fun but yes people complained that night.

Yes.

Yes.

I loved rounders.

Yes that was really cool."

"They have sort of committees where they sort of say no we can't have this, can't have that, can't have this. There is no noise. You just sort of hear about them rather than actually see them."

"I mean we don't want to go out and break everything and set it on fire.

There is nothing to break and set on fire anyway."

Future Plans

Apart from one participant, who planned to work on the family farm, the group were going to leave the area to pursue careers. They argued that, apart from farming and some work at the hotel and the shops at Lake Vyrnwy, they had no employment prospects in the area:

"Go somewhere else hopefully.

I would like to see the world.

Most people our age would say they are going to go and leave. Somebody wants to be a police officer; somebody wants to go to Australia for a year. One person just wants to get out.

As fast as he can."

The final comments concerned the potential effects of the school closure. They foresaw a community populated by retirees drawn to the area by the landscape:

"I think when the school closes they won't get any new families moving in so there will be less and less young people here.

An old people's village.

Yes OAPs."

"And probably the more older people there will be here the less new families will want to come in because of the older people. There's not many other kids they can play with sort of thing.

And if there is no school they wouldn't come because they will have to send their kids...

A long way away.

No work here either so they won't think about coming here for work as well as just the school but if the school closes as well plus there is no work."

"Even now, they way outnumber us teenagers."

11.4 Clydau study area

The majority of teenagers in the Clydau study area attended Preseli School in Crymych, a sizeable village just outside of the study area. Preseli School had a large catchment area, and Crymych, which in addition to the school had a leisure centre, tended to be a centre of attraction to teenagers from a relatively wide area.

The Clydau youth focus group

The Clydau youth focus group was held on the evening of 30th April 2009 at Preseli School in Crymych. Six teenagers attended, some female and some male. They were either 15 or 16 years of age. Some of the group lived in Crymych, others in villages in the Clydau study area. The discussion was held in the Welsh language. A female representative of Aelwyd Crymych, a local youth group that arranged the meeting, was also present but did not participate.

The advantages of rural life

The members of the group could see advantages in living in a rural environment:

"It's much quieter around here and there's less traffic, so I'd say it's quite safe.

Climb the mountains and go out to the open air.

You can also mix with people who are older than you, because there are so little children in the area, we all tend to mix whatever our age. When you live in a village you tend to know everyone, whereas in a larger town you wouldn't know many people."

The fact that the area was sparsely populated was seen to be a positive factor for close community networks and participation in locally-based activities:

"I think the community is much closer here because there are less things to do, so anything that is here, then people do tend to do it."

Similarly, the remoteness of the area from larger shopping centres could be seen as an advantage:

"...but it's also nice to be able to travel out of the area to go shopping and to make a day of it."

The disadvantages of rural life

Generally, though, the comparative remoteness of the area was seen as a disadvantage:

"In more urban areas you can easily walk to the shop, but here you have to travel 20 miles or more just to go shopping, or to go out for a meal or something..."

"All my friends live ten miles away so it's quite difficult to meet up with them.

If you live in Blaenffos, then you have to have a car to get to these facilities anyway.

In the evening there isn't much to do around here, like we have a rugby club, but apart from that there aren't many activities around here, like dancing clubs or things like that.

The shops and the restaurants and cafes are much further away, but in a town or city you'd have an Indian or a Chinese on your doorstep."

Changes in the local area

Members of the group had noticed some changes in the area. Apparently the leisure centre had been refurbished:

"The leisure centre has been improved recently and it's much better now."

While there were differing experiences and perceptions of shopping in the local area. On the one hand Crymych had improved:

"In Crymych, you now have quite a few shops – you've got Siop Sian, Beth's Baguettes and quite a few pubs too."

But a nearby urban centre was seen to have deteriorated, which necessitated an even longer journey for shopping trips and clubs:

"In terms of shopping, you'd have to go to Carmarthen now because Cardigan has become quite run down – Woolworths has closed."

"Cardigan has got quite poor in terms of places to go out – it doesn't have many clubs that you can go to – there's probably better places to go in Crymych."

Teenage social life

For this group of teenagers, social life revolved around youth club, young farmers, cultural activities and parties:

"We come to the youth club every week on a Thursday. I like to sing, so depending on the time of year I'd be practising for the Eisteddfod, going to practices after work. Apart from that, I don't really do much to be honest – I come to the youth club.

I don't do much really – I come to the youth group every week, watch the television at home in the evenings, plays some music, socialising – that's it really."

"The young farmers clubs are quite strong in the area – there's one in Eglwysrwrw and Clunderwen and they meet every week.

I go to the young farmers club in Hermon every Monday. We have a lot of singing competitions and acting groups."

"There are also other youth groups in Ywenny and Maenclochog, and even though the youth group in Crymych is much larger than those two we sometimes get together.

It is really nice when we get together with the other groups - we know them quite well because most of them are in our school anyway, so it's very friendly..."

"Well, we've got quite a lot of eighteenth birthday parties on the weekends now.

We're all quite close in school, so we get invited to quite a lot of parties. Most of the parties are held in Nant-y-Ffin, which is a hotel about twenty minutes away.

We either arrange to stay with friends or we sometimes arrange mini-buses to take us home.

Most people tend to go out to Carmarthen for a night out, or as I said, we have eighteenth birthday parties."

The nearest cinema was in Cardigan but it was not that popular. Also, social life tended to be structured by school catchment areas and Cardigan was not really within this group's social radius:

"There's a cinema in Cardigan, which we go to, but sometimes the films come out quite late."

"We don't really mix a lot with people in Cardigan – they're in a different county to us so we don't really play any rugby against them or anything like that.

We'd only really go down to Cardigan if we wanted to go to the cinema or if you had a boyfriend down there or something like that. I don't have a boyfriend down there, by the way! We tend to mix a lot more with people from Fishguard.

Yes, and because so many people come to Preseli school from the lower part of the county, then they tend to know people from Fishguard school."

School-related activities

Although the school was, to a certain extent, a reference point for these young people it did not provide many after-school activities. This was because most pupils had to travel considerable distances to the school:

"And if you stay behind, then some live so far away that it's impossible to get home afterwards. There aren't enough of us living in Crymych itself to justify holding an after-school club, so you'd have to depend on others travelling from further away."

Sporting activities

Some of the group played organised sport, and some preferred a more casual approach to games:

"The rugby club is where all the older ones tend to go, and once you've turned sixteen that's when you can really start to go there, because you've got the youth team and you get quite a lot of girls who go to watch the games.

I do a lot of sport, so I'd play hockey and go to watch rugby, and use the computer.

We go up to the rugby club quite a lot in the evenings, and weather permitting a lot of us around here just go for a kick about in the field.

Go out to play football with friends. In Hermon, there isn't much to do to be honest."

Suggested improvements

Those of the group who lived in outlying villages argued they needed more local facilities:

"We're close enough to Cardigan and there's plenty of stuff to do there, but if we had something in this area which was more personal to us, then that would be nice and it would be much safer too.

For me, I think it would be good to have a specific place which you can go to meet up with friends, rather than having to come to the school, or go to the rugby club. We need something like a hall.

Yes, something like a hall with a large area outside, and rather than being given rooms which has already been done up for use, we should be given the chance to do it up ourselves, so we could bring in our own stuff and make it more comfortable and to our taste. I also think that it should be for more than one area, so that you don't have too many groups disagreeing."

It was also argued that better local sports facilities were required:

"We do need more sports facilities in the area – we've got tennis courts and a football pitch, which is so far from the village that no one can reach it very easily."

Problematic Issues

This group were of the age when they were starting to take-on part-time jobs. However, they were experiencing some problems in gaining this type of employment:

"Yes, we're starting to look for jobs now, but there are so many of us round here looking for work that it's quite difficult.

Also, you've got teenagers who are older than us looking for work too, so there is a shortage of jobs in the area.

The travelling causes some difficulty too, because you can't travel too far..."

The only hint of tensions between teenagers and older people in the area was during discussion about the possibility of the provision of a hall for young people to use:

"Yes, we have one here in the village and in the surrounding villages, like Boncath too. They aren't used for much really – they have bowls there.

They should be used by the young people in the area really, but it's quite old fashioned and there aren't many facilities in there really – they're just literally empty halls.

If we asked to put our own stamp on it then the old people would be complaining about the bright colours.

We wouldn't really know who to talk to (about the hall) be honest."

Even then this group of teenagers showed consideration for older generations:

"We couldn't really ask to use the halls, because that's where the older people tend to go, and we wouldn't really like to take that away from them."

The principal perceived problematic issue was the influx of English incomers to the area. It was argued that they tended not to integrate with local communities, and were having a detrimental effect on the use of the Welsh language.

"Yes, quite a lot of English people have moved into the area to retire.

And it does affect the area. Some people have just moved in next door to us and we're not too keen on them to be honest.

Welsh has probably been the main language over the last ten years or so, but it's spoken less now.

The people who move into the area don't really do much in the community and they keep to themselves.

I think this community is more used to be people who speak Welsh, because the English people, I think they feel a bit like outcasts if they make us turn to English."

Future Plans

Some of this group planned to go to university; some to travel; and others to teach:

"I'd like to move to Cardiff to study music and then go on to be a teacher.

Yes, well I'd like to go away to University and then come back to the area to teach.

I'd like to stay for the sixth form and then after that I'd like to go travelling around the work – I'd like to go to America to university or something to either study music or art.

I'd like to go to University to study architecture, so I would either like to move to somewhere like Cardiff, because there aren't many architecture jobs around here. Perhaps in the end I'd like to return to this area, but I don't know."

However, most of the group planned to return to the area later in their lives.

"I do think though, that even if I went away to America I would want to come back to this area – this is where my roots are and I know everyone here, so this is where I'll end up I think."

"Just the area really and the fact that I know everyone round here. In a larger town or city I wouldn't really know anyone, so I wouldn't have anyone to socialise with. If I worked there, then there would be other teachers, but I think they'd be older and would have different hobbies to me."

"After completing the sixth form, I'd like to go to University, either in Cardiff or somewhere else in Wales - then I'll probably return to this area to find a job because I like the area."

"I'd like to go to University and then go travelling around the world, then come back to this area."

"I'm planning to stay for the sixth form and then go to University to study sport and find a job in this area – it would be nice to return to this area after living somewhere else and seeing some variety."

The members of this group liked the area where they lived. In addition to factors such as community and the rural environment, the maintenance of the Welsh language and culture were adduced as reasons to return:

"I think, just the fact that this is where we were brought up and the tight-knit community too. I think it would be such a shame if young people moved away from this area, because then you'd just get English people moving in. You always appreciate where you've grown up."

"And also the Welsh language too."

"Yes, because you get so many Welsh speaking people moving out of the area to the larger cities, and then English people moving in to the small rural villages, so I think it's really important for us to come back to the area to maintain the Welsh language and the small schools. This is where I want to raise a family."

11.5 Aberdaron study area

While all of the four study areas were isolated to a certain degree, Aberdaron had a unique set of circumstances. The furthestmost settlement on the Llŷn Peninsula, it was a considerable distance from the nearest town of Pwllheli; was surrounded on three sides by the sea; contained a significant number of holiday homes, which were empty apart from the summer months; and received an influx of holidaymakers during the summer months. These circumstances potentially posed problems for the area's teenagers.

The Aberdaron youth focus group

The Aberdaron youth focus group was held on the evening of 10th May 2009 at Ysgol Botwnnog, a local school. Six local teenagers attended, some female and some male. They were either 15 or 16 years of age. The discussion was held in the Welsh language. While school teaching staff were in the building, they did not attend the discussion.

The advantages of rural life

These teenagers appreciated the close community networks and peace and quiet of a their rural area

"I think the community round here is much more tight-knit because everyone knows one another more or less, and I'm not sure if that's the case in somewhere like Pwllheli."

*"It is really quiet here.
That is really nice, isn't it?"*

"I do still like to live here though – we have more freedom here I think to go out and do what we want."

The disadvantages of rural life

There were, however, perceived disadvantages to living in a rural area. These tended to focus on the lack of facilities in the area, and the distance and time to travel to access services and facilities:

"There aren't any shops round here. There's nothing here really – we have to travel to Pwllheli to the leisure centre."

"My brother did carpentry and he had to travel all the way to Dolgellau every morning – he'd get up about five and he wouldn't get back in the evening

till about seven. You'd just be knackered travelling on the bus for two hours each way."

"I would much prefer to live somewhere that had a bit more life to it – just somewhere that had good shops and where you had everything around here, instead of having to walk five miles to get to anywhere. Not where the chavs all live though! But my brother lives down in Swansea you see and when I go down to visit him I just feel so much better because you can just walk everywhere, and you get more opportunities in those places too, especially for things like work."

It was argued that some settlements in the study area were even more disadvantaged in terms of remoteness and population than Aberdaron. For example, Rhoshirwaun and Rhiw:

"No way, it's non-existent up there! You have my grandmother's house, our house, then [NAME]'s house where they have about a hundred people, but that's it.

It's better than Rhiw anyway – they'll be taking Rhiw off the map quite soon!

Well, when you pass through Rhoshirwaun you don't really realise that it's a village – you see our house on the road, but there's nowhere to show you where you are – you could be anywhere!"

Changes in the local area

The group had noticed changes in the local area, connected to a loss of population and services:

"In Rhiw, there are only two families in the village now and a lot of holiday homes, old people's homes, a village hall and even the shop has closed now, so there's nothing there.

There used to be a shop in Rhoshirwaun, but since that closed all the old people in the area have to go down to Aberdaron to collect their pensions."

Apparently, there used to be festivals held in the area but these had ceased:

"Oh yes, there used to be something called the 'lost village' in Rhoshirwaun – they had these tepees and they used to invite Welsh singers and bands to do acoustic gigs.

I think they still have them, but they're now held up towards Caernarfon..."

