Development in Neath Port Talbot: Economic planning

OVERVIEW
The aim of this activity is for students to study resource material and data produced by a local authority and to identify economic development policy objectives. The students will use a range of research methods to undertake this activity, including a presentation to an imaginary group of local politicians from Neath Port Talbot. One group will then produce a leaflet designed to attract large firms to the area, whilst the second group will produce a leaflet designed to attract small firms to the area. The activity will:

- provide opportunities to generate key skills evidence in C3.1b, C3.2, C3.3, IT2.1, IT2.2 and IT2.3.

SUGGESTED TIME
The task should be broken into four parts.

- Research into economic issues facing Neath Port Talbot should take 1 hour.
- Planning and delivering a presentation on economic policy objectives should take 1.5 hours.
- Producing a leaflet designed to attract firms to the area should take 1.5 hours.
- Evaluation of leaflets produced should take 1 hour.

PREPARATION
Copy Resources 1 and 2 for the group. Ensure that Internet access is possible.

EQUIPMENT
The following are needed: computers with Internet access, a printer, paper, pens, other stationery as necessary, atlas, road map and leaflets by a second local authority designed to attract firms to locate in the area. The chosen area may be a case study already covered in the course, the local area or a fieldwork location.

METHOD
Provide the group with Resource 1, a Strengths, Weaknesses, Opportunities and Threats (SWOT) profile of Neath Port Talbot. The students have to:

- read and understand Resource 1
- research the location of Neath Port Talbot using an atlas and a road map
- search the Internet and other sources for information on the area (eg www.neath-porttalbot.gov.uk)
prepare and deliver a presentation to an imaginary group of local politicians from Neath Port Talbot on what they feel should be the economic policy objectives of Neath Port Talbot for the next three years. Students may work in small groups (max 3) for the presentation, but each of them must meet the assessment criteria, prepare their own material and meet the time requirement of 10 minutes.

read Resource 2, the economic development objectives published by the council, and compare it to their own economic objectives.

Students should then work as individuals to prepare a four-page leaflet designed to attract either large or small firms to locate a new plant in Neath Port Talbot.

KEY SKILLS FOCUS

Students have the opportunity to generate the following key skills evidence:

Communication

<table>
<thead>
<tr>
<th>Component</th>
<th>Assessment Criteria Evidence must show the student can:</th>
<th>Guidance for assessors</th>
</tr>
</thead>
<tbody>
<tr>
<td>C3.1b</td>
<td>speak clearly and adapt their style of presentation to suit their purpose, subject, audience and situation;</td>
<td>The presentation should last for at least ten minutes.</td>
</tr>
<tr>
<td></td>
<td>structure what they say so that the sequence of information and ideas may be easily followed; and</td>
<td>The evidence must show that you have given feedback, showing how the assessment criteria have been met. (If students work in groups, they must be assessed individually and each of them must meet all the assessment criteria for C3.1b.)</td>
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<tr>
<td></td>
<td>use a range of techniques to engage their audience including effective use of images.</td>
<td>Witness statements, if used, must be signed off as valid by an assessor.</td>
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<td></td>
<td>Audio or video clips, if used, should be brief and to the point, identifying sections of tape where the assessment criteria are met.</td>
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Communication

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<tr>
<td><strong>C3.2</strong></td>
<td>select and read material that contains the information needed;</td>
<td>There must be evidence that the student has selected appropriate material.</td>
</tr>
<tr>
<td></td>
<td>identify accurately, and compare, the lines of reasoning and main points from text and images; and</td>
<td>The synthesis must go beyond a summary by including the student’s own interpretation of the information for the specified purpose.</td>
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<td></td>
<td>synthesise the key information in a form that is relevant to their purpose.</td>
<td>Evidence may be identified either in a subsequent summary or synthesis, or in a document used as other KS evidence (for the presentation and leaflet).</td>
</tr>
<tr>
<td>Note: Evidence could be provided by using footnotes or other referencing in a written document.</td>
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</table>

**C3.3**
Write two different types of documents about complex subjects.
One piece of writing should be an extended* document and include at least one image.

- select and use a form and style of writing that is appropriate to the purpose and complex subject matter;
- organise relevant information clearly and coherently, using specialist vocabulary when appropriate; and
- ensure that text is legible and spelling, punctuation and grammar are accurate, so that their meaning is clear.

