



## Experiment Overview

### Objective

Understanding drivers of demographic change, and ways to achieve better demographic balance through retaining/attracting younger people to live and work in the county.

### Relevance

MCC want to ascertain whether the reasons for which young people leave, stay, arrive or return to the region are within, or beyond, their control – data on this was identified as a useful addition to its portfolio.

### Key innovation

The mixed-methods approach provides new ways of visualising and comparing existing data. Maptionnaire is also a new tool for collecting data in the county.

## Experiment Progress

### The experiment draws on the following existing datasets:

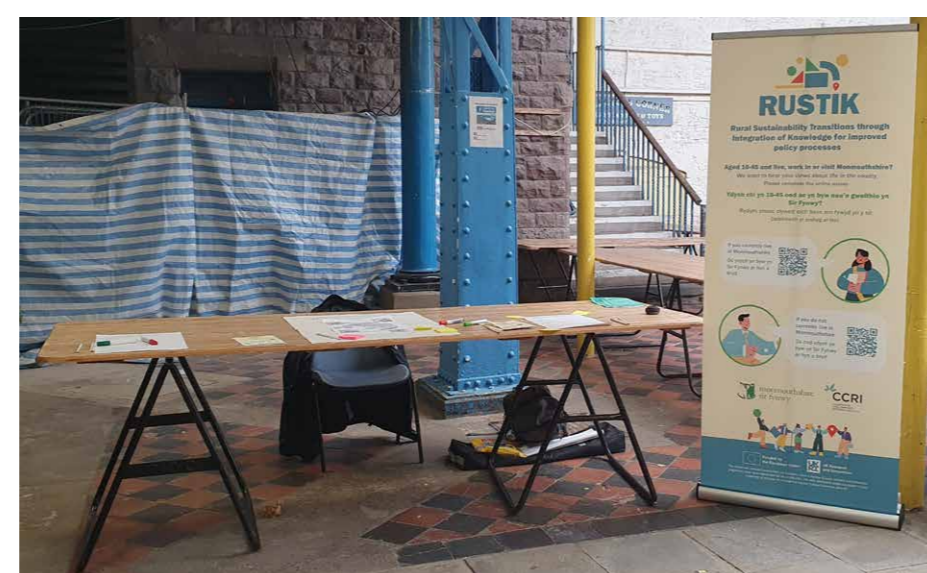
- Welsh Index of Multiple Deprivation
  - Office for National Statistics Census
- These datasets are now available for comparison in a prototype dashboard.

### The experiment has combined the following methods:

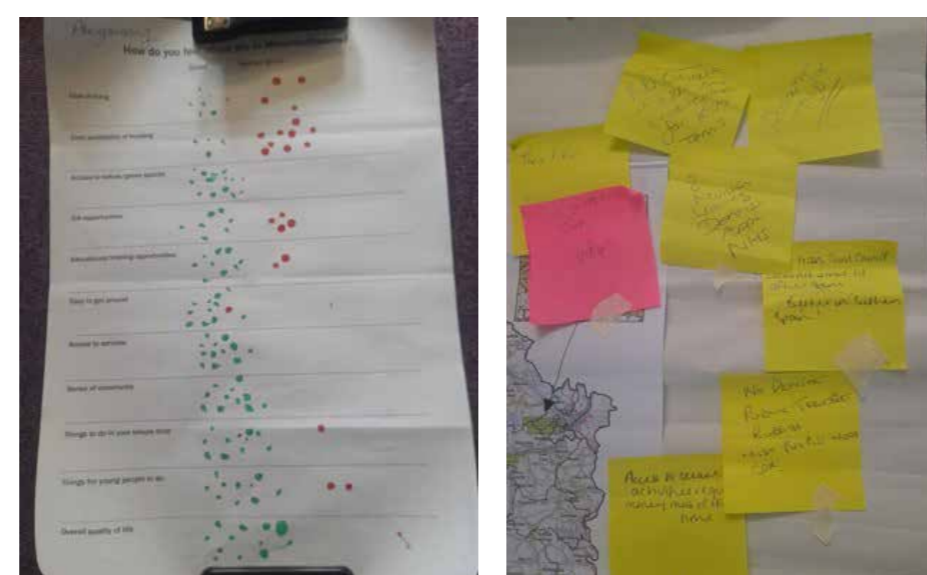
- Maptionnaire survey
- Interviews
- Focus groups

### Participants were recruited through:

- 12 outreach events across the county
- Facebook and Twitter posts
- The MCC website
- Community newsletters
- Gatekeeper organisations (schools, youth service, voluntary groups)



RUSTIK roll-up, with QR links to the survey, at the Abergavenny Market.



Examples of the activities at the outreach events.