"They had something called the 'lost beach' too – on Porth Iago, which is out in the middle of nowhere and they just had all these bands playing

on the beach and you could camp there, but it was cancelled because they didn't have a licence."

In addition, there were perceived changes and loss of services in the nearest towns and larger villages:

"There isn't much to do in Pwllheli really because everything has just closed – Woolworths has closed. There's one nice clothes shop there and that sells really nice clothes, but others are quite expensive so we can't really buy anything. I usually go shopping and buy clothes in Cardiff, when we go down to visit my brother who lives down in the south."

"There is a place that we used to go to do mountain-boarding down in Abersoch, but I think even that has closed now because they've taken the sign down."

Teenage social life

Teenagers in the area socialised in youth clubs, with the young farmers or travelled to clubs in Pwllheli:

"There's a youth club which is held in the Primary school in Aberdaron, but that's usually for the younger children.

There's a young farmers club in Rhiw – I was a member there last year, but I haven't joined this year.

I go to young farmers club, I go to dancing club in Pwllheli every week..."

Others engaged in traditional rural activities and other physical activities, although distance was again cited as a problem:

"I go to young farmers club too, and sometime we go shooting too don't we? There's a shooting club in Rhiw you see, but the trouble is that we have to travel far to go to these things."

"Well, there is somewhere in Llanystumdwy which we go to which has a lot of outdoor activities, but it's just far too travel to and it would be so much easier if it was nearer. Then Hafan y Mor in Pwllheli have just installed these ropeworks and that's really good, but it's still far isn't it. So, something like that for the lads which is nearer to here really."

In the summer months these teenagers went to the local beaches:

"There isn't much to do round here in the summer – we'd just go to the beach every day and that's what everyone does really."

While some had taken early to activities reserved for adults:

"I go out to the pub in Sarn – they've got two pubs there. But it isn't really good these days because they've got quite strict about under-age drinking. Abersoch has also turned 21 and over now, so we can't really go there. I used to go there."

To eat out in the nearby resort of Abersoch was popular:

"There are a lot of nice places to eat in Abersoch – they have lots of different things there, like Indian, Chinese, Greek and that type of thing. Because in Aberdaron we only have a fish and chips take away and that's an absolute rip off – they charge £2 for a portion of chips which haven't been cooked properly."

And some of the group had part-time jobs:

"I work in the Ty Newydd, sometimes in the evenings and on weekends."

Although there was a problem with obtaining part-time employment:

"Well, the only places in Aberdaron are the Ship and the Ty Newydd, and if you wanted to go to Pwllheli it would cost you so much and you'd have to go by bus, which takes about three hours, so we're literally stuck in the village. And I never get the hours where I work either."

Sporting activities

Sports activities were focused on the leisure centre at Pwllheli, but this journey took a long time:

"Yes, if we want to go to the leisure centre with school we'll have to travel quite far to get there – we go there every week. It would be nice if there was somewhere closer that we could go to because we'd definitely do more sports then. It takes about half an hour to get there, and then another half an hour to get back so really two hours goes really quickly and you don't have much time there. At least if it was closer we could walk there."

Social networking and communications

The use of both mobile telephones and internet social networks was restricted by the quality of the service:

“The internet reception round here is terrible. Yes, and the mobile reception is quite patchy. Yesterday, it was off all day - it was hopeless. In Aberdaron, you can only get a signal in one place - if you stand on the bridge.”

Suggested improvements

These teenagers argued that they needed somewhere local where they could meet to socialise:

“We need somewhere that we can go to chill out, rather than having to wander all over the place and go to each other’s houses – we need somewhere that we can go to. There are cafés in Aberdaron, but they’re not very exciting. To have somewhere to go to...”

They had identified a potential site:

“There’s a village hall in the area which has been done up recently, but all they have are these concerts for the older people – it would be so much better if they had things for us there. The hall is completely empty most of the time, so we could easily make use of it – it’s just completely pointless. We’ve tried to get them to hold things for us there and even my mum’s been trying, but no chance. If you think of all the people who could go there, it’s just completely stupid. It’s just an empty village hall, and they have people like Trebor Edwards there to sing, but we’re hardly going to go there to listen to him, are we?

I enjoy him!

If they tried to get more bands there that would be better.

Bryn Fon was there not long ago, wasn’t he?

It’s only really used once a year.

The only problem with having someone like Bryn Fon is that the older people like him too, so you’d have the older people there...

Yea, and if you tried to stand up, then all you’d have all these people going (whispers) ‘sit down! sit down!’

They also felt that the driving age should be reduced:

“Being able to drive along the roads younger – I drive on the farm quite a lot, so I’d like to be able to drive.

Yes, I mean you could drive along the roads, because the road by our house is so quiet – you

could lie on the road and nobody would drive along. We only have about two cars passing all day.”

Clubs and school

Apparently there were not any after-school activities:

“I mean, they could easily arrange some clubs for us here in the school, because you’ve got all the facilities here, but nobody seems to be doing anything? There isn’t anyone really that we could speak to either – nobody that would listen anyway!”

“We have extra lessons after school, such as business and Spanish, but there’s nothing much apart from that.”

They expressed some dissatisfaction concerning the school curriculum; the lack of a sixth form; and inadequate management:

“They have more subjects here in the school now, because most of the things that they have in Coleg Meirion Dwyfor and in Coleg Menai – it would be better if they had a sixth-form here really.

I don’t know whether that would work here, because there isn’t enough room to do that.

Yea, well I’m not saying that I’d want to stay anyway.

I don’t really know what I want to do to be honest. We don’t have much help really to decide – some people in the school are given opportunities to go for interviews and stuff like that and they always seem to be the ones going – so those in the lower sets tend to go quite a lot.

Yes, I know that there are quite a few people studying hair and beauty and they get to go on courses and stuff, but why don’t we get those chances too?

The subject choices will be better next year, because they’ve introduced quite a few new ones haven’t they, and they’ve put in a new library and I think they’ll be introducing video-conferencing too.

That won’t work at all will it because they’ll never control the classroom. They’re spending all this money on buying these new things, whereas they should just improve what they’ve got already.”

Problematic Issues

There was a perceived lack of employment opportunities in the area:

“Only farming – there’s nothing else.

My brother teaches Technology and he's had to move down to the south to find a teaching job. My other brother works with my dad – he went to college and got his qualifications and he was just lucky really that my dad was a carpenter, otherwise he would have had to move away too, You've got the doctor's surgeries, but you have to travel quite far even for those. I just think that there aren't any opportunities around here for us – say if we wanted to go to an acting group or something like that. There are no opportunities round here – say, for example, my brother – he's just been made head of department in a school in Cardiff and he's only 22, but you wouldn't have any chance of getting that opportunity round here would you? Our head of departments are about sixty aren't they!"

"We are complaining a lot!"

Tensions between local teenagers and older people were mentioned:

"There are so many people in the area who complain about really stupid things, like older people complaining about building fences and cutting down trees.

Oh, that old man who does all that stuff with the walking paths. They pushed his trailer over didn't they.

And, we used to have a festival every year down on the beach by the Ty Newydd, but that's been cancelled now because all the old people were complaining and they used to call the police, so the police always used to come down there. There wasn't much point to it in the end.

The village is full of OAPs – that's all really.

Yea, you just get these older people complaining – 'Oh, those young people, oh vandalism', and I just feel like telling them to shut up."

"Well they have asked us a few times if there's anything that we want in the area, but it's always a case of – 'No, you can't have that!', and then they turn round and say that they're trying to help everyone around here, but they don't really."

The influx of tourists to the area in the summer could cause some problems:

"Yes, well they installed a CCTV camera in the middle of the village, because quite a few fights broke out last year.

Yea, but you can't see much through the cameras anyway, because when the police tried to look at it last year, they couldn't see anything from it.

And people do exaggerate when anything does happen, because they'll make up a big story, when all that happens really is that a window gets

broken. They do make young people look really bad."

"I don't like the fact that we get so many visitors in the summer though."

"Yea, they park everywhere and take over the roads don't they. I wouldn't really go down to Aberdaron beach in the summer – I'd go to Porth Iago which is smaller and quieter because the place is just full of English people.

Yea, it's really funny when my dad goes down to the village they always make him really angry and he ends up just hurling abuse at them!

They just don't move out of your way, even though you say 'excuse me."

Future Plans

While most of the group, apart from those with a farming background, planned to move away to find work, they had mixed feelings about returning to the area:

"I would like to move away for a bit and then come back, but then having said that perhaps I wouldn't like it when I'd come back because it was too quiet.

Yes, I'm not sure to be honest. I haven't really been away from here for more than a week, so I wouldn't really.

Yea, well you're farmers you see so you don't really want to move away.

I want to go travelling – to China.

After finishing school I want to go to Coleg Meirion Dwyfor to sixth form and then try to go into acting.

It's always nice to come home isn't it.

It's nice to go away, but then it's always nice to come home!

Yea, I agree. Whenever we go away on holidays, I'm always really glad to come home."

11.6 Summary

From these focus groups with teenagers in four different areas of deep rural Wales, it may be seen that there were several cross-cutting issues. A large majority of these young people liked living in these rural areas for the environment and the peace and quiet; the same reasons given by their older counterparts. However, many said that that they would leave: to further their education; to gain qualifications; and to have new experiences. Principally, however, the young people in all four areas were concerned about the lack of employment opportunities and felt that they would have to

leave. Many of them stated that they would like to return in later life.

Socially, teenagers in all four areas argued that they were constrained by a lack of amenities; the small numbers in their peer groups; and most importantly by the need to travel long distances to places where they could access entertainment. The importance of the internet, Broadband and mobile communications to these groups was also apparent.

Constraints were also seen to be imposed by the requirements and judgements of older generations. These tensions between teenagers and their elders were present in all four study areas but were most apparent in the Llangammarch study area. Paradoxically, the evidence from the focus groups suggested that the teenagers in the Llangammarch area were the most enterprising and self-sufficient in terms of seeking out opportunities as a group.

Looking forward, concerns were expressed by the teenagers about conditions in these deep rural areas. It was argued that a diminution of services, coupled with an increasing in-migration of older people looking for a retirement idyll, would lead to situations where these deep rural communities would become unsustainable in terms of population and community. In Aberdaron and Clydau these concerns were bound up with concerns about the continuing viability of the Welsh language.

Young people – Key findings

There were low numbers of teenagers in each study area – especially in Llanfihangel and Llangammarch.

Generally, teenagers appreciated certain aspects of rural life – the scenery, natural environment, comparative freedom when younger, knowing everybody and feeling safe.

In Aberdaron and Clydau teenagers exhibited strong attachments to Welsh language and culture.

The internet, broadband and mobile telephones were important to them both educationally and socially. They were critical of the standards of provision of these services.

In the Llangammarch study area, pre-driving-age teenagers from Llanwrtyd organised trips to a club for under-18s in Swansea.

Problematic issues

Only in the Llangammarch study area were concerns expressed by adults that local teenagers (the Llanwrtyd group – see above) were a problematic, anti-social group.

There were few local amenities for young people. They had to travel to urban centres for leisure and entertainment. Public transport timetables tended not to be suitable. Consequently, they organised themselves (see Llanwrtyd); some had cars, as in Llanfihangel; or they relied on parents.

It was argued that teenagers needed a place to meet, such as an internet café.

There were few after school activities. When these were in place public transport arrangements tended not to be suitable. Llanwrtyd teenagers suggested student bus passes.

In all study areas, it was perceived that local adults were intolerant of young people. This was most marked in the Llangammarch study area.

Teenagers were concerned about the sustainability of their communities in terms of a loss of services, shops and post offices closing, and ageing populations.

In Aberdaron and Clydau concerns were expressed about the sustainability of the Welsh language.

Aberdaron teenagers were concerned about English incomers and holiday homes.

Future plans

With few local employment opportunities, most planned to leave their areas. However, many planned to return in later life.

12.1 Introduction

As discussed in the Methods section, data collection from service providers operating in 'deep rural' Wales was effected through a questionnaire, which was completed by a representative of the service provider and returned to the WRO electronically, on-line or by post. An important difference between the household survey, which was also questionnaire based, and the questionnaire for the service providers was that the majority of the household questionnaires were completed face-to-face with researchers. This enabled deeper understandings to be conveyed in the questionnaire responses. In contrast, although respondents to the service provision questionnaire were encouraged to make use of text boxes, many responses were concise. The types of service providers that responded included representatives of the care sector, such as Age Concern, Victim Support and Disability support; the tourism and leisure sector; transport; housing associations; community councils; local government; the police; Citizens Advice Cymru; the church; youth organisations; the Welsh language sector; the pharmacy sector; the voluntary sector; and the social sector, including Women's Institute and Girl Guides.

With regard to the questionnaire, respondents were first requested to provide contextual information such as the name of their organisation and the sector in which the organisation operated. There followed questions that required the respondent to state, in order of priority, what they considered to be the principal factors bearing on a range of service-related issues in deep rural Wales. These issues were: what influenced the level of service provision in deep rural areas; the main obstacles faced by the service provider; the essential elements of good practice for effective service provision, and what prevented good practice; and what were perceived to be the key issues facing residents of deep rural Wales in terms of accessing services.

Finally, respondents were asked to raise any other issues that they considered relevant to service provision.

The analysis is presented as follows. For each of the topical questions in the questionnaire there is a quantitative analysis that shows the priorities awarded to factors and issues by service providers operating in 'deep rural' Wales. This quantitative analysis is illustrated by a qualitative analysis constructed around the following factors: finance, population, location, transport and communications. When studying Tables 12.1-12.4, it should be noted that not all respondents completed all of the questions, and some respondents partially completed some questions.

12.2 The main factors that influence the levels of service provision

Respondents were asked to list in order of priority the main factors that influenced the levels of service provision in 'deep rural' Wales. Table 12.1 shows the responses to this question.

Table 12.1 The main factors that influence the level of service provision in deep rural areas

Theme	Response					
	Total	1 st	2 nd	3 rd	4 th	5 th
Financial issues	20	11	3	2	1	3
Population related issues	27	9	5	5	4	4
Location or Lack of services issues	28	4	10	8	5	1
Transport issues	19	5	6	6	2	0
IT Communication issues	10	0	2	2	5	1

Unsurprisingly, finance received the most first priority ratings as a factor in the levels of service provision. Table 10.1 shows that eleven respondents considered finance to be the principal factor. In addition, nine other respondents gave finance as one of their priority factors.

The comments concerning finance and funding included observations that there was a:

“Lack of funding to meet increasing demographic challenges.”
(Local government)

And that:

“There is the issue of balancing cost, quality and access. We can’t have everything everywhere.”
(Local government)

Others commented on the problems caused by increasing costs and the importance of WAG funding to promote and sustain the tourist industry.

Population-related issues received more ratings in total than finance but fewer first-priority ratings. Respondents pointed out that ‘deep rural’ Wales was characterised by:

“Sparseness of population with no critical mass.”
(Care sector)

Two of the knock-on effects of this low population density were seen to be small budgets, when calculated per capita, for service provision in extensive geographical areas and low numbers of volunteer workers for services that depended on them.

The corollary of the low population density was the long distances both between rural communities and to more urban centres. As one of the principal factors in the low levels of service provision it was seen to be exacerbated by problematic transport issues, in terms of public transport; general difficulties of access to services; and high travel costs.

Finally, under this theme, a number of IT and communications issues were raised. Comments included the need for a better broadband service in rural Wales, to better enable entrepreneurship and sustain existing SMEs, and the unreliability of the mobile telephone service.

12.3 Obstacles faced by service providers

The strong correlation between Table 10.1, which focused on factors that influenced service provision and Table 12.2, which was concerned with obstacles, shows that for service providers the principal factors influencing service provision were seen as obstacles rather than enablers. Indeed, many of the comments made by respondents were identical for the two questions, such as those concerning low population density, high unit costs and low funding levels; and the low numbers of volunteers. New comments included:

“There appears to be little new finance to support the development of services.”
(Pharmacy sector)

Table 12.2 The main obstacles faced in terms of providing services in deep rural areas

Theme	Response					
	Total	1 st	2 nd	3 rd	4 th	5 th
Financial issues	25	14	5	3	2	1
Population related issues	28	4	10	5	4	5
Location or Lack of services issues	29	7	10	5	6	1
Transport issues	15	4	4	5	1	1
IT Communication issues	16	2	1	4	7	1

12.4 Essential elements of good practice

As Table 12.3 shows, what respondents considered to be the essential elements of good practice were primarily concerned with communication, people and location rather than finances.

Communication, for these service providers, was a broad subject. For example, respondents argued the need for good communications with both partners and clients. In practice, these communications extended to the need for reliable and geographically extensive mobile telephone networks. More specifically for rural Wales, some service providers pointed to the essential need to provide accessible

information in both Welsh and English languages.

Table 12.3 Essential elements of good practice

Theme	Response					
	Total	1 st	2 nd	3 rd	4 th	5 th
Financial issues	5	0	2	2	1	0
Population related issues	27	9	6	4	4	4
Location or Lack of services issues	22	2	6	8	5	1
Transport issues	10	3	4	1	1	1
IT Communication issues	45	14	12	6	8	5

The predominant theme in terms of people-based good practice was the recognition and implementation of service delivery designed on a needs-led rather than supplier/producer-led basis. Normative examples of people-based good practice were:

“Designing service level and delivery method around need.”

(Care sector)

“Services should be designed around the needs of the patient.”

(Pharmacy sector)

“Services should be needs led rather than producer/supplier led.”

(Local government)

“Services should be available to all wherever there is a need.”

(Church sector)

“There should be no discrimination on the grounds of rural isolation.”

(Church sector)

12.5 Obstacles to good practice

The obverse of the essential elements of good practice is, of course, obstacles to good practice and here respondents tended to focus on a lack of funding and resources. In many cases the perceived shortfalls were seen to be related to the Wales rural situation. For example, in addition to a

general shortage of funds, respondents pointed to the extra costs involved of translating literature; the difficulty of meeting costs because of a small target population; and the shortage of Welsh speaking volunteers.

In terms of IT and communications, there were observations that, in rural Wales, the inadequacy of both mobile telephone networks and broadband was an obstacle to good practice.

12.6 The key issues faced by residents

Service providers were asked what they considered to be the key issues faced by residents of ‘deep rural’ Wales in terms of service provision. Table 12.4 shows the types of responses received, grouped under the same factors as the previous analyses.

Table 12.4 Key issues faced by residents of deep rural Wales, in terms of accessing services

Theme	Responses					
	Total	1 st	2 nd	3 rd	4 th	5 th
Financial issues	12	3	2	3	3	1
Population related issues	14	0	1	6	5	2
Location or Lack of services issues	49	15	13	7	9	5
Transport issues	34	17	8	7	2	0
IT Communication issues	17	2	5	3	5	2

The key issues perceived by respondents to most affect residents interlinked. For example, location issues were seen to be important by the most respondents but this was connected to transport issues. The comments received from respondents focused on difficulties of access to services; the geographical isolation of many rural communities; the numerically small populations, which led to some services, such as post offices and schools, being withdrawn from rural areas; the increasing centralisation of services such as health and retail; the need for rural families to have more than one motor vehicle; the comparatively

high cost of rural living; and the diminution in the provision of public transport. To a certain extent, then, the list above encapsulates the problems experienced by residents of 'deep rural' Wales, which are detailed in other sections of this report.

12.7 Additional service provision issues in deep rural Wales

Finally, service providers were asked to outline any other issues that they considered needed to be addressed or any other points about 'deep rural' Wales that they wished to make. Some of these responses tended to replicate points made in the analysis. Others were full, and in some cases specific.

Resonating with evidence presented in other sections of this report, Powys was seen as the exemplar of a large rural area with a low population density; a situation seen to lead to problems for service provision:

"A low settlement for the Local Authority from WAG has meant reducing support to voluntary sector service providers. The client demand is increasing (for advice and support) but the staffing levels are reducing. Powys is disadvantaged by having an unrealistic place on the Welsh Index of Multiple Deprivation, which does not fit with the reality of living in Powys (see Poverty in Paradise report)."

(Care sector)

"Powys is the most rural county in Wales and the costs of delivering services to a similar standard as those in more populated areas is significantly underestimated."

(Care sector)

This respondent made a general observation that people tended to choose to live in rural locations and, to a great extent, were prepared to make allowances for a reduced level of services:

"In my experience having grown up in the locality and having returned to the area, many residents of the deep rural areas choose to live where they live. Whilst this may seem an obvious statement, it implies that distance to services is seldom a burning issue and that the rural location is actually what is sought above other factors."

(Mothers and Toddlers sector)

A view opposed by the following respondent:

"I do not believe that people in towns or centres of population have a clue as to how we live. They think we live here because we can afford to, in other words they think we have pots of cash so can travel to get what we want anytime anywhere. That is probably the opposite of what is the real case. We live here because we cannot afford to live in a town, and therefore have more problems of access because of relative poverty. We have to travel more miles to get to anything, so fuel costs to us are all important. Youngsters need ferrying to everything, and older people need the same ferrying for different reasons."

(Welsh Language sector)

While these respondents called for assistance from both WAG and local government to help maintain and sustain both communities and businesses in 'deep rural' Wales:

"The deep rural areas need help to stay as live communities. More money allocated to rural community councils. More provision for young people e.g. housing, clubs, more use of halls (cheaper rates) far better bus services and subsidised bus services."

(Social sector)

"There has been limited response and support from AMs for micro-enterprises. Most of the rural economy is run by business with less than four staff."

(Voluntary sector)

"We do need to use the positive support offered by communities as many support themselves and their local people and LA need to foster and develop this more."

(Local government)

"Slow internet access and frequent power cuts make it difficult for many businesses to operate effectively."

(Church sector)

"There appears to be a lack of a national approach to the design and implementation of services. The delegation of responsibility and budgets to Local Health Boards and Local Authorities has resulted in a piecemeal approach to service design and delivery. WAG seem to be firmly wed to traditional mechanisms of service delivery and are failing to optimise the existing pharmacy estate that is

a key part of the service infrastructure in rural localities.”

(Pharmacy sector)

These respondents pointed to the problems of personnel working in rural service provision:

“Rural-proofing of WAG and National Government policies does not seem to take place. Administrative centres tend often to be in areas of high density population and issues faced in rural areas can be easily overlooked. It is not until you work in such a place for a period of time that the true impact of the environmental and demographic conditions becomes apparent.”

(Care sector)

“Staff working in rural areas suffer isolation - much lone working in offices. Opportunities for volunteers and staff to meet the line manger or colleagues to 'download' need to be pre-programmed and spontaneity is lost. It would be useful if more multi charity offices were opened with space available to rent on a room by room basis. There is also a shortage of suitable venues to meet clients that are confidential with modern facilities and no steps.”

(Care sector)

12.8 Summary of service provider's responses

Generally, the responses of service providers in 'deep rural' Wales reflected those of residents, captured in the other sections of this report. Unsurprisingly, for example, as residents pointed to problems in accessing services due to distance and isolation, so service providers experienced difficulties in providing services to 'deep rural' locations. Residents and service providers pointed to other common factors that had negative effects on both accessing services and providing services. These factors included the inadequacies of local authority budgets. The criticism here extended to the final financial budget amounts and to the methods used to calculate these amounts. It was argued that there was a failure to understand the difficulties of providing services in delineated areas characterised by low population density and small, widely dispersed settlements, connected by difficult roads. More broadly, both residents and service providers perceived that there was a

lack of support from WAG and local authorities for rural communities and businesses.

There were a number of specific factors identified by both residents and service providers. Foremost of these was broadband. Broadband, it was argued by all types of research participants, was an essential part of modern life; a high quality service was required for education, social life, business and service provision. The provision of a high quality broadband service, for all parts of rural Wales was seen to be a top priority for rural sustainability. Similarly, it was widely argued that mobile telecommunications tended to be of variable quality in rural Wales; this variability was perceived to hamper social, business and service interactions.

Another common factor was the increasing centralisation of services, and their concentration in urban areas. Residents of 'deep rural' Wales argued that centralisation caused them problems in terms of access to services, distance travelled and costs incurred. Service providers faced similar problems. In addition, some service providers argued that, with centralisation in urban areas, those personnel working in rural areas tended to be isolated. To combat isolation it was suggested that 'multi-agency' offices and centres were established in rural areas. These arrangements would enable personal interaction and better communications. Another suggestion related to the rural service infrastructure was that, to date, there had been a failure to successfully exploit the existing network of pharmacies for wider service delivery.

Finally, important observations were made by both residents and service providers concerning the Welsh language. The research showed that the Welsh language was especially strong in the Aberdaron, Llanfihangel and Clydau community research areas, and that in the Llangammarch research area, while not as strong generally, there were concentrations of Welsh speakers in Llanwrytyd Wells and among the farming population, although there were concerns expressed by residents, including teenagers,

about the sustainability of the Welsh language.

In addition, service providers pointed to the need to communicate in both Welsh and English. However, there were indications that Welsh language-related legislation was throwing additional strain on the resources of service providers and residents in rural Wales. For example, Llangammarch community council officials were concerned that they would not be able to afford the costs associated with forthcoming Welsh language legislation. Similarly, service providers adduced the additional costs incurred by the requirement to translate to the Welsh language as an obstacle to good service provision practice. In addition, with many services reliant on voluntary working, service providers observed that there was a shortage of Welsh speaking volunteers.

Providing services - Key findings

Main factors that influence service provision

Finance and funding were the priority factors for most service providers

The combination of low population densities and long distances between communities, and to urban centres, was seen to lead to small budgets, high travel-related costs and small numbers of volunteer workers.

Obstacles to service provision

The factors that influenced service provision tended to be raised as obstacles rather than enablers.

Elements of good practice

Service provision should be needs-led rather than led by the interests of suppliers and producers.

Good communications were seen to be essential.

Services should be accessible in both Welsh and English language formats.

Obstacles to good practice

The existing, inadequate broadband and mobile communications networks were seen to be obstacles to good practice.

Additional costs were incurred by the requirement to translate to the Welsh language.

Both funding shortfalls and resource shortfalls were obstacles to good practice. Resource shortfalls included shortages of Welsh-speaking volunteers.

Key issues faced by residents

Access to services was made difficult by location, isolation and transport issues.

There was an increasing centralisation of services such as health and retail.

The withdrawal of services such as post offices and local schools was creating difficulties.

Public transport provision was inadequate.

Rural families needed at least two motor vehicles.

Other issues

As a large area with a numerically small population, Powys received inadequate budgets and resources.

There was a need to better support SMEs, which were the basis of the rural economy.

Problems with broadband and power supplies made service provision difficult.

WAG delivered service by traditional mechanisms. There was a need to recognise the value of the pharmacy network and utilise it for service delivery.

Rural proofing of WAG and national government policies does not appear to be taking place.

Administration was too centralised in urban centres.

Personnel in rural areas tended to work in isolation. There was a need to group service offices together, under the same roof, to enable personal interaction and better communication

13.1 Introduction

This project, which examined the experiences of people living in 'deep rural' Wales and those of service providers operating there, collected data during four phases of research. Firstly, the household survey attempted to reach into every household in the four study areas: Aberdaron, Clydau, Llanfihangel-yng-Ngwynfa and Llangammarch Wells. A high proportion of households completed the questionnaire. The analyses from the household survey are provided in Sections 4 – 8 of this report. Section 4 focuses on 'Locality and Demography'; Section 5 addresses 'Community and Culture'; Section 6 explores the provision of 'Services'; Section 7 examines the issue of 'Transport'; and Section 8 assesses 'Household Energy' issues. Although these chapters contain qualitative elements, they are principally quantitative. Section 9 summarises the key findings from the preceding five chapters.

In contrast, the second phase of the research was specifically qualitative. Following on from the household survey, researchers conducted a series of 60 face-to-face interviews with residents of the four study areas. These interviews were able to explore, in-depth, the experiences of people living in 'deep rural' Wales. This qualitative analysis is presented at Section 10, entitled 'Perspectives of Residents'.

The third phase of research explored the experiences of an important category of people living in the study areas: teenagers; in this case, specifically young people between the ages of 14 and 18. Focus groups were held in each of the four study areas. These data are presented in a naturalistic way, using unedited blocks of transcribed, multi-vocal group discussion, from which emerges important insights into what it is like to be a teenager in 'deep rural' Wales. This qualitative analysis is at Section 11: 'Youth in Deep Rural Wales'.

Finally, the fourth phase of research was a hybrid of quantitative and qualitative methods. It consisted of a questionnaire issued to a range of service providers with operational interests in 'deep rural' Wales. By asking service providers to both prioritise and comment on factors that affected service provision; good practice; obstacles; and key issues the questionnaire sought to understand the issues and problems of providing services in 'deep rural' Wales. This analysis is at Section 12 – 'Providing Services'.

At the end of each of Sections 4-12 there is a summary of key findings. While it is not the intention of this concluding section to repeat these findings, it is useful to note and reflect on their consistency across the sections. In particular, a number of themes, issues and perceived problems were identified, common to more than one of the four phases of research. This concluding section discusses these emerging themes, issues and perceived problems. Finally, some suggestions made by respondents for the improvement of rural life are discussed.

13.2 Recognizing the balance between quality of life and level of service provision

Generally, respondents, including teenagers, expressed satisfaction with these 'deep rural' areas as places to live. Most, if not all respondents, had either been born in the area, and were tied by family and work, or had chosen to move there, to retire or to pursue a particular lifestyle.

While the majority did not intend to move, even at some future time, to more urban settings, there were two groups of people who did. Firstly, some older people, particularly those with illness and infirmities, and others who foresaw problems when they were older were considering a move to a town, where they argued health services would be more accessible. Secondly, apart from those assured of a career in farming, the

teenage research participants were planning to move away to go to university; for vocational training and further education; to travel; and to make careers and their way in the world. However, the majority of teenagers stated that they intended to return to these rural areas at some later time. These young people saw these rural areas as home and as a place where they would prefer to finally settle down.

Broadly, respondents understood the problems for service provision posed by rural areas – the long distances, low population densities and consequent small budgets – and, to a certain extent, were prepared to accept lower levels of service provision in exchange for a quality of life perceived to be superior to that available in towns and cities. The positive aspects of their quality of life that they pointed to were the natural environment; scenic landscape beauty; close community networks; and the slower, more tranquil pace of life to be found in rural Wales.

13.3 The strength of rural communities

These sentiments were common to both the indigenous population and incomers, including non-Welsh people, to these areas. Generally, respondents observed that local communities were both close-knit and accommodating of incomers, providing they made an effort to integrate. Indeed, most of the non-Welsh respondents stated that they had been made most welcome by community members. This harmonious situation held in Aberdaron, the strongest area in terms of Welsh language and culture, despite the particular problems that the area had with holiday homes and the summer influx of tourists.

However, there were some minor and subtle differences observed between Welsh and English residents. For example, it was argued that to fully participate in the local communities of Aberdaron, Llanfihangel and Clydau fluency in the Welsh language was required.

13.4 Perceived problematic issues in 'deep rural' Wales

What exercised many respondents was that these 'deep rural' areas were seen to be in

decline, and that both local government and WAG appeared to be colluding in the decline; these bodies were not perceived to be taking steps to alleviate problems, rather they were exacerbating the situation by their policy decisions. The most pressing examples were the withdrawal of services; the increasing centralisation of services; the high cost of living; transport issues; communications; and value for money for the Council Tax.

13.5 The withdrawal of services

Within the study communities a number of Post Offices, together with village shops, had been closed recently. In addition, in the Llanfihangel study area, two schools were scheduled for closure, a school in the Clydau area had closed, and other schools in the study areas were perceived to be under threat. Residents argued that shops, Post Offices and local schools were integral parts of the local community. In addition to providing valuable services they were 'community anchors', acting as meeting places and providing community facilities.

13.6 Centralisation of services

To a certain extent the process of centralisation was a corollary of the withdrawal of services; as services were withdrawn locally they were offered on a more centralised but less accessible basis. Health services were one of the most prominent issues, including: general practitioners, dentists, hospitals and the ambulance service.

The research evidence from the household survey and the in-depth interviews showed that the provision of doctor's surgeries was held to be satisfactory or better. Respondents stated that a journey of a few miles to the doctor was acceptable and comparable to urban situations.

With regard to dental surgeries, while provision was rated as 'poor', respondents tended not to expect a dentist in close proximity. Visits to the dentist were generally scheduled and travel arrangements could be made. Problems of access to dental services were seen by many to be a function of the wider shift away from NHS dentistry towards private practice.

The provision of hospitals was regarded to be the major health service problem for rural areas. In all of the study areas respondents pointed to recent closures of local hospitals, or a reduction in services or opening hours at these hospitals. Respondents provided examples of long journeys to their nearest hospital. For example, residents of the Llanfihangel and Llangammarch study areas had to travel to major hospitals in England such as Shrewsbury and Hereford for treatment. And in the Aberdaron study area residents had to travel long distances to Bangor to attend hospital.

It was also argued that the ambulance service was overstretched in 'deep rural' Wales. Given the physical characteristics of the study areas, with many remote properties, often mountainous terrain and narrow winding roads, emergency services could expect a certain degree of difficulty. However, it was perceived that cuts to the ambulance service had been too deep. For example, it was suggested that there were only three ambulances serving the whole of Powys. All of the study areas were served by the air ambulance service, which relied on charitable contributions.

Although crime was not perceived to be a major problem in the study areas, residents observed that the police situation was similar to that of the hospital and ambulance services. It was argued that the police service had been centralised; that there was a minimal police presence; that local stations had either been closed down or operated with reduced hours; or were unmanned, in which case to contact the police one had to use a fixed telephone outside the police station. These comparatively new arrangements were seen to be unsatisfactory.

Another aspect of the centralisation of services was the increasing concentration of the retail sector in large supermarkets located in towns. This, coupled with perceived higher prices in rural shops, led residents of the study areas to devise 'shopping strategies'. Many respondents combined travel to work in towns with visits to supermarkets for food and vehicle fuel. Those respondents who did not work in towns tended to plan shopping trips at relatively long intervals of two or three

weeks or even a month, and to use home freezers extensively. Other strategies involved shopping by other family members and friends,

13.7 Transport

Given the comparative remoteness of the study communities; the number of geographically isolated households; and the high incidence of long-distance commuting to work, the household survey indicated that ownership of or access to a motor vehicle was deemed to be an essential part of life in these 'deep rural' areas. Indeed, many households had more than one vehicle. Some respondents argued that, particularly for farmers and others living in remote locations, the ownership of at least two vehicles was a necessity. It was suggested that this 'fact' worked against rural areas in terms of resource allocation. According to some respondents in Powys, the high incidence of multiple vehicle ownership was taken by some surveys as an indicator of comparative wealth and had disqualified the area from access to much-needed funding.

For the majority of respondents, public transport was not seen as a viable alternative in these 'deep rural' areas; this was confirmed by the household survey, which showed that no respondents used public transport to go to work. Even those respondents who used public transport reported difficulties. The principal problem appeared to be unsympathetic or unimaginative timetables. For example, the last train from Swansea to Llangammarch was late afternoon rather than late at night. Other respondents spoke of timetables that required one to catch a bus to a town, and then having to catch the same bus for an immediate return journey.

13.8 High cost of living

It was argued that the combined effects of distance and relatively poor access to services led to a high cost of living in the study areas. Specific examples given by respondents were the high cost of vehicle fuel, and the occasional unreliability of fuel supplies, and the high cost of food in local rural shops. These were contributory factors

in the adoption of the 'shopping strategies' mentioned earlier.

13.9 Communications and power supplies

An overarching aspect raised by respondents in all phases of the research was the broadband service. It was argued that a good broadband service was essential if rural areas were to prosper. Broadband was seen as an enabler for existing rural businesses; for business start-ups and entrepreneurship; for education; and for social life in the twenty-first century.

However, the household survey indicated that the broadband service in the study areas was variable in both reach and quality; some households received broadband, while in the same area others did not. The Llangammarch study area appeared to have the worst service, although during the research period new optic fibre cables were being installed. However, some residents in remote locations in the Llangammarch study area expressed concerns that they could become victims of a type of 'post-code lottery'. That is, because they had a Llangammarch post code it would be presumed that they had a broadband service. They were of the opinion that they were too far from the telephone exchange to receive broadband. Some Llangammarch residents still had 'shared service' telephone lines, which precluded the possibility of broadband reception.

Mobile telephones are, of course, a prominent aspect of modern communications. All of the study areas had variable mobile telephone reception, Llanfihangel, which was the most mountainous study area, had the worst mobile telecommunications.

Electronic communications such as broadband, mobile telephones and computers depend, ultimately, on electric power supplies, as do many other aspects of modern living. Power supplies face difficult conditions in 'deep rural' Wales and some respondents reported frequent power cuts.

13.10 Council tax - Value for money

As suggested earlier the majority of respondents understood the difficulties of service provision in 'deep rural' Wales.

However, they argued that they did not receive value for money in terms of the Council Tax that they paid. It was suggested that they paid as much as, and in some cases more than, residents of towns but did not receive equivalent services. Indeed, some stated that all the only service delivered, particularly in remote locations, was refuse collection. Others pointed to cuts or inadequacies in street lighting, the provision and maintenance of public lavatories, infrequent street cleaning, and especially inadequate road gritting in winter.

13.11 The sustainability of rural communities

As discussed earlier, residents and service providers perceived a 'deep rural' problematic whereby these areas were in decline and government appeared not to empathise with them or lacked the will to address the problems. It was argued that the potential consequence of this situation was that these, and other similar rural areas, were becoming unsustainable in terms of social life and population. The strands of this problematic were as follows.

Services considered essential for rural community life, such as post offices and schools were being withdrawn. The knock-on effects of school closures, in terms of families, were twofold: existing families with small children would move out and young families with children, or planning to have them, would have no incentive to move to these areas. Any vacuum in housing occupancy would be filled, at least partially, by older people seeking a retirement idyll. House prices in these scenic areas were seen to be high and there was little affordable or social housing available. In addition, there were few employment opportunities. Consequently, there existed three disincentives for young people to either stay or move to these areas. They could not gain employment; afford a house; or send their children to a local school. It was widely argued that the populations of these 'deep rural' areas were ageing and would continue to do so. However, the continuing withdrawal and centralisation of services such as health services and retail services, together with higher costs and access difficulties, could

discourage even older people from moving to these 'deep rural' areas.

13.12 Promoting sustainability in deep rural Wales

Suggestions from Residents

It was clear that the majority of respondents were wedded to living in these 'deep rural' areas. Either they had been born in the local area and were attached to it as home in the deepest sense or they had chosen to live there because of its characteristics. Both categories of people sought ways to sustain their communities.

Underlying all concerns was the state of the rural economy and it was suggested that rate relief and other forms of financial incentive should be offered to SMEs and other rural businesses. The importance to rural businesses of a high quality, extensive broadband service has already been discussed.

A more local suggestion, which could be extended to other areas, was made by a businesswoman on a remote farm near Llanwyddyn, part of the Llanfihangel study area. Both the Royal Society for the Protection of Birds (RSPB) and the Forestry Commission had a strong presence in the area and, apparently, both employed young people from outside of the area to conduct surveys. It was suggested that these organisations should mount campaigns to employ local young people, who would have good knowledge and experience of local conditions. This would open up potential career paths and forge closer links between these organisations and local communities.

Another suggestion, connected to that above, was made by a resident of Llanwyddyn village. The three large and powerful organisations with interests in the area, Severn Trent Water, the RSPB and the Forestry Commission, were seen by some respondents to be detached from local communities and even to have detrimental effects on the area. It was suggested that these three organisations together with the community councils of Llanwyddyn and Llanfihangel, local businesses and other local people should meet in a regular democratic

forum to promote the governance and interests of the area. This suggestion is transferable to other rural areas. Indeed, there are working governance forums of this type: for example, in Areas of Outstanding Natural Beauty, Community Forests in England, and the Ashby Wolds Forum in the English National Forest.

Unsurprisingly, many respondents were concerned to alleviate their own situation in financial terms and there were calls for 'rural relief' with regard to fuel, food, vehicle excise duty and Council Tax. As the last measure would reduce the monies available to local authorities, it was suggested that 'rural relief' would be funded at WAG level.

With regard to the resources of local government it was suggested that new budgetary criteria were developed that took account of the particular and specific characteristics of rural areas. For many respondents the salient example was Powys, which had a large area with a small population and, consequently, was arguably under-resourced. The effects of low, rural, local government budgets were seen to be cuts and centralisation in health services, policing and education, *viz.* the closure of local schools.

There were calls for more sympathy and understanding in the local planning system. It was argued that it was extremely difficult to obtain planning permission in some parts of the study areas, for example Aberdaron, and that more housing could be made available for younger people. Connected to the issue of housing for young local people, respondents argued that the shortages of affordable housing should be addressed. The housing situation was particularly visible in Aberdaron, with its large numbers of holiday homes, many of which stood empty for long periods. While there were no specific suggestions, many respondents were of the opinion that that government should address this situation.

Suggestions from Service Providers

Service providers operating in 'deep rural' Wales made a number of suggestions. Some of their broad observations reflected those

already made and discussed earlier in this report. For example, they observed that there was a need to better support SMEs, which were considered to be the basis of the rural economy. And they emphasised the importance to business of a high quality broadband service and reliable power supplies.

