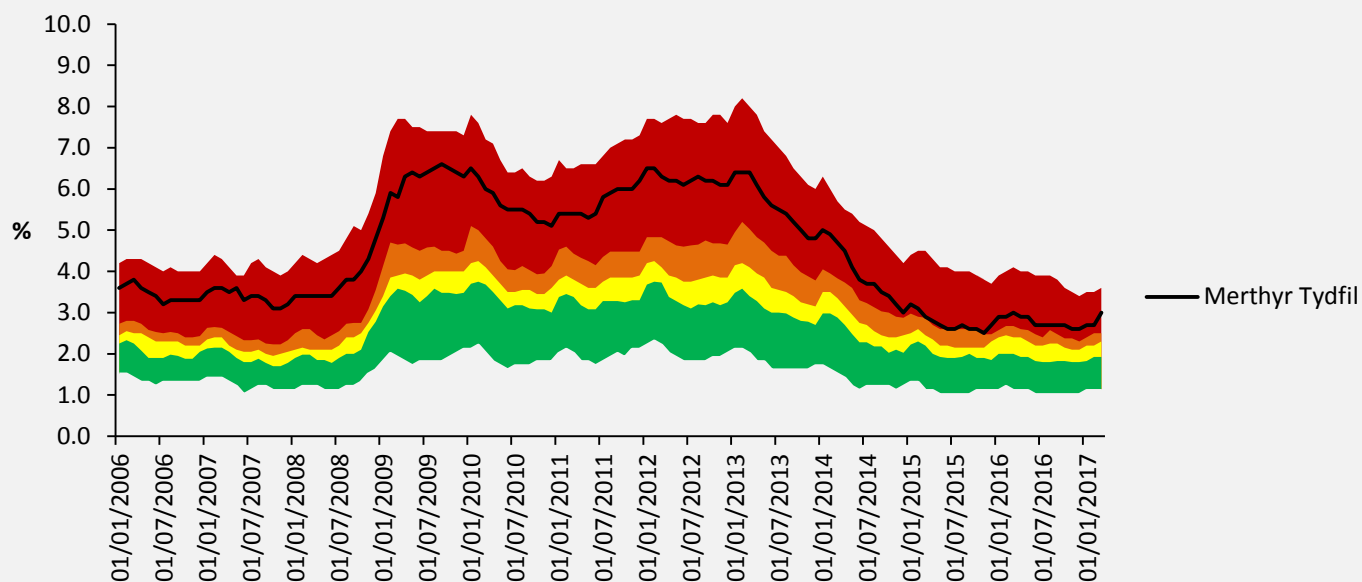


UNSATISFACTORY

The % of the working age population claiming Jobseekers Allowance



STORY BEHIND THE DATA

Latest Published Comparable Data: March 2017

Latest Local Data Period: March 2017

Data Frequency: Monthly

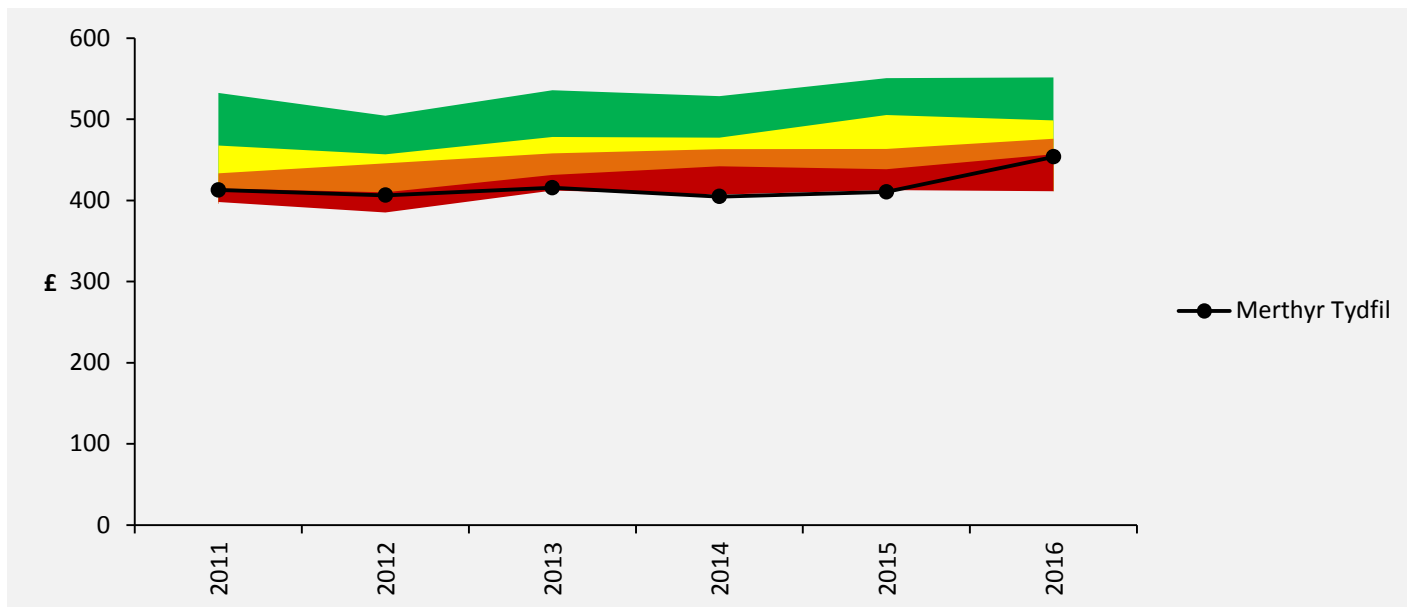
Source: [NOMIS](#)