- The type of document must be identified. *(The leaflet should be extended and include images.)*

Make sure that:
- the subject matter is complex
- the candidate has selected an appropriate form and style for the subject and purpose
- the candidate has used specialist vocabulary as appropriate
- there are no more than one or two errors in the text
- images are used to aid understanding of the written text
- documents produced using IT are accurate and authenticated by the assessor (ie signed and dated).

*Note: an extended document for C3.2 and C3.3 must be three sides or approximately 1000 words.*
### Information Technology

<table>
<thead>
<tr>
<th>Component</th>
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</table>
| **IT2.1** Search for and select information for two different purposes. | ▶ identify the information they need and suitable sources;  
▶ carry out effective searches; and  
▶ select information that is relevant to their purpose. | This activity will provide evidence for ONE purpose for IT2.1, IT2.2 and IT2.3  
For each purpose:  
▶ the purpose for the piece of work is stated  
▶ multiple search criteria have been used.  
Evidence may include:  
▶ screen shots showing search criteria  
▶ lists of possible sources  
▶ records of selected websites, documents or information from databases or CD-Roms  
▶ assessor observation records of the candidate using multiple search criteria. |
| **IT2.2** Explore and develop information, and derive new information, for two different purposes. | ▶ enter and bring together information using formats that help development;  
▶ explore information as needed for their purpose;  
▶ develop information and derive new information as appropriate. | Make sure that:  
▶ there are annotated drafts to show the entry and development of information *(This is likely to include text and images.)*  
▶ there are printouts that correctly show both numerical data and formulae *(This is unlikely for this activity.)*  
▶ images have been developed or processed using IT and not simply imported from clip art or website sources. |
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<tr>
<td><strong>IT2.3</strong></td>
<td>select and use</td>
<td>This will provide evidence for ONE purpose for IT2.2 and IT2.3 – the purpose will be the same as for IT2.1 in the main activity.</td>
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<tr>
<td></td>
<td>appropriate layouts for</td>
<td>For each purpose:</td>
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<tr>
<td></td>
<td>presenting combined</td>
<td>- the types of information are identified, eg text with images or with numbers, or images with numbers, or all three types together. <em>(This is likely to include text and images.)</em></td>
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<tr>
<td></td>
<td>information in a</td>
<td>- appropriate layouts have been used to present combined information in an integral way</td>
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<td></td>
<td>consistent way;</td>
<td>- graphs and charts are used appropriately for the data <em>(unlikely in this activity)</em></td>
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<tr>
<td></td>
<td>develop the information</td>
<td>- there is evidence of how the candidate has developed the work</td>
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<td></td>
<td>to suit their purpose and the types of information;</td>
<td>- the purpose is clear and the final work is fit for purpose and saved appropriately.</td>
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<tr>
<td></td>
<td>ensure that their work is</td>
<td>Notes</td>
</tr>
<tr>
<td></td>
<td>accurate, clear and</td>
<td>Evidence of development may cover IT2.2 and IT2.3.</td>
</tr>
<tr>
<td></td>
<td>saved appropriately.</td>
<td>All work produced using IT must be authenticated by the assessor (ie signed and dated).</td>
</tr>
</tbody>
</table>

**Notes**
- All work produced using IT must be authenticated by the assessor (ie signed and dated).
- The portfolio as a whole must contain information in the form of text, images and numbers.

**FOLLOW-UP**

You need to discuss the outcomes in a follow-up lesson and compare the two leaflets produced with examples from a second local authority designed to attract firms to locate in the area. These leaflets are to be obtained in advance and may be from the local area, from a case study already covered or from a fieldwork location previously studied.
Development in Neath Port Talbot: Economic planning

WHAT IT’S ABOUT

You are going to examine data about Neath Port Talbot in South Wales and then, working in a group, draft economic policy objectives for the area for the next three years.

This activity will:

◗ develop your knowledge and understanding of industry and economic development
◗ develop your interpretation skills by the use of a variety of data presented in graphical forms
◗ provide opportunities to generate key skills evidence in C3.1b, C3.2, C3.3, IT2.1, IT2.2 and IT2.3.

WHAT YOU WILL DO

Your teacher will provide you with Resource 1, a ‘Strengths, Weaknesses, Opportunities and Threats’ (SWOT) profile of Neath Port Talbot. Working in two groups you will:

◗ read and understand Resource 1
◗ prepare a presentation lasting 10 minutes on what you feel should be the economic policy objectives of Neath Port Talbot for the next three years
◗ prepare a four-page leaflet designed to attract large or small firms to locate a new plant in Neath Port Talbot.