More specifically, four observations or suggestions were made by service providers. Firstly, it was argued that rural proofing of WAG and national government policies did not appear to be taking place. It was suggested that a more efficient rural proofing process was put in place.

Secondly, it was observed that WAG delivered services by traditional mechanisms. It was suggested that there was a need to recognise the value of the pharmacy network and to utilise it for service delivery in rural areas.

The third observation was that service administration was too centralised in urban centres. There was a call for more local offices in rural areas.

Fourthly, it was observed that personnel in rural areas tended to work in isolation. The suggestion was that service offices be grouped together. This would both better utilise office space and buildings and enable personal interaction, networking and better communications.

Suggestions from Young People

The young people who participated in this research project were concerned about the sustainability of their communities, and about the sustainability of the Welsh language and culture. More immediately they faced the circumstances of growing up and attaining adulthood in relatively isolated areas where there were few teenagers. They made a number of suggestions that they considered would improve teenage life in 'deep rural' Wales.

Similarly to other groups of respondents they emphasised the need for high quality broadband and telecommunications for both educational and social purposes. Connected

to this they suggested dedicated meeting places for young adults; not necessarily youth clubs but something on the lines of an internet café.

Two suggestions were made with regard to motorised transport. Firstly, reflecting their need for mobility in their extensive areas, some called for a reduction in the driving age in rural areas. This may be the case in some rural areas of the USA. Secondly, some suggested that forestry owners, both Forestry Commission and private, be approached for permits to ride motorcycles on designated forestry tracks.

There were calls for increases in after school activities. An identified problem here was transport. By definition school buses would have stopped running when young people were travelling home from after school activities, and apparently scheduled public transport did not accept school bus passes. Teenagers in Llanwrytyd suggested student passes that would enable them to use public transport and to generally become more mobile.

Finally, the Llanwrytyd group, who were all under the legal age for driving, had taken the initiative of organising a minibus to transport their group to a 'safe' club, for under 18s, in Swansea, as public transport was not available at the required times. This type of initiative could be explored and exported, perhaps in a subsidised form, to other parts of 'deep rural' Wales to enable better access to all types of services.

13.13 Summary

This research project set out to provide in-depth understandings of what it is like to live in 'deep rural' Wales. It did this by selecting four community areas for study; identifying these communities using scientifically derived criteria. The research methods used were a mix of household survey, in-depth personal interviews, focus groups, and a questionnaire for service providers.

In total the four community areas enabled access to potentially 1860 households. In the event the household survey, with a response rate of 51%, reached 845 households. The

questionnaire data from the household survey was principally quantitative; providing demographic information such as household composition, length of residence, employment data, shopping patterns, and vehicle ownership and use, and resident's perceptions of quality of life, the strength of local communities, culture and the Welsh language, and the provision and quality of a range of services. In addition, respondents were encouraged to provide qualitative data through comments on their questionnaires. More qualitative data was garnered through a series of in-depth, personal interviews with residents, which fleshed-out the household survey and provided deeper understandings of what it is like to live in 'deep rural' Wales and the issues faced by people living there.

A discrete group of people that tends to be missed-out by household surveys, is young adults in their teenage years. The research project addressed this issue by holding a focus group, for teenagers of ages 14-18, in each study area. Again, these focus groups provided in-depth data about what it is like to be a teenager in 'deep rural' Wales.

The final research method was a questionnaire for service providers with operations and interests in 'deep rural' Wales. These data provided indications of the issues faced by service providers in these areas.

Taken together these four phases of research provided a deep and nuanced picture of life in 'deep rural' Wales. From each phase of research a number of distinctive and specific viewpoints and perspectives emerged, but there was also an underlying consistency. That is, similar problems and issues, principally connected to distance, travel, relative isolation and perceived neglect, were adduced by the various types or groups of respondents. Each group articulated how they were affected by and how they addressed these cross-cutting issues and problems in 'deep rural' Wales. In addition, respondents were able to make suggestions for the improvement of life in these areas. The underlying theme of all phases of the research was a how to maintain and improve the sustainability of 'deep rural' communities.

Finally, the WRO research team would like to thank all of those people who participated in the research. What was most clear from the personal interactions between residents and researchers was the obvious affection that residents of 'deep rural' Wales, both indigenous and incomers, held for the places where they lived.

APPENDIX 1



Dear householder,

The Wales Rural Observatory is an independent research centre based at Cardiff University and Aberystwyth University. We have been commissioned by the Welsh Assembly Government to undertake an important piece of research aimed at gaining a better understanding of what it is like to live in rural Wales. The research will focus on four rural communities in Wales. With the support of your local authority, your community is one of the four selected for participation in our study. We are interested in obtaining your views of what it is like to live where you do, the issues that are of importance to residents of your area and how local people choose to address these issues. We will use data from this research to provide an insight into what life is like in the area where you live.

We must emphasise that all information gained from the research will be treated as confidential and it will not be possible to identify individuals or places in research reports. It must also be emphasised that participation is not compulsory. However, as the success of this research project depends on the participation of local people, we would be most grateful if you take part in the research.

As an extra incentive to take part, we will be holding a raffle in each study community. First prize will be a hamper, filled with seasonal Welsh produce. The winner will be drawn randomly from a hat from all the people who have participated in the study.

The first stage of this study involves a survey questionnaire, which will be distributed to all households in your community. It will be possible to fill the questionnaire in either English or Welsh. There are three ways you can complete it:

- Speak to one of our researchers, who will come to your house between **(INSERT DATES)**, between 10am to 5pm each day.
- Complete a questionnaire at one of the locations given at the end of this letter and put it in the box there
- Complete the questionnaire online at www.walesruralobservatory.org.uk

If you know you will not be at home during the time the researchers are in the area, we would encourage you to use one of the other means to return the questionnaire, by no later than the **(INSERT DATE)**.

Stage two of the research will involve conducting a limited number of interviews with volunteers from the community. The interviews will give us the opportunity to ask more detailed questions about the data obtained from the questionnaires and assist us in gaining a deeper understanding of the issues. If you are willing to talk to us, please indicate this in the appropriate place on the questionnaire. Again, we emphasise that all information gained from the research will be treated as confidential.

Your co-operation with our research would be greatly appreciated and will be useful in helping to understand what it is like to live in rural Wales in 2009. Thanking you in anticipation.

Yours faithfully

Professor Paul Milbourne

Director of the Wales Rural Observatory

Location of Questionnaires

- **(INSERT LOCATION)**
- **(INSERT LOCATION)**
- **(INSERT LOCATION)**

APPENDIX 2



(INSERT NAME) COMMUNITY QUESTIONNAIRE

You should have received a letter from the Wales Rural Observatory at Cardiff University inviting you to participate in a survey about what it is like to live in (INSERT NAME) community. Cardiff University is conducting this research on behalf of the Welsh Assembly Government. Your participation involves completing this questionnaire, which should take no longer than 25 minutes. All information gained from the research will be treated with the utmost confidentiality. Completion of the questionnaire is, of course, not compulsory but your participation would be most helpful to our research. By completing the questionnaire you will also be entered into a draw to win a £100 hamper.

Please complete this if you are over 16 years of age and are normally resident in this local area. **By your local area, we mean the (INSERT NAME) community council area.**

1. YOUR LOCAL AREA

1. How long have you lived in your local area? Please tick the appropriate box.

1 - 5 years	6 - 10 years	11 - 20 years	21 - 25 years	25 + years

1a. Where did you move from? Please tick the appropriate box.

Lived here all my life	
Within the same local area	
Within Wales	
From England	
From somewhere else in the UK	
From outside the UK	

If you have lived here all your life, go to Question 2

1b. What type of settlement did you move from? Please tick the appropriate box.

A big city	
The suburbs or outskirts of a big city	
A smaller city	
A town	
A country village	
A property or farm in the country	
Mixture - cannot say	

APPENDIX 2

1c. What was the main reason you moved to this area? Please tick the appropriate box.

To get employment	
To live closer to family	
The scenery	
Retirement	
Different pace of life	
Peace and Quiet	
To set up home with a partner or spouse	
More suitable property	
Leave parental home/ live alone	
The environment	
Other:	

2. What do you like about living in your local area?

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.....

3. And what do you dislike about living in your local area?

.....

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.....

.....

.....

4. How satisfied are you with your local area as a place to live? Are you..?

Very satisfied	
Fairly satisfied	
Neither satisfied nor dissatisfied	
Fairly dissatisfied	
Very dissatisfied	
(Don't know)	

5. If we were to define 'quality of life' as how you feel overall about your life, including your standard of living, your surroundings, friendships and how you feel day-to-day, how would you rate your quality of life? Would you say it is...?

Very good	
Fairly good	
Neither good nor bad	
Fairly bad	
Very bad	

APPENDIX 2

6. Have there been any problems in your local area over the last year?

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.....

7. Which of these describes your local area (please tick all that apply)

Remote	
Busy	
Picturesque	
Idyllic	
Traditional	
Close-knit	
Affluent	
Accessible	
Quiet	
Agricultural	
Isolated	
Modern	
Fragmented	
Working class	
Industrial	
Middle Class	
Poor	
None of the above	

Other (please specify):

.....

.....

8. How would you describe the location of your property? Please tick the appropriate box.

In a village	
On the outskirts of a village	
An isolated property	
Don't know	
Other (Please specify):	

2. COMMUNITY

9. Do you feel there is a good sense of community in your local area? Please tick the appropriate box.

Yes	No	Don't know

APPENDIX 2

Please explain:

.....

.....

.....

10. To what extent do you agree or disagree with each of these statements?

	Agree strongly	Tend to agree	Neither agree nor disagree	Tend to disagree	Disagree strongly
I consider myself to be a member of the local community					
I know many people in my community					
People in my community can be trusted					
People in my community look out for each other					
I feel safe living in my community					
I definitely enjoy living in my community					
There is a strong sense of community feeling in the place that I live					
It can feel isolated living where I do					
I know more people in my local community now than I used to					
There are plenty of community activities					

11. Approximately how many close friends or family members do you have that live within 5 miles of your property? Please tick the appropriate box.

None	
1-5	
6-10	
11-20	
21+	

12. Do you or any members of your household take part in any community activities in your local area? Please tick the appropriate box.

Respondent	Yes	No	Don't know
Other household member	Yes	No	Don't know

APPENDIX 2

12a. If yes, what type(s) and what place and venue?

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.....

13. How long would it take you to reach your nearest.....

	Approx. Mins	Don't know	Tick if used by members of your household	Don't use
Cinema				
Restaurant				
Café				
Video Shop				
Public house				
Nightclub				
Bowling Alley				
Theatre				
Swimming Pool				
Leisure Centre				
Bingo				

14. What, if any, physical improvements are needed in your local area? Please tick all that apply.

Roads	
Footpaths	
Cycle tracks	
Street lighting	
Upkeep of buildings	
More public open space	
None of the above	
Other (please specify):	

APPENDIX 2

3. CULTURE AND LANGUAGE

15. Do you think there is a distinctive culture in the area where you live? Please tick the appropriate box.

Yes	No	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15a. Why do you say that?

.....

.....

.....

.....

16. Can you or anyone else in you household speak Welsh? Please tick the appropriate boxes.

	You	Other household member
Fluently	<input type="checkbox"/>	<input type="checkbox"/>
Quite well	<input type="checkbox"/>	<input type="checkbox"/>
Speak a few sentences	<input type="checkbox"/>	<input type="checkbox"/>
Only a few words	<input type="checkbox"/>	<input type="checkbox"/>
Or not at all	<input type="checkbox"/>	<input type="checkbox"/>

17. Does the Welsh language play an important part in shaping the culture or character of your local area? Please tick the appropriate box.

Yes	No	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17a. Why do you say that?

.....

.....

.....

.....

18. How important is the ability to speak Welsh in allowing you to participate fully in your local community? Please tick the appropriate box.

Essential	Important	Not very important
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18a. Please explain.

.....

.....

.....

APPENDIX 2

4. SERVICES

19. Please tick which of these services exist in your local area and if your household uses them:

	Exist	Use	If the service exists but you don't use it, why not?
Food shop			
Public House			
Post Office			
Garage/service station			
Butcher			
Baker			
Newsagent			
Bank			
Free Cash machine			
Dentist			
Pharmacy			
School			
Library (permanent/ mobile)			
Community Centre/Village hall			
Recycling Facilities			

APPENDIX 2

Church/ Chapel			
Bus stop			
Train halt			

20. Please indicate how you rate the provision of the following services in your local area, by ticking the appropriate box.

	Very Good	Good	Satisfactory	Poor	Very Poor
General service provision					
Food shops					
Non-Food shops					
Banks and Building societies					
ATMs					
Public Houses					
Restaurants, Cafes, Places to eat					
GP Surgeries					
Hospitals					
Dental Surgeries					
Schools					
Refuse Collection					
Recycling Facilities					
Policing					

21. If your local area has one, please rate the importance to community life of your local public house, by ticking the appropriate box.

Not at all important	
Don't Know	
Quite important	
Very important	
Don't have one	

APPENDIX 2

22. If your local area has one, please rate the importance to community life of your local community centre/hall, by ticking the appropriate box.

Not at all important	
Don't Know	
Quite important	
Very important	
Don't have one	

23. If your local area has one, please rate the importance to community life of your local chapel or church, by ticking the appropriate box.

Not at all important	
Don't Know	
Quite important	
Very important	
Don't have one	

24. In general terms, how has service provision in your local area changed in the past five years? Please tick the appropriate box.

For the better	Not at all	For the worse

24a. Please explain.

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24b. If changes have occurred, how have these changes affected you or others in your household?

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.....

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.....

.....

APPENDIX 2

25.