The claimant count is measured by the Jobcentre Plus administrative system. It measures the number of people claiming unemployment-related benefits. Since October 1996, this has been the number of people claiming Jobseeker's Allowance. It does not include people claiming other benefits. This measure is the number of persons claiming JSA as a proportion of the resident population of the same age.

The claimants of Universal Credit are not included in the claimant counts, and the rates are calculated using the mid-2012 resident populations.

UNSATISFACTORY

The median weekly pay (gross) for full time workers



STORY BEHIND THE DATA

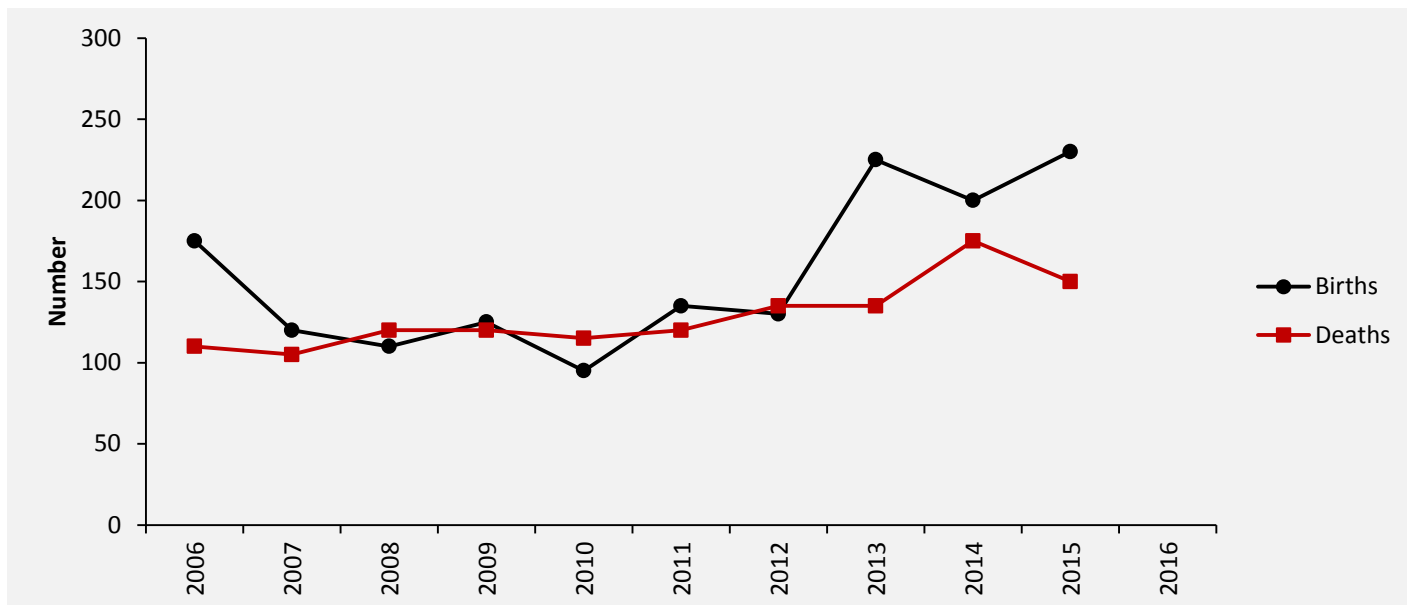
Latest Published Comparable Data: 2016
 Latest Local Data Period: 2016
 Data Frequency: Annual
 Source: [NOMIS](#)

The median annual pay data is sourced from the Annual Survey of Hours and Earnings (ASHE), which provides information about the levels, distribution, and make-up of earnings and hours worked for employees in all industries and occupations.

The latest data shows an increase in the median weekly (gross) pay for full time workers in Merthyr Tydfil; however, the low wages in Merthyr Tydfil remains unsatisfactory when compared across Wales.

EXCELLENT

The number of new business births/deaths in the area



STORY BEHIND THE DATA

Latest Published Comparable Data: 2015

Latest Local Data Period: 2015

Data Frequency: Annual

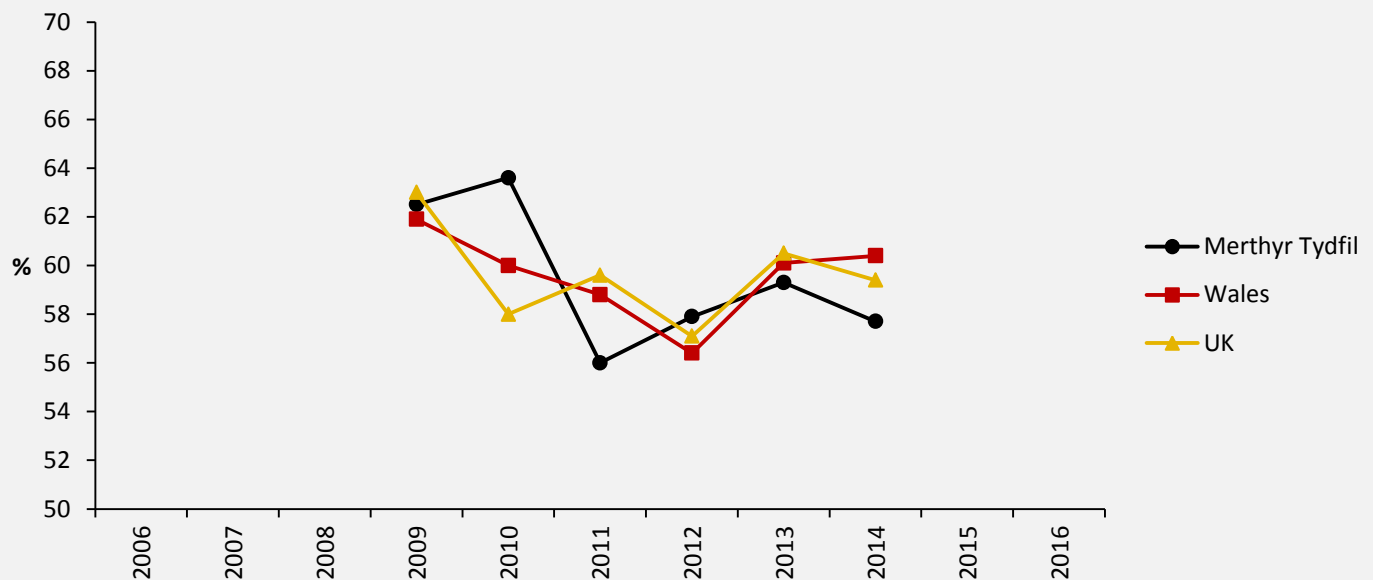
Source: [StatsWales](http://stats.wales.gov.uk)

The Office of National Statistics (ONS) Business Demography mainly focuses on changes in the registered business population. This report produces data on births, deaths, and survival of businesses. The chart shows that the number of business births per year prior to the economic downturn was higher than the number of business deaths. However, following the economic downturn in 2008/09 the difference between births and deaths has fluctuated. The figures suggest a gradual increase in business deaths, with a more sporadic level for business births.

The latest information suggests a positive difference between births and deaths. This is an indication of a strengthening local economy with a growing business sector in Merthyr Tydfil.

UNSATISFACTORY

The % survivability (3 years) of newly born enterprises



STORY BEHIND THE DATA

Latest Published Comparable Data: 2014

Latest Local Data Period: 2014

Data Frequency: Annual

Source: [StatsWales](http://StatsWales.gov.uk)

The tables below indicate the rates (%) of businesses born between 2007 and 2010. Business Demography mainly focuses on changes in the registered business population. The three year business survival rates in Merthyr Tydfil have fallen further and are now among the lowest in Wales and lower than the UK level.