Step 1

◗ Locate Neath Port Talbot on an atlas or road map and write a brief description of its location and main transport links.
◗ Read Resource 1 and use a range of sources including the Internet, journals and textbooks to search for further information about the economy of the area.
◗ Prepare a summary of key economic issues facing Neath Port Talbot.
Step 2

- Either on your own or in small groups, plan and deliver a presentation to a group of local politicians from Neath Port Talbot on what you consider the economic policy objectives for Neath Port Talbot should be for the next three years. Every member of the group must contribute to the presentation and meet all the assessment criteria for key skill C3.1b.

- Compare your presentation of economic policy objectives to Resource 2, produced by Neath Port Talbot County Borough Council. List the differences and discuss why these have come about.

Step 3

- Prepare a four-page leaflet designed to attract large firms with more than 250 employees or small firms with fewer than 250 employees to relocate to Neath Port Talbot.
You have the opportunity to generate the following key skills evidence:

**Communication**

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<th>Your portfolio should include explicit evidence of how you have met all the assessment criteria. Make sure you include:</th>
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<tr>
<td><strong>C3.1b</strong> Make a presentation about a complex subject, using at least one image to illustrate complex points.</td>
<td>➤ speak clearly and adapt your style of presentation to suit your purpose, subject, audience and situation; ➤ structure what you say so that the sequence of information and ideas may be easily followed; and ➤ use a range of techniques to engage the audience, including effective use of images.</td>
<td>➤ Your notes and image for the presentation. ➤ Written notes from your assessor on how you have met the assessment criteria. or ➤ Witness statements that show how you have met the assessment criteria. These must be signed off by your assessor. Optional ➤ Edited video/audio clips of the presentation.</td>
</tr>
<tr>
<td><strong>C3.2</strong> Read and synthesise information from two extended documents about a complex subject. One of the documents should include at least one image.</td>
<td>➤ select and read material that contains the information you need; ➤ identify accurately, and compare, the lines of reasoning and main points from texts and images; and ➤ synthesise the key information in a form that is relevant to your purpose.</td>
<td>➤ A bibliography, reading log or list of sources that you have used. ➤ Evidence of how you have used the information to compare lines of reasoning and main points from both texts and images. Notes Evidence could be provided by using footnotes or other referencing in a written document. Written notes from your assessor on how you have met the assessment criteria.</td>
</tr>
<tr>
<td><strong>C3.3</strong> Write two different types of documents about complex subjects. One piece of writing should be an extended document and include at least one image.</td>
<td>➤ select and use a form and style of writing that is appropriate to your purpose and complex subject matter; ➤ organise relevant information clearly and coherently, using specialist vocabulary when appropriate; and ➤ ensure your text is legible and your spelling, punctuation and grammar are accurate, so your meaning is clear.</td>
<td>➤ A statement identifying each type of document. ➤ The finished documents, one of which must include at least one image to aid understanding of the written text. ➤ Written notes from your assessor on how you have met the assessment criteria. Note Documents produced using IT must be authenticated as your own work by your assessor (i.e., they must be signed and dated).</td>
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## Information Technology

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<th>Evidence for ONE purpose</th>
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<tr>
<td></td>
<td>Evidence must show you can:</td>
<td>For each purpose, your portfolio should include explicit evidence of how you have met all the assessment criteria. Make sure you include:</td>
</tr>
<tr>
<td><strong>IT2.1</strong> Search for and select information for two different purposes.</td>
<td>- identify the information you need and suitable sources; &lt;br&gt; - carry out effective searches; and &lt;br&gt; - select information that is relevant to your purpose.</td>
<td>- A statement of the purpose of your activity. &lt;br&gt; - Evidence that you have used multiple search criteria. &lt;br&gt; - Records of the searches and sources you have used (with screen shots, lists, or observation records from your assessor). &lt;br&gt; - Printouts of the information you have selected.</td>
</tr>
<tr>
<td><strong>IT2.2</strong> Explore and develop information, and derive new information, for two different purposes.</td>
<td>- enter and bring together information using formats that help development; &lt;br&gt; - explore information as needed for your purpose; and &lt;br&gt; - develop information and derive new information as appropriate.</td>
<td>- Annotated printouts of your drafts, to show how you have developed your information and added new information. &lt;br&gt; - Where appropriate, spreadsheet printouts showing the formulae you have used.</td>
</tr>
<tr>
<td><strong>IT2.3</strong> Present combined information for two different purposes.</td>
<td>- select and use appropriate layouts for presenting combined information in a consistent way; &lt;br&gt; - develop the presentation to suit your purpose and the types of information; and &lt;br&gt; - ensure your work is accurate, clear and saved appropriately.</td>
<td>- Evidence that you have combined different types of information in your final piece of work eg combining text with images or with numbers, or images with numbers, or all three types together. &lt;br&gt; - Suitable folder and file names for work you have saved.</td>
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</table>