IN ORDER TO...	How far do you have to travel? (miles)	Where do you <u>generally</u> buy it? (e.g. local shop, supermarket, farm)	How long does it take to get there? (mins)	What method of travel do you normally use?	Can you make satisfactory arrangements to get there?			
					Usually	Some-times	Rarely	Never
Buy some milk								
Do your household shopping								

26.

IN ORDER TO...	How far do you have to travel? (miles)	How long does it take to get there? (mins)	What method of travel do you normally use?	Can you make satisfactory arrangements to get there?			
				Usually	Some-times	Rarely	Never
See a GP							
See a dentist							
Go to a hospital							
Go to a police station							
If there are children in the household- for them to attend a	Primary School						
	Secondary School						
Go to a Post Office							
Get advice or information on welfare (benefits, legal, employment)							

APPENDIX 2

27. Do you consider the services and facilities listed below as Essential, Desirable or Not needed in your local area? Please tick as appropriate.

	Essential	Desirable	Not needed
Food only shop			
Post Office			
Petrol station			
Bank or Building Society			
General Practitioner			
Dental surgery			
Pharmacy			
Educational establishment			
Permanent or mobile library			
Police station			
Bus stop or railway station			
Cash machine			
Broadband			
Public House			
School			
Restaurant			
Café			
Community hall or meeting place			
Any other services or facilities: 1. 2. 3.			

28.

Do you have...	A computer at home (this could be a desktop or a laptop, for private or business use)	The Internet at home	A broadband Internet connection
Yes			
No			

If you don't have broadband, please go to Question 29.

28a. If your computer has a broadband Internet connection, is the service delivered (please tick appropriate box).

Over a telephone line	
By satellite	
With a mobile connection	
Wireless	

28b. Do you have a choice of supplier for this service? Please tick the appropriate box.

Yes	No	Don't know

APPENDIX 2

28c. If you have access to broadband, is the service: (Please tick the appropriate box)

Very good	Good	Neither good nor bad	Poor	Very poor

29. Do you receive digital radio or freeview television in your home? Please tick the appropriate box.

Yes	No	Not available	Don't want it

30. What is the quality of mobile telephone reception in your local area? Please tick the appropriate box.

Non-existent	
Patchy	
Good	
Don't know	
Don't have a mobile phone	

31. How far away is the nearest public telephone?

Miles:

31a. Does it accept coins? Please tick the appropriate box.

Yes	No	Don't know

31b. How often do you use it? Please tick the appropriate box.

Daily	
More than twice per week	
Weekly	
Less frequently	
Never	

32. Do you rely on people in your local area for help accessing any services or facilities? Please tick the appropriate box.

Yes	No	Don't know

32a. If yes, please give details:

.....

.....

.....

APPENDIX 2

33. And do you help any people in your local area to access any services or facilities? Please tick the appropriate box.

Yes	No	Don't know

33a. If yes, please give details:

.....

.....

.....

.....

34.

HOW EASY IS IT...	Very Good	Good	Satisfactory	Poor	Very Poor
For emergency services to get to where you live?					
To obtain the services of tradespeople in your local area					
To obtain regular servicing and maintenance of household appliances					

35. How often do you purchase goods in any of the following ways (tick all that apply)

	Daily	Weekly	Less Frequently	Never
From shops in your local area				
From shops located further away				
By home delivery - by Internet				
By home delivery - by telephone				
By home delivery - using a catalogue				
Using other methods, such as neighbours, friends or family				

36. How much does your household spend on groceries each week? Please tick the appropriate box.

Less than £20	
£20 - £39	
£40 - £59	
£60 - £80	
£80 - £99	
Over £100	

APPENDIX 2

5. TRANSPORT

37. How often do you use public transport on average? Please tick the appropriate box.

Daily	
More than twice per week	
Weekly	
Less Frequently	
Never	

38. How would you rate public transport in your local area? Please tick the appropriate box.

Very good	
Good	
Poor	
Very poor	
Don't know	

39. How often do you use the following modes of transport to access services? Please tick the appropriate box.

	Daily	More than twice a week	Weekly	Less frequently
Your own car				
Someone else's car				
Public Transport				
Taxi				
Walking				
Bicycle				
Motorbike				

40. How important do you think it is it for someone living in your local area to own or have access to a car? Please tick the appropriate box.

Essential	
Important	
Desirable	

41. How many motor vehicles does your household have (excluding agricultural machinery and tractors)? Please tick the appropriate box.

0	
1	
2	
3+	

If you don't have a car, please go to Question 44.

APPENDIX 2

42. How old is/are the cars in your household? (Please record the number of cars per category)

<2 years	
2 - 5 years	
6- 10 years	
11+ years	

43. Please estimate the annual mileage of all the vehicles in your household by ticking the appropriate box.

Annual mileage	
Less than 1,000 miles	
1,000 - 4,999	
5,000 - 9,999	
10,000 - 19,000	
20,000 or more	
Don't know	

44. On average, how much do you spend on transport each week? Please tick all that apply.

	Bus fares	Train fares	Fuel for your Car	Taxi Fares
Less than £10				
£11 - £20				
£21 - £30				
£31 - £40				
Over £40				
Don't know				

6. HOUSEHOLD ENERGY

45. Does your accommodation have central heating? Please tick the appropriate box.

Yes	No	Don't know

46. Does your property have a mains gas supply? (Please tick as appropriate)

Yes	No	Don't know

APPENDIX 2

47. Regarding the reliability of the mains electrical supply to your house, would you say that:

We never have power cuts	
We rarely have power cuts	
We have a lot of power cuts	
Don't know	

48. During cold weather, do you limit your use of heating within your home? Please tick the appropriate box.

Yes	No	Don't know

Please explain:

.....

.....

.....

.....

49. Does your property have or are you considering getting any of the following: (please tick all as appropriate)

	Have	Considering	Not considering
Loft insulation			
Double glazing			
Solar panels			
A wind generator			
Cavity wall insulation			
Energy Saving Light Bulbs			

50. Does your property have a mains drainage system? Please tick the appropriate box.

Yes	No	Don't know

7. HOUSEHOLD INFORMATION

51. How many people live in your household?

--

APPENDIX 2

52. Would you describe your household as:

Single senior citizen	
Senior citizen couple	
Working age adult – single	
Working age adult – couple	
Working age adult – couple with dependent child(ren)	
Working age adult – single with dependent child(ren)	
Other (please specify):	

53. Are you...

Male	Female

54. Please indicate which of these boxes corresponds to your current age.

Between 16 and 24	
Between 25 and 34	
Between 35 and 44	
Between 45 and 54	
Between 55 and 59	
Between 60 and 64	
Between 65 and 74	
75 or over	

55. Would you describe yourself as...

Welsh	
British	
English	
Scottish	
Northern Irish	
Irish	
Other (please specify)	

56. Is your property..

Owned outright by a member of your household	
Being bought by a member of your household with a mortgage/loan	
Shared ownership (Pay part rent and part mortgage)	
Rented from a local authority	
Rented from a housing association	
Rented from a private landlord	
Rented from a relative	
Tied to a job or business	
Provided rent free	
Other (please specify)	

APPENDIX 2

57. Thinking now about education, please tell me what is the highest educational qualification in your household? Please tick the appropriate box.

School leaving certificate	
O Level, CSE or GCSE	
A Level, HNC or OND	
HND or similar Diploma	
University Degree	
Postgraduate qualification	
No qualifications	
Don't know	

58. Please indicate the status of yourself and those other household members who are 16 years old or more, by ticking the appropriate boxes.

	In Employment	Not in Employment				
		Unemployed	Retired	In full time education	Long term sick or disabled	Other (Please specify)
You						
Household member 2						
Household member 3						
Household member 4						

If no one is in employment in your household, please go to Question 62.

59. For the main earner in the household, how far away is their place of work? Please tick the appropriate box.

Work at/from home	
Less than 5 miles from home	
Between 5-10 miles from home	
Between 11 -20 miles from home	
Between 20-49 miles from home	
50 or more miles from home	
No fixed place of work	

60. What mode of transport is used to travel there? Please tick the appropriate box(es).

Household car/other motor vehicle/motorbike	
Shared car/someone else's car / motorbike pillion	
Bus	
Train	
Taxi	
Walk/on foot	
Bicycle	
Other	

APPENDIX 2

61. Please give the title and short description of the job of the main wage earner in your household or, if not currently in work, the main previous job for that person.

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62. In order to better understand the needs of people living in your local area we would like to record an approximate amount of income for households included in the survey. All data we collect will be completely confidential and no one will be given access to it. Please indicate the box that most closely relates to your total gross household income. What we mean by this is all the income coming into the household before any taxes have been deducted.

Weekly		Annual	
Less than £100 per week		Less than £5,000 per year	
£100-199		£5,000 - £9,999	
£200-299		£10,000 - 15,499	
£300 - 399		£15,500 - 20,999	
£400 - 599		£21,000 - 30,999	
£600 - 999		£31,000 - 51,999	
£1,000 - 1,500		£52,000 - 78000	
More than £1,500		More than £78,000	
R		D/K	

63. And excluding the value of your property, what do you estimate your household savings to be?

Please tick the appropriate box.

Less than £1,000	
Between £1,000 and £1,999	
Between £2,000 and £4,999	
Between £5,000 and £9,999	
Between £10,000 and £19999	
Between £20,000 and £49,999	
Between £50,000 and £99,999	
Over £100,000	
D/K	
R	

APPENDIX 2

64. In your opinion, is the cost of living in a rural area higher than in an urban one? Please tick the appropriate box.

Yes	No	Don't know

64a. Why do you say that?

.....
.....
.....
.....

65. If you were able to send one message to the Welsh Assembly Government about how life in your local area could be improved, what would that message be?

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Thank you for completing this questionnaire.

To explore what it is like to live in **(INSERT NAME)** community in more depth, we would like to carry out follow-on interviews. These interviews would be at a time and place convenient to you. They would take about one hour. As with this questionnaire, answers would be anonymous and would be treated confidentially. If this is something you would consider please indicate below by ticking the appropriate box, and provide us with your contact details in the space provided at the end of this questionnaire.

Available for interview:

Yes	
No	

To be included in the draw for the hamper, we will also require your contact details. Please provide them below and return the completed questionnaire in the pre-paid envelope provided by **(INSERT DATE)**. The draw will be made on **(INSERT DATE)** and the winner will be contacted by telephone.

Name:

Address:
.....

Telephone Number:

Email address:

APPENDIX 3



Annwyl Breswyllydd,

Mae Arsyllfa Wledig Cymru yn ganolfan ymchwil annibynnol a leolir ym Mhrifysgol Caerdydd a Phrifysgol Aberystwyth. Rydym wedi ein comisiynu gan Lywodraeth Cynulliad Cymru i ymgymryd ag astudiaeth bwysig sy'n ceisio darganfod mwy am y profiad o fyw mewn ardal wledig. Bydd yr ymchwil hon yn rhoi sylw arbennig i bedair cymuned wledig yng Nghymru. Mewn cydweithrediad â'ch awdurdod lleol, dewiswyd eich cymuned leol chi fel un o bedair astudiaeth achos ar gyfer yr astudiaeth. Rydym yn awyddys i dderbyn eich sylwadau ar y profiad o fyw yn yr ardal leol, y materion sydd o bwys i drigolion yr ardal a sut y mae pobl lleol yn dewis ymateb i'r materion hyn. Byddwn yn defnyddio'r wybodaeth a gesglir fel rhan o'r astudiaeth i greu darlun o'r profiad o fyw yn eich ardal.

Hoffwn bwysleisio y bydd unrhyw wybodaeth a gesglir yn cael ei chadw'n gwbl gyfrinachol, ac ni fydd yn bosibl adnabod unigolion na phentrefi yn yr adroddiad terfynol. Nid oes rheidrydd amoch i gymryd rhan. Fodd bynnag, gan fod llwyddiant yr astudiaeth yn ddibynnol ar gyfranogiad pobl leol, byddwn yn gwerthfawrogi'n fawr petaech yn medru cymryd rhan yn yr astudiaeth.

Fel cymhelliad pellach i gymryd rhan, byddwn yn cynnal raffl ym mhob un o'r cymunedau. Cyflwynir hamper wedi'i lenwi â chynhwysion tymhorol Cymreig i enillydd lwcus y raffl. Dewisir yr enillwyr ar ôl y dyddiad cau o blith y rheini a fydd wedi llenwi'r holiadur.

Mae cam cyntaf yr ymchwil yn cynnwys holiadur a ddisberthir i bob cartref yn eich ardal. Gellir llenwi'r holiadur yn Gymraeg neu yn Saesneg, mewn tair ffordd:

- Siaradwch ag un o'n hymchwilyr, a fydd yn ymweld â chi yn eich cartref rhwng (Dyddiad), rhwng 10am a 5pm ar bob diwrnod.
- Llenwch yr holiadur yn un o'r lleoliadau a restrwyd ar ddiwedd y llythyr hwn a'i osod yn y bocs a fydd ar gael ym mhob un o'r lleoliadau.
- Llenwch yr holiadur ar ein gwefan, sef www.walesruralobservatory.org.uk

Os ydych yn gwybod na fyddwch gartref yn ystod y cyfnod hwn, a fydddech cystal â llenwi'r holiadur yn un o'r ffyrdd eraill a nodir uchod erbyn y (Dyddiad).

Yn ail gam yr ymchwil, byddwn yn cynnal nifer fach o gyfweiliadau gyda gwirfoddolwyr o'ch cymuned. Bydd y cyfweiliadau'n gyfle i ni ofyn cwestiynau mwy manwl ynghylch y wybodaeth a roddwyd yn yr holiaduron, a byddant hefyd yn gyfle i ni ennyn dealltwriaeth pellach o'r materion dan sylw. Os ydych yn barod i roi o'ch hamser i gael sgwrs bellach â ni, a fydddech cystal â nodi hyn ar ddiwedd yr holiadur. Eto, hoffwn bwysleisio y bydd unrhyw wybodaeth a gesglir fel rhan o'r ymchwil yn cael ei chadw'n gwbl gyfrinachol.