## Findings

### Findings from the interviews, focus groups & community conversations:

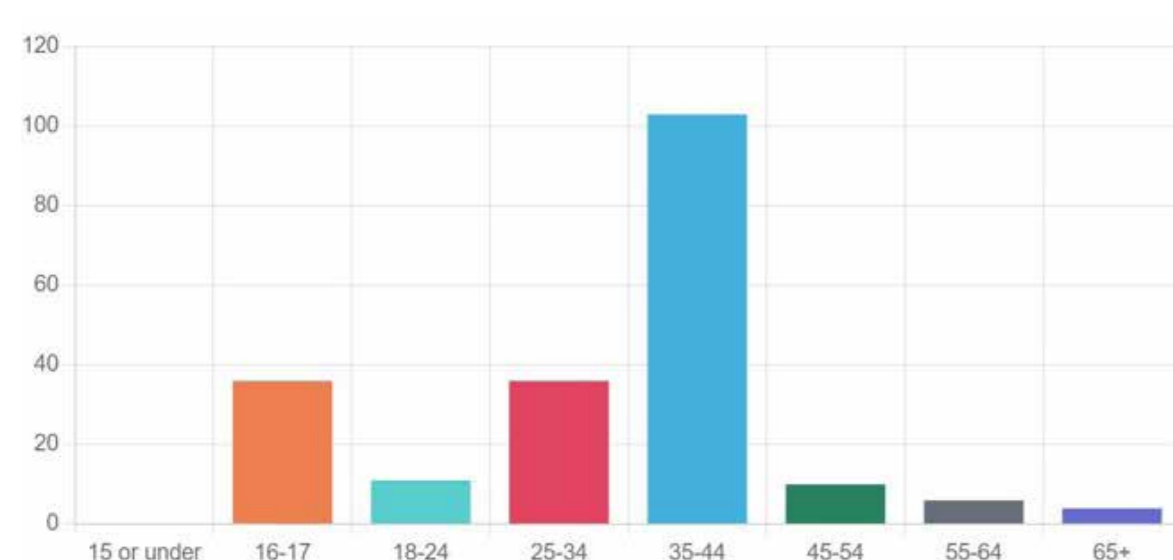
- Variation in views on county (place-based, socio-economics) and future decision-making (aspirational & practical)
- Positives: safety, access to nature
- Negatives: limited FE/HE & career opportunities, cost of living & housing, access to leisure/social facilities, access to transport

### Findings from the survey:

- Housing affordability is a common issue.
- Young people (16-18) indicated that they plan to leave the county to pursue further education/training opportunities
- Access to services is mixed – this can be exacerbated by poor public transport connections.

### These findings suggest the following things might help address the challenge:

- Development of different forms of education/training which focus on skills development for jobs available in Monmouthshire
- Attracting wider range of employers/sectors.
- Improved evening/weekend offer of services and social activities.
- Improved access to on-demand or community transport.



The distribution of survey visitors, by age. Those who indicated that they were aged 16-44 would have continued to complete the full survey.



The spatial distribution of responses across Monmouthshire.

## Reflections

### What went well:

- Outreach events encouraged people to complete the survey – we have a good number of responses from across the county.
- Started to build some good networks with organisations across the county, which will be important for our next steps.