Merthyr Tydfil

(%)

	Births 2007	Births 2008	Births 2009	Births 2010	Births 2011
One year survival	95.8	95.5	92.0	89.5	92.6
Two year survival	79.2	81.8	84.0	73.7	74.1
Three year survival	62.5	63.6	56.0	57.9	59.3
Four year survival	50.0	54.5	48.0	52.6	51.9
Five year survival	45.8	45.5	40.0	42.1	..

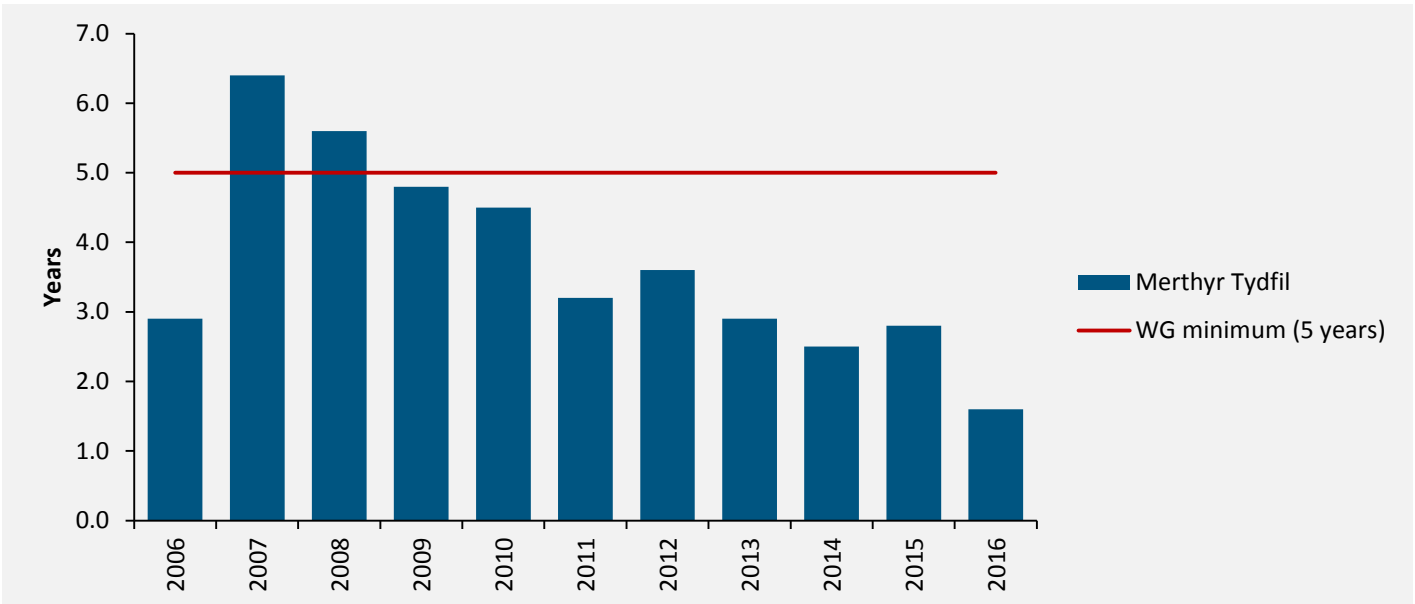
UK

(%)

	Births 2007	Births 2008	Births 2009	Births 2010	Births 2011
One year survival	95.4	92.0	90.8	86.7	93.1
Two year survival	81.1	74.0	73.8	72.5	75.6
Three year survival	63.0	58.0	59.6	57.1	60.5
Four year survival	52.0	48.9	48.9	48.1	51.0
Five year survival	44.6	41.3	41.7	41.1	..

UNSATISFACTORY

The year's supply of housing land as determined by the Joint housing Land Availability Study



STORY BEHIND THE DATA

Latest Local Data Period: 2016
 Data Frequency: Annual
 Source: [Welsh Government](#)

The Joint Housing Land Availability Study (JHLAS) presents the housing land supply for Merthyr Tydfil at the base date of the 01 April 2015. The JHLAS shows that, based on the residual method set out in Technical Advice Note 1, Merthyr Tydfil has 1.6 years housing land supply. This is lower than the Welsh Government expectation for each local planning area to have a minimum of 5 years housing land supply.