Byddem yn gwerthfawrogi'n fawr eich cymorth â'r astudiaeth hon, a fydd yn ein helpu i ddeall mwy am y profiad o fyw mewn ardal wledig yng Nghymru yn 2009.

Gyda diolch i chi ymlaen llaw.

Yn gywir

Yr Athro Paul Milbourne

Cyfarwyddwr Arsyllfa Wledig Cymru

LLEOLIAD YR HOLIADURON

- (Lleoliad)
- (...)
- (...)

APPENDIX 4



HOLIADUR CYMUNEDOL (...Enw)

Erbyn hyn, fe ddylech fod wedi derbyn llythyr oddi wrth Arsyllfa Wledig Cymru yn eich gwahodd i fod yn ran o brosiect ymchwil pwysig sy'n ceisio darganfod mwy am y profiad o fyw mewn ardal wledig yng Nghymru. Mae Prifysgol Caerdydd wedi'i gomisiynu gan Cynulliad Cenedlaethol Cymru i ymgymryd â'r gwaith. Gofynnwn am eich cymorth i lenwi'r holiadur, a ddylai gymryd dim mwy na 25-30 munud. Hoffwn bwysleisio y bydd unrhyw wybodaeth a gesglir yn cael ei chadw'n gwbl gyfrinachol. Ni does rheidrydd arnoch i lenwi'r holiadur. Fodd bynnag, gan fod llwyddiant y prosiect yn dibynnu ar gyfranogiad pobl leol, byddwn yn gwerthfawrogi'n fawr petaech yn medru cymryd rhan yn yr astudiaeth.

Llenwch yr holiadur os ydych chi dros 16 mlwydd oed ac yn byw yn yr ardal leol. **Drwy eich ardal leol rydym yn cyfeirio'n benodol at ardal Cyngor Cymuned (...Enw).**

1. EICH ARDAL LEOL

1. Ers faint o amser ydych chi wedi byw yn yr ardal hon? Ticiwch y bocs priodol.

1 -5 mlynedd	6 -10 mlynedd	11 - 20 mlynedd	21 - 25 mlynedd	25 + mlynedd

1a. O ble y gwnaethoch symud? Ticiwch y bocs priodol:

Wedi byw yma drwy gydol fy oes	
O fewn yr un ardal	
O rywle arall yng Nghymru	
O Loegr	
O rywle arall yn y Deyrnas Unedig	
O du allan y Deyrnas Unedig	

Os ydych chi wedi byw yn yr ardal drwy gydol eich oes, ewch yn syth i Cwestiwn 2.

1b. O ba fath o aneddiad y gwnaethoch symud o? Ticiwch y bocs priodol.

Dinas fawr	
Cyrrion dinas fawr	
Dinas fach	
Tref	
Pentref wledig	
Eiddo neu fferm yn y wlad	
Cymysgedd - methu dweud	

APPENDIX 4

1c. Beth oedd eich prif reswm dros symud yma? Ticiwch y bocs priodol.

Er mwyn dod o hyd i waith	
Er mwyn byw yn agos at y teulu	
Yr olygfa	
Ymddeoliad	
Byw bywyd mwy hamddenol	
Tawelwch	
Ymgartrefu gyda phartner neu gwr / gwraig	
Symud i dy mwy addas	
Gadael cartref rhieni / byw ar eich pen eich hun	
Yr amgylchedd	
Arall:	

2. Beth yw'r prif bethau rydych yn eu hoffi am fyw yn eich ardal leol?

.....

.....

.....

.....

3. Beth yw'r prif bethau nad ydych yn eu hoffi am fyw yn eich ardal leol?

.....

.....

.....

.....

4. Yn gyffredinol, pa mor fodlon ydych chi gyda'r ardal hon fel lle i fyw ynddi?

Bodlon iawn	
Gweddol fodlon	
Ddim yn fodlon nac yn anfodlon	
Gweddol anfodlon	
Anfodlon iawn	
(Ddim yn gwybod)	

5. Pe bawn yn diffinio'r term 'ansawdd bywyd' i egluro sut yr ydych yn teimlo yn gyffredinol am eich bywyd (gan gymryd eich safon byw, yr ardal o'ch hamgylch, cyfeillgarwch, sut yr ydych yn teimlo o ddydd i ddydd) sut fyddech chi'n disgrifio eich safon byw? A fyddech chi'n dweud ei fod yn:

Dda iawn	
Eithaf da	
Ddim yn dda nac yn wael	
Eithaf gwael	
Gwael iawn	

APPENDIX 4

6. A ydych chi wedi cael unrhyw broblemau yn ystod y flwyddyn ddiwethaf sy'n gysylltiedig â byw yn eich ardal leol?

.....

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.....

.....

7. Sut fyddech chi'n disgrifio eich ardal leol (ticiwch y termau sy'n berthnasol):

Anghysbell	
Prysur	
Prydferth	
Delfrydol	
Traddodiadol	
Clòs	
Cefnog / Cyfoethog	
Hygyrch	
Tawel	
Amaethyddol	
Unig	
Modern	
Gwasgaredig	
Dosbarth gweithiol	
Diwydiannol	
Dosbarth Canol	
Tlawd	
Dim un o'r uchod	

Arall (nodwch):

.....

.....

8. Sut fyddech chi'n disgrifio lleoliad eich cartref? Ticiwch y bocs priodol.

Mewn pentref	
Ar cyrion pentref	
Anedd-dy ar ei ben ei hun	
Ddim yn gwybod	
Arall (nodwch):	

2. CYMUNED

9. Yn eich barn chi, a oes ymdeimlad o 'gymuned' yn eich ardal leol? Ticiwch y bocs priodol.

Oes	Nac oes	Ddim yn gwybod

APPENDIX 4

Esboniwch eich ateb:

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10. I ba raddau ydych chi'n cytuno â'r datganiadau isod?

	Cytuno'n gryf	Tueddu i gytuno	Ddim yn cytuno nac yn anghytuno	Tueddu i anghytuno	Aghytuno'n gryf
Rwy'n ystyried fy hun yn ran o'r gymuned leol					
Rwy'n adnabod nifer o bobl yn fy nghymuned					
Gellir ymddiried yn aelodau'r gymuned					
Mae'r bobl yn fy nghymuned yn gofalu am ei gilydd					
Rwy'n teimlo'n ddiogel yn byw yn y gymuned					
Rwy'n mwynhau byw yn y gymuned					
Ceir ymdeimlad cryf o gymuned yn yr ardal					
Weithiau mae'n teimlo'n unig iawn yma					
Rwy'n adnabod mwy o bobl yn yr ardal nag o'r blaen					
Mae yna ddewis da o weithgareddau cymunedol yn yr ardal					

11. Ar gyfartaledd, sawl aelod o'r teulu neu ffrindiau agos sy'n byw o fewn 5 milltir o'ch cartref? Ticiwch y bocs priodol.

Dim	
1-5	
6-10	
11-20	
21+	

APPENDIX 4

12. A oes unrhyw aelod o'ch teulu yn perthyn i, neu yn cymryd rhan mewn, unrhyw weithgareddau yn eich ardal leol?

Atebydd	Ydw	Nac ydw	Ddim yn gwybod
Person arall	Ydw	Nac ydw	Ddim yn gwybod

12a. Os mai 'ydw' yw'r ateb, pa fath o weithgaredd(au) ac ym mhle?

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.....

13. Faint o amser mae'n cymryd i chi deithio i'r..

	Munudau (yn fras)	Ddim yn gwybod	Ddim yn ei ddefnyddio
Sinema			
Bwyty			
Caffi			
Siop Fideo			
Tafarn			
Clwb nos			
Ali Fowlïo			
Theatr			
Pwll Nofio			
Canolfan Hamdden			
Bingo			

APPENDIX 4

14. Pa fath o welliannau, os unrhyw, sydd angen yn eich ardal leol?

Priffyrdd	
Llwybrau	
Llwybrau beicio	
Golau stryd	
Cynhaliaeth adeiladu	
Diffyg llecynnau agored cyhoeddus	
Dim un o'r uchod	
Arall (nodwch):	

3. DIWYLLIANT AC IAITH

15. Yn eich barn chi a oes yna ddiwylliant arbennig yn yr ardal rydych yn byw ynddi?

Oes	Nac oes	Ddim yn gwybod

15a. Os mai 'oes' yw'r ateb, esboniwch eich ateb:

.....

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.....

16. A ydych chi, neu unrhyw aelod arall o'ch haelwyd, yn medru siarad Cymraeg? Ticiwch y bocs priodol.

	Chi	Aelod arall o'ch teulu
Yn rhugl		
Yn eithaf da		
Siarad ambell frawddeg		
Gwybod rhai geiriau		
Dim o gwbl		

17. A yw'r iaith Gymraeg yn chwarae rhan bwysig yn niwylliant a chymeriad eich ardal? Ticiwch y bocs priodol.

Ydy	Nac ydy	Ddim yn gwybod

APPENDIX 4

17a. Esboniwch eich ateb:

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18. Ydych chi'n credu fod y gallu i siarad Cymraeg yn hanfodol i chwarae rhan llawn yn y gymuned leol? Ticiwch y bocs priodol.

Hanfodol	Pwysig	Ddim yn bwysig

18a. Esboniwch eich ateb:

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.....
.....
.....

4. GWASANAETHAU A THRAFNIDIAETH

19. Nodwch a yw'r gwasanaethau isod yn bodoli yn eich ardal leol ac os yw eich cartref yn eu defnyddio:

	Yn bodoli	Yn ei ddefnyddio	Os yw'r gwasanaeth yn bodoli, ond nad ydych yn ei ddefnyddio, esboniwch pam.
Siop fwyd			
Tafarn			
Swyddfa Bost			
Garej / Gorsaf betrol			
Cigydd			
Pobydd			
Siop bapurau			

APPENDIX 4

Banc			
Peiriant arian (rhad ac am ddim)			
Deintydd			
Fferyllfa			
Ysgol			
Llyfrgell (parhaol / symudol)			
Canolfan gymunedol / Neuadd bentref			
Cyfleusterau ail-gylchu			
Eglwys / Capel			
Safle bws			
"Train halt"			

20. Sut fydddech chi'n disgrifio'r ddarpariaeth gyffredinol o'r gwasanaethau isod yn eich ardal?

	Da iawn	Da	Boddhaol	Gwael	Gwael iawn
Darpariaeth gyffredinol o wasanaethau					
Siopau bwyd					
Siopau di-fwyd					
Banciau a chymdeithasau adeiladu					

APPENDIX 4

Peiriannau Arian					
Tafarndai					
Bwytai, Caffis a mannau bwyta eraill					
Meddygfeydd					
Ysbytai					
Deintyddion					
Ysgolion					
Gwasanaethau casglu sbwriel					
Gwasanaethau ail-gylchu					
Gwasanaethau heddlu					

21. Os oes gennych dafarn yn eich ardal leol, a ydyw'n chwarae rhan bwysig yn y gymuned leol?

Ddim yn bwysig o gwbl	
Ddim yn gwybod	
Eithaf pwysig	
Pwysig iawn	
Ddim yn berthnasol	

22. Os oes gennych canolfan cymunedol neu neuadd bentref yn eich ardal leol, a ydyw'n chwarae rhan bwysig yn y gymuned leol?

Ddim yn bwysig o gwbl	
Ddim yn gwybod	
Eithaf pwysig	
Pwysig iawn	
Ddim yn berthnasol	

23. Os oes eglwys neu capel yn eich ardal leol, a ydyw'n chwarae rhan bwysig yn y gymuned leol?

Ddim yn bwysig o gwbl	
Ddim yn gwybod	
Eithaf pwysig	
Pwysig iawn	
Ddim yn berthnasol	

APPENDIX 4

26.

ER MWYN...	Pa mor bell y mae'n rhaid i chi deithio (milltiroedd)	Faint o amser y mae'n ei gymryd i chi fynd yno? (munudau)	Sut ydych chi fel arfer yn teithio yno?	A ydych chi'n cael unrhyw broblemau i fynd yno?			
				Fel arfer	Weithiau	Yn anaml	Byth
Gweld meddyg							
Gweld deintydd							
Mynd i'r ysbyty							
Mynd i'r orsaf heddlu							
Os oes plant yn y cartref, er mwyn iddynt fynychu'r:	Ysgol Gynradd						
	Ysgol Uwchradd						
Mynd i'r swyddfa bost							
Derbyn cyngor neu gwybodaeth ar eich hawliau (e.e. budd-daliadau, cyngor cyfreithiol, cyflogaeth)							

27. Yn eich barn chi, a yw'r gwasanaethau isod yn Hanfodol, yn Ddymunol neu'n Ddiangen? Ticiwch y bocs priodol.

	Hanfodol	Dymunol	Diangen
Siop fwyd			
Swyddfa Bost			
Garej / Gorsaf betrol			
Banc neu gymdeithas adeiladu			
Meddyg			
Deintydd			
Fferyllfa			
Sefydliad addysgol			
Llyfrgell (parhaol neu symudol)			
Gorsaf heddlu			
Safle bws neu gorsaf drenau			
Periant arian			

APPENDIX 4

Cysylltiad band eang			
Tafarn			
Ysgol			
Bwyty			
Caffi			
Canolfan gymunedol neu neuadd bentref			
Unrhyw wasanaethau neu chyfleusterau eraill: 1. 2. 3.			

28.

A oes gennych...	Cyfrifiadur yn y cartref (PC neu 'laptop', at ddibenion preifat neu fusnes)	Cysylltiad â'r rhyngwrwyd yn y cartref	Cysylltiad band eang yn y cartref
Oes			
Nac oes			

Os nad oes gennych gysylltiad band eang yn eich cartref, ewch yn syth i Cwestiwn 29.