### Challenges:

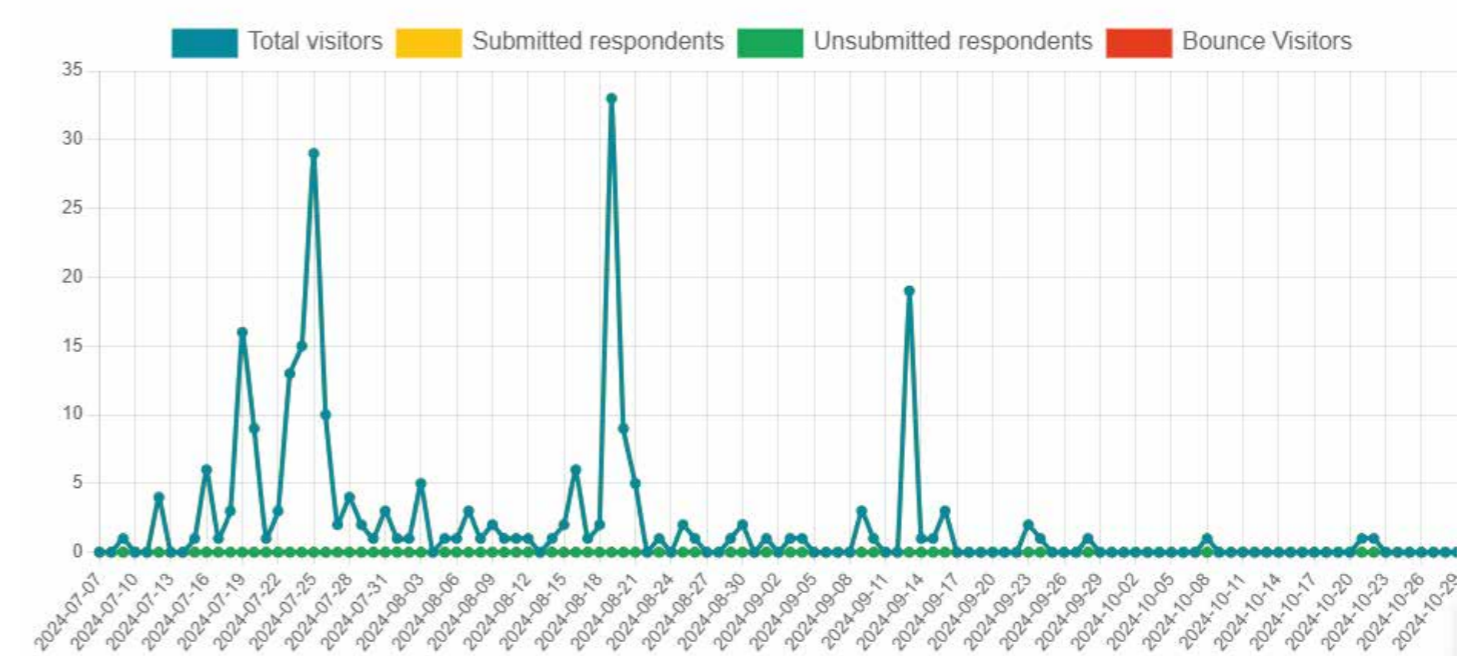
- Engaging 16-24-year-olds in the Maptionnaire survey
- Engagement for follow-up interviews/focus groups

### Learning:

- New proficiencies in Excel, Maptionnaire and Canva
- How to best engage with a variety of communities
- Importance of PRP colleagues' insights and network



The leaflet designed to promote the surveys for residents and non-residents.



Completion data for the residents' survey. Spikes in response rates coincide with outreach events.

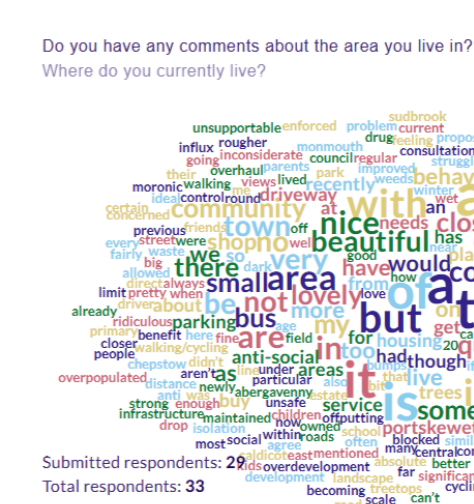
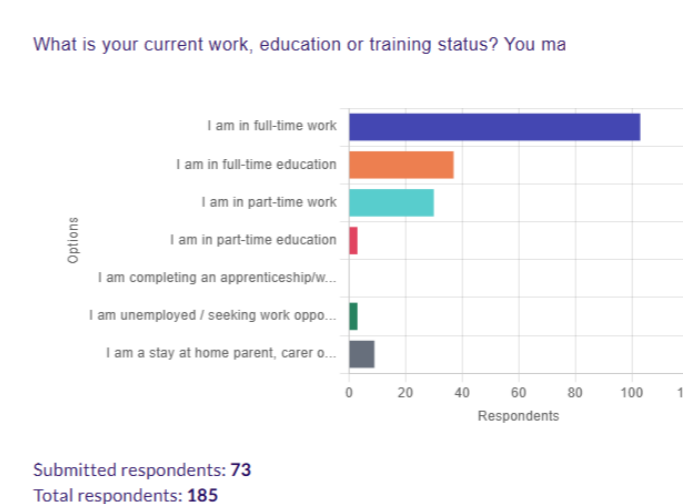
## Next steps

### To complete the experiment, we need to:

- Analyse the Maptionnaire survey, the focus groups, and interview data
- Upload the data to the dashboard
- Present key findings in a report and dissemination event to MCC & partners

### In 2025, we would like to:

- Inform the Replacement Local Development Plan
- Inform the post-16 offer review
- Inform placemaking plans
- Encourage MCC colleagues' use of the dashboard
- Write a paper on our findings



Examples of the survey data, shown in Maptionnaire. One next step is to conduct a detailed analysis of the results in Excel and NVivo.