START DATE	April 2014
FINISH DATE	March 2017

GOOD

Background

This project is about the management and monitoring of the programme, ensuring the funding secured will deliver the key projects, such as the revitalization and refurbishment of key buildings in the town centre for new uses, bringing forward key sites for new Housing opportunities, development of the Cyfarthfa Heritage area, and an Enterprise and Entrepreneurship facilitation programme. They will be delivered in partnership with the third, public, and private sectors.

The Project

The VVP programme is the Welsh Government regeneration framework that has allocated £12.873m of funding to Merthyr Tydfil Town Centre over 2014 to 2017. There is a focus on physical infrastructure projects that create opportunities to influence employment and business growth in the Merthyr Tydfil Town Centre. The aim of this programme is to:

- Revitalise and refurbish a number of key buildings in Merthyr Tydfil Town Centre
- Bring forward key sites for new housing opportunities
- Develop the Cyfarthfa Heritage area
- Develop infrastructure connecting to the Town Centre, and
- Devise an enterprise and entrepreneurship facilitation programme.

Where are we now

Work continues to address the Gateway Review recommendations.

- Planning undertake an annual Housing Land Availability Study to monitor the supply of housing land in Merthyr Tydfil; and
- An internal working group was established including Planning, Community Regeneration and Neighbourhood Services to focus on the recommendation "to ensure clear links with the housing element of the programme to the council's strategic objectives" in preparation for any future Gateway Reviews.

In the past two months the VVP programme has implemented a number of developments:

- A final financial spend profile has been devised for the final 3 months of the VVP Programme.
- A Meanwhile launch for Lunah Tearooms in the Town Centre.
- Additional funding is being sought for the Labour Exchange Project.
- A contractor has been appointed to undertake the roof repair works to the Castle.
- Ideas are currently being discussed in relation to the YMCA Building and future development opportunities.

START DATE	November 2014
FINISH DATE	November 2020

ADEQUATE

Background

This project focuses on the development and delivery of the Social Enterprise Strategy, which seeks to clarify the meaning of social enterprise both broadly and locally, explore the sector's contribution to the local economy and differing models of delivery.

The Project

This programme will aim to:

- Develop a new Social Enterprise Strategy, and
- Develop a work programme that ensures social enterprises are fully supported to fulfil their social and business objectives

Where are we now

Following implementation of the Social Services & Wellbeing Act, the Merthyr Tydfil Social Enterprise Network (MTSEN), which includes representatives of the Local Authority, Wales Co-operative centre, Voluntary Action Merthyr Tydfil and the third sector, met to develop a strategy that will include a focus to help organisations access the possible opportunities.

This strategy will be developed following consultation with the sector and a number of support agencies and will be completed by 2017. In terms of the legacy of the SEWCED Programme the External Funding Team developed a 'health check diagnostic questionnaire' where it planned to obtain a current picture of the sector - post SEWCED. To date the team have assessed 13 of the 30 remaining social enterprises supported by the programme and have written an initial SEWCED Legacy Health Check Report.

In relation to the current support given to the social enterprise and third sector, the External Funding Team continues to work with the MTSEN to support the sector. Officers are in the process of undertaking an exercise with the MTSEN members to ascertain what type of service(s) each organisation provides and key contacts so that this information can inform the revised Social Enterprise Strategy.

START DATE

01 April 2015

FINISH DATE

31 March 2018

ADEQUATE

The Project

This plan focuses on delivering a quality visitor experience in Merthyr Tydfil. The aim of the Destination Management Plan (DMP) is to:

- Deliver marketing, destination development and product development to ensure an improved visitor experience
- Create an effective Destination Management Partnership to deliver on key actions and monitor progress of the Destination Management Plan

Where are we now

The Destination Management Plan is now supported by a governance structure to lead and support the delivery of the key actions. This enabled the development of a funding application to support the Merthyr Rising and Dic Penderyn Tourism Campaign with Visit Wales.

Regionally, collaborative projects achieved in this period include the Valleys brochure print, Legendary Valleys Walks campaign developed and the co-ordination of Merthyr Tydfil's Legendary Storytelling event in April, which will be run with key partners to include Merthyr Tydfil Leisure Trust.

Work continues on the Visit Merthyr website, a new culture and heritage video, trails development and our role within the South East Wales Destination Management Group.