28a. Os oes gennych gysylltiad band eang, a yw'r gwasanaeth yn cael ei ddarparu: (ticiwch y bocs priodol)

Drwy linell ffôn	
Drwy gysylltiad lloeren	
Drwy ffôn symudol	
Drwy gysylltiad di-wifr	

28b. A oes gennych ddewis o gyflenwyr ar gyfer y gwasanaeth hwn? Ticiwch y bocs priodol.

Oes	Nac oes	Ddim yn gwybod

28c. Oes oes gennych gysylltiad band eang yn eich cartref, a yw'r gwasanaeth yn: (ticiwch y bocs priodol)

Dda iawn	Da	Ddim yn dda nac yn wael	Gwael	Gwael iawn

29. A oes gennych deledu neu radio digidol daearol yn eich cartref?

Oes	Nac oes	Ddim ar gael	Ddim ei angen

APPENDIX 4

30. Beth yw ansawdd y signal ffôn symudol yn eich ardal leol? Ticiwch y bocs priodol.

Ddim yn bodoli	
Anghyson	
Da	
Ddim yn gwybod	
Nid oes gennyf ffôn symudol	

31. Pa mor bell ydych chi o'r ffôn cyhoeddus agosaf?

Milltiroedd:

31a. A yw'n derbyn arian parod? Ticiwch y bocs priodol.

Ydy	Nac ydy	Ddim yn gwybod

31b. Pa mor aml ydych chi'n ei ddefnyddio? Ticiwch y bocs priodol.

Yn ddyddiol	
Mwy na dwy waith yr wythnos	
Yn wythnosol	
Yn llai aml	
Byth	

32. A ydych chi'n ddibynnu ar gymorth oddi wrth pobl yn eich ardal er mwyn cael gafael ar unrhyw wasanaethau neu gyfleusterau? Ticiwch y bocs priodol.

Ydw	Nac ydw	Ddim yn gwybod

32a. Os mai 'ydw' yw'r ateb, rhwch fanylion:

.....
.....
.....

33. A ydych chi'n darparu cymorth i rywun yn eich ardal er mwyn iddynt allu cael gafael ar unrhyw wasanaethau neu gyfleusterau? Ticiwch y bocs priodol.

Ydw	Nac ydw	Ddim yn gwybod

33a. Os mai 'ydw' yw'r ateb, rhwch fanylion:

.....
.....
.....
.....

APPENDIX 4

34.

Pa mor hawdd ydyw...	Da iawn	Da	Boddhaol	Gwael	Gwael iawn
I'r gwasanaethau brys i gyrraedd ble yr ydych yn byw?					
I ddod o hyd i wasanaethau crefftwyd yn eich ardal leol?					
I gael gwasanaethau cynnal a chadw ar gyfer peririannau yn y cartref?					

35. Pa mor aml ydych chi'n prynu nwyddau drwy'r ffyrdd ganlynol (ticiwch pob bocs priodol).

	Yn ddyddiol	Yn wythnosol	Yn llai aml	Byth
O siopau yn yr ardal leol				
O siopau a leolir yn bellach i ffwrdd				
Gwasanaeth cludo i'r cartref - dros y rhyngwyd				
Gwasanaeth cludo i'r cartref - dros y ffôn				
Gwasanaeth cludo i'r cartref - drwy gatalog				
Defnyddio dulliau eraill, er enghraifft cymdigion, ffrindiau neu theulu				

36. Faint ydych chi fel arfer yn gwario ar fwyd yn wythnosol? Ticiwch y bocs priodol.

Llai na £20	
£20 - £39	
£40 - £59	
£60 - £80	
£80 - £99	
Dros £100	

APPENDIX 4

5. TRAFNIDIAETH

37. Ar gyfartaledd, pa mor aml ydych chi'n defnyddio trafndiaeth cyhoeddus? Ticiwch y bocs priodol.

Yn ddyddiol	
Mwy na dwy waith yr wythnos	
Yn wythnosol	
Yn llai aml	
Byth	

38. Sut fydddech chi'n disgrifio'r ddarpariaeth gyffredinol o drafnidiaeth cyhoeddus yn eich ardal leol? Ticiwch y bocs priodol.

Da iawn	
Da	
Gwael	
Gwael iawn	
Ddim yn gwybod	

39. Pa mor aml ydych chi'n defnyddio'r dulliau teithio a restrir isod er mwyn cael gafael ar wasanaethau? Ticiwch y bocs priodol.

	Yn ddyddiol	Mwy na dwy waith yr wythnos	Yn wythnosol	Yn llai aml
Car personol				
Car person arall				
Trafnidiaeth cyhoeddus				
Tacsi				
Cerdded				
Beic				
Beic modur				

40. Pa mor bwysig ydyw i drigolion eich ardal leol gael mynediad i gar? Ticiwch y bocs priodol.

Hanfodol	
Dymunol	
Diangen	

APPENDIX 4

41. Faint o geir sydd gan eich cartref (ag eithrio peiriannau amaethyddol a thractorau)? Ticiwch y bocs priodol.

0	
1	
2	
3+	

Os nad oes gennych gar, ewch yn syth i Cwestiwn 44.

42. Beth yw oed eich car / ceir? (Nodwch nifer y ceir ym mhob categori perthnasol).

<2 flwydd	
2 - 5 mlwydd	
6- 10 mlwydd	
11+ mlwydd	

43. Amcangyfrifwch cyfanswm milltiroedd blynyddol y car / ceir yn eich cartref drwy ticio'r bocs priodol.

Cyfanswm milltiroedd blynyddol	
Llai na 1,000 miles	
1,000 - 4,999	
5,000 - 9,999	
10,000 - 19,000	
20,000 neu fwy	
Ddim yn gwybod	

44. Ar gyfartaledd, faint ydych chi'n gwario ar drafnidiaeth cyhoeddus bob wythnos?

	Tocynnau bws	Tocynnau tren	Tanwydd i'r car	Teithiau mewn taksi
Llai na £10				
£11 - £20				
£21 - £30				
£31 - £40				
Dros £40				
Ddim yn gwybod				

6. YNNI YN Y CARTREF

45. A oes gennych wres canolog yn eich cartref? Ticiwch y bocs priodol.

Oes	Nac oes	Ddim yn gwybod

APPENDIX 4

46. A oes gennych gyflenwad nwy yn eich cartref? (Ticiwch y bocs priodol).

Oes	Nac oes	Ddim yn gwybod

47. Gan gyfeirio at ddibynadwyedd y cyflenwad trydan yn eich cartref, a fyddech chi'n dweud:

Nad ydych chi byth yn cael toriadau pŵer	
Anaml iawn ydych yn cael toriadau pŵer	
Eich bod yn cael llawer iawn o doriadau pŵer	
Ddim yn gwybod	

48. Yn ystod tywydd oer, ydych chi'n cwtdogi ar eich defnydd o drydan o fewn y cartref?

Ydw	Nac ydw	Ddim yn gwybod

Esboniwch eich ateb:

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49. A ydych chi'n ystyried prynu unrhyw un o'r nwyddau ganlynol:

	Wedi ei gael yn barod	Yn ystyried ei gael	Ddim yn ei ystyried
Inswleiddiad i'r lloft			
Ffenestri gwydr-dwbl			
Paneli solar			
Generadur gwynt (wind generator)			
Inswleiddiad waliau ceudod (cavity wall insulation)			
Bylbiau arbed egni			

50. A oes gennych chi system ddraenio yn eich cartref?

Oes	Nac oes	Ddim yn gwybod

APPENDIX 4

7. GWYBODAETH AM Y CARTREF

51. Faint o bobl sy'n byw yn eich cartref?

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52. Sut fydddech chi'n disgrifio eich cartref? Ticiwch y bocs priodol:

Dros 65 oed - sengl	
Dros 65 oed - cwpwl	
Oedolyn o oedran gweithio - sengl	
Oedolyn o oedran gweithio - cwpwl	
Oedolyn o oedran gweithio - cwpwl gyda phlentyn / plant dibynnol	
Oedolyn o oedran gweithio - sengl gyda phlentyn / plant dibynnol	
Arall (nodwch):	

53. Ydych chi'n...

Wrywaidd	Benywaidd

54. Ticiwch y bocs sy'n cyfateb a'ch oedran presennol:

Rhwng 16 a 24	
Rhwng 25 a 34	
Rhwng 35 a 44	
Rhwng 45 a 54	
Rhwng 55 a 59	
Rhwng 60 a 64	
Rhwng 65 a 74	
75 neu throsodd	

55. A fydddech chi'n disgrifio eich hun fel...

Cymraeg	
Prydeinig	
Saesneg	
Albanaidd	
Gwyddelig (Gogledd)	
Gwyddelig	
Arall (nodwch)	

APPENDIX 4

56. A yw eich cartref...

Wedi'i brynu gan aelod o'ch cartref	
Wedi'i brynu gan aelod o'ch cartref gyda morgais / benthyciad	
Rhan-berchnogaeth (talw rhan o'r rhent / rhan o'r morgais)	
Wedi'i rhentu oddi wrth y llywodraeth leol	
Wedi'i rhentu oddi wrth cymdeithas dai	
Wedi'i rhentu oddi wrth landlord preifat	
Wedi'i rhentu oddi wrth aelod o'r teulu	
Ynghlwm a swydd neu busnes	
Yn cael ei ddarparu yn ddi-rent	
Arall (nodwch):	

57. Gan feddwl am eich haddysg, beth yw'r cymhwyster uchaf yn eich cartref?

Tystysgrif gadael ysgol	
Lefel O, TAG neu TGAU	
Lefel A, Tystysgrif Cenedlaethol Uwch (HNC) neu Diploma Cenedlaethol Arferol (OND)	
Diploma Cenedlaethol Uwch (HND) neu Diploma tebyg	
Gradd	
Cymhwyster ôl-radd	
Dium cymwysterau	
Ddim yn gwybod	

58. Yn y tabl isod, nodwch eich statws chi a statwd aelodau eraill o'ch teulu sydd dros 16 mlwydd oed.

	Mewn gwaith	Ddim mewn gwaith				
		Di-waith	Wedi ymddeol	Mewn addysg llawn amser	Sâl yn barhaol	Arall (nodwch)
Chi						
Aelod 2 o'ch cartref						
Aelod 3 o'ch cartref						
Aelod 4 o'ch cartref						

Os nad oes unrhyw aelod o'ch cartref mewn gwaith, ewch yn syth i Cwestiwn 62.

APPENDIX 4

62. Er mwyn dod i adnabod eich ardal leol yn well ac er mwyn i ni fedru asesu'r gwybodaeth a gesglir, fyddai gwybod cyfanswm incwm cyfartaledd eich cartref yn gwella'r ymchwil yn fawr. Caiff y gwybodaeth a roddir ei drin yn gwbl gyfrinachol ac ni fydd yn bosib i unrhyw un arall gael gafael ar y wybodaeth hwn. Ticiwch y bocs sy'n cyfateb a Chyfanswm Incwm Cryswth eich cartref. Drwy hyn, rydym yn golygu yr holl incwm sy'n dod i mewn i'ch cartref cyn treth.

Yn wythnosol		Yn flynyddol	
Llai na £100 yr wythnos		Llai na £5,000 flwyddyn	
£100-199		£5,000 - £9,999	
£200-299		£10,000 - 15,499	
£300 - 399		£15,500 - 20,999	
£400 - 599		£21,000 - 30,999	
£600 - 999		£31,000 - 51,999	
£1,000 - 1,500		£52,000 - 78000	
Mwy na £1,500		Mwy na £78,000	
R		D/K	

63. Gan anwybyddu gwerth eich cartref, faint ydych chi'n amcangyfrif yw cyfanswm cynilo eich cartref? Ticiwch y bocs priodol.

Llai na £1,000	
Rhwng £1,000 a £1,999	
Rhwng £2,000 a £4,999	
Rhwng £5,000 a £9,999	
Rhwng £10,000 a £19999	
Rhwng £20,000 a £49,999	
Rhwng £50,000 a £99,999	
Dros £100,000	
D/K	
R	

64. In eich barn chi, a yw'r gost o fyw mewn ardal wledig yn fwy na mewn ardal trefol?

Ydy	Nac ydy	Ddim yn gwybod

APPENDIX 4

64a. Esboniwch eich ateb.

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65. Os fydddech yn medru danfon un neges at Lywodraeth Cynulliad Cymru ynglyn a sut fyddai modd gwella bywyd mewn ardal wledig, beth fyddai'r neges honno?

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Diolch yn fawr am roi o'ch amser i lenwi'r holiadur.

Er mwyn archwilio mwy am y profiad o fyw yn ardal cymuned (...**Enw**) hoffwn gynnal nifer fach o gyfweiliadau gyda gwirfoddolwyr o'ch cymuned. Byddwn yn cynnal y cyfweiliadau ar amser, ac mewn lle sy'n gyfleus i chi. Ni fyddant yn cymryd mwy na awr. Eto, hoffwn bwysleisio y bydd unrhyw wybodaeth a gesglir fel rhan o'r cyfweiliad yn cael ei chadw'n gwbl gyfrinachol. Os ydych yn barod i roi o'ch amser i gael sgwrs bellach â ni, a fydddech cystal â nodi eich manylion isod.

Ar gael am gyfweiliad:

Ydw	
Nac ydw	

Er mwyn cael eich cynnwys yn y raffl ar gyfer yr hamper, nodwch eich manylion isod a dychwelwch yr holiadur yn yr amlen RADBOST a ddarperir gan ein hymchwilyr, heb fod yn hwyrach na'r (**Dyddiad**). Dewisir yr enillwyr ar hap ar y (**Dyddiad**), o'r rhai hynny fydd wedi llenwi'r holiadur. Rhoddir gwybod i'r enillwyr ar ol y dyddiad hwn dros y ffôn.

Enw:.....

Rhif ffôn:.....

Cyfeiriad e bost:.....