**Note**
Documents produced using IT must be authenticated as your own work by your assessor (ie they must be signed and dated).
## Resource 1

### Economic development in Neath Port Talbot


<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attractive location and rich industrial heritage.</td>
<td>1. Environmental constraints contribute to poor image of some parts of County Borough.</td>
</tr>
<tr>
<td>2. Strategic location, with good communications including the M4/A465 road links, high speed rail, port and airport facilities.</td>
<td>2. Perceived peripherality.</td>
</tr>
<tr>
<td>3. Low levels of traffic congestion.</td>
<td>3. Poor inward investment performance.</td>
</tr>
<tr>
<td>4. Broad-based large manufacturing base with many well-known companies with international reputations.</td>
<td>4. An over-reliance on large multinational companies.</td>
</tr>
<tr>
<td>6. Strong work ethic, flexible labour market and competitive production costs.</td>
<td>6. Low GDP and earnings levels.</td>
</tr>
<tr>
<td>7. Improving skills levels.</td>
<td>7. Lack of quality office space.</td>
</tr>
<tr>
<td>8. Strong business support network, with partnerships involving WDA, WWTEC, Business Connect, local authorities and the private sector.</td>
<td>8. Shortage of key skills.</td>
</tr>
<tr>
<td>9. The availability of a wide range of initiatives and financial support to businesses, including packages from local, UK and European sources.</td>
<td>9. Lack of entrepreneurial tradition.</td>
</tr>
<tr>
<td>10. Clusters of engineering expertise.</td>
<td>10. High levels of unemployment among young people.</td>
</tr>
<tr>
<td>11. Industry links with university and further education colleges.</td>
<td>11. Low participation rates in the labour market.</td>
</tr>
<tr>
<td>12. A good range of housing type and location available at reasonable cost.</td>
<td>12. Weak economic base in Valley communities.</td>
</tr>
<tr>
<td>13. Clusters of engineering expertise.</td>
<td>13. A lack of confidence in trading outside the region and abroad.</td>
</tr>
<tr>
<td>16. A good range of housing type and location available at reasonable cost.</td>
<td>17. Coalfield Regeneration Trust funding.</td>
</tr>
</tbody>
</table>

### OPPORTUNITIES

1. Designation as an Objective 1 area for European Structural Fund support.  
2. Return of Development Area status.  
3. The further development of the motor components and electrical/electronic sectors.  
4. Diversification of the economy through encouraging development of SMEs (small and medium-sized enterprises).  
5. The development potential of Baglan Energy Park.  
6. Redevelopment of former Llandarcy refinery site.  
7. Single European and export markets.  
8. Overheating of the economy in South East Wales.  
10. Increased employability of the workforce through the New Deal Initiative.  
11. Raising awareness of enterprise opportunities.  
12. Growth of port-related development through the EDIMAR project.  
13. Raising awareness among existing companies of the funding and support systems available.  
15. Coalfield Regeneration Trust funding.

### THREATS

1. Public expenditure cutbacks.  
2. Continuing job losses among core of larger employers.  
3. Inward Investment competition from South East Wales and the rest of the UK.  
4. Continuing concentration of administrative, cultural and media facilities in South East Wales.  
5. Lack of investment in industrial property.  
6. Ageing population and long-term sickness in valley areas.  
7. Failure to adopt euro currency.  
8. Over-regulation by national and European government.
Resource 2

Economic development objectives

- To raise the profile and improve the image of the County Borough as a location for indigenous business and inward investment.
- To provide high quality economic infrastructure, including communications, land and buildings for the development of new, and the expansion of existing, enterprises.
- To provide quality business support and assistance for small and medium-sized companies, leading to diversification of the economic base.
- To attract new and second phase inward investment of a high quality and develop an aftercare programme of assistance.
- To assist the economic recovery of disadvantaged communities through coordinated programmes of assistance.
- To develop and market the tourism industry of the County Borough.
- To maximise the level and effectiveness of funds from UK and European sources.
- To improve the skills of the workforce.
- To co-operate with other agencies involved in economic regeneration so as to maximise the impact of economic, social and environmental regeneration measures.
- To provide a flexible and rapid response to unforeseen local economic issues.
- To represent the interests of the County Borough at a regional and national level.

Source: Neath Port Talbot County Borough Council