Recent claimant data indicates below average unemployment in the Gower ward and low benefit claimant rates. Economic activity rates are above average, with a high proportion of self-employment (including those working in agriculture and tourism). The estimated median household income for Gower is £33,944, the 3rd highest in Swansea and 35.4% above the Swansea median of £25,068.

A higher than average level of managerial and professional (NS-SeC Classes 1-2) and for lower proportions of routine and manual occupations (NS-SeC Classes 5-7).

**Key Questions:**
- Is there a need to provide land for employment purposes to help support the sustainability of the local communities? If so, where could this be provided in a sustainable way?
- What opportunities are there for new sustainable tourism/leisure ventures?

### The Environment

The key information for this section is illustrated in map form within the Ward Profile. Environmental designations within the Ward include:
- S.S.S.I.
- Common Land
- Ancient Woodlands
- RAMSAR
- N.N.R.
- S.A.C.
- S.P.A.
- Wildlife Trust Reserves
- Heritage Coast
- A.O.N.B.
- Woodland Trust

**Key Questions:**
- Is it easy to access and use the open spaces, coastline and beaches?
- Are the public footpaths and bridal paths easy to use?
- Do any areas become flooded with surface water?
A Profile of every Ward has been produced as part of the evidence base for the Swansea Local Development Plan (LDP). The Ward Profiles provide data and maps in a simple, easy to read format. The information is a snapshot based on currently available information relating to three key elements:
- Community & Social Provision,
- Economic Prosperity & Lifelong Learning; and
- The Environment

The purpose of the Ward Profiles is to help identify issues that may be addressed through the land use planning system. They are published in draft form only, and will need to be updated as further information becomes available.

The Profiles are an opportunity for the local community to highlight issues, to provide updated information, and to identify data sources that may be included. The Ward Profiles can be viewed on the Council’s website: www.swansea.gov.uk/ldpwardprofiles and are also available in other formats or languages as required.

We welcome feedback about the contents and presentation of information in these Profiles. If you have any suggestions please use the comment form/map at the end of each Profile, or contact the Council’s Planning Policy Team during normal office hours:

Planning Policy Team
Economic Regeneration & Planning
Room 2.6.2
City and County of Swansea Council
Civic Centre
Oystermouth Road
Swansea
SA1 3SN

Tel: 01792 635744
Email: ldp@swansea.gov.uk

Key Questions:
- Do you consider there is a requirement for more affordable housing in the Gower villages to meet local needs, in particular for younger persons looking to stay within the area? If there is, where could this additional housing be accommodated?
- Are there sufficient facilities to meet the needs of all of the population?
- Is it easy to access facilities if you do not have a car?