



Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

How will we do this? Our detailed action plan to achieve this objective

(Lemon highlight means that this is not the Action or Measure's main objective)

Ref	Actions and Measures	Date/Target
A	Regionally, by coordinating and delivering the Swansea Bay City Deal	
1	As part of the City Deal we will deliver the project plan for the Life Science and Wellness Village. To include:- <ul style="list-style-type: none"> the development of detailed planning and space specifications the delivery of full planning and commencement of the design and build phase ensuring community and public engagement in the development of the Village and use this to promote community connectivity and participation to ensure sustainability MF5-72a (Action ID 12985) 	June 2019
2	We will support the delivery of the £24million Yr Egin; to ensure the County fully benefits from the opportunities that will be created through the £1.3 billion investment through the Swansea Bay City Deal MF5-72C	March 2023
3	We will maintain the Swansea Bay City Deal Regional Office MF5-72d	March 2019
B	Locally, by delivering the Transformational Strategy Area Plans targeting urban, coastal and rural Carmarthenshire.	
1	We will deliver the Carmarthen, Ammanford & Rural transformational plan and deliver initiatives and projects to support: <ul style="list-style-type: none"> Jobs created Jobs accommodated Floor space created Numbers into training Numbers into work Private sector funding Via Carmarthenshire Rural Enterprise Fund; Property Development Funds; Projects including Pendine attractor; Margaret Street road widening; Carmarthen wetlands and Jacksons Lane Carmarthen development; Business Account Management and Business Start Ups and Incubation.	March 2019
2	We will deliver a Property Development Fund worth £8.6million (£3million from the Council and circa £5.6million private sector investment MF5-73f	March 2019
3	We will deliver the Cross Hands Growth Zone, Llanelli and the Coastal Belt Transformational Plan and deliver initiatives and projects to support <ul style="list-style-type: none"> Jobs created Jobs accommodated Floor space created Numbers into training Numbers into work Private sector funding Via Llanelli Town Centre Loan; Projects including Opportunity St, Llanelli; Cross Hands East Phase 2; Strategic Employment Site; Workways + Buccaneer; Business Account Management; Beacon Bursary; Business growth fund and start up fund. MF5-73d	March 2019
4	We will develop Local Employment Sites across the County as part Transformations: strategic regeneration plan for Carmarthenshire MF5-73e	March 2019

Ref	Actions and Measures	Date/Target
5	We will develop a programme to support small business across the County. MF5-78	March 2019
6	We will Deliver Transformational town centre developments in Llanelli MF5-73a	March 2023
7	We will further develop the Carmarthenshire Coastal Belt at Pembrey MF5-73C	March 2023
8	We will further develop the Carmarthenshire Coastal Belt at Pendine	March 2023
9	We will deliver phase 2 of the development of Glanamman Workshops to provide improved workshop availability. MF5-10	March 2020
C	By identifying and addressing the issues facing rural communities	
1	We will deliver the Rural Enterprise Fund worth £4.3million (£2million from the Council and circa £2.3million private sector investment). MF5-73g	March 2019
2	We will consider opportunities to work with other local authorities and partners to establish a Rural Deal to focus on rural regeneration. MF5-77	March 2019
3	We will establish a Task Group to consider the issues effecting the rural communities in Carmarthenshire & identify actions the Council, in partnership with other public bodies and organisations, can take to address those issues. MF5-76	March 2019
4	We will consider options for ensuring the most effective use of the Council farm estate to support affordable farming initiatives. MF5-14.	March 2020
5	We will establish regeneration initiatives to focus on the development of the rural market towns in the County MF5-73b	March 2019
D	By developing learning, skills, employability and encouraging a spirit of entrepreneurship throughout the county to support new businesses in the county.	
1	We will deliver the £30million Skills and Talent Initiative to ensure the County fully benefits from the opportunities that will be created through the £1.3 billion investment through the Swansea Bay City Deal. MF5-72b	March 2023
2	We will extend the Hwb model developed in Llanelli to Ammanford and Carmarthen, making front line support services more accessible to residents MF5-83 <i>(Also in Well-being Objective 5)</i>	March 2019
E	Developing Carmarthenshire as a dynamic economy	
1	We will investigate and monitor the impact of BREXIT on the economy of Carmarthenshire MF5-84	March 2019
2	We will maximise external funding in order to realise county wide economic activities and to support the growth of the third sector.	March 2019
3	Work with partners to address issues in terms of superfast broadband access and mobile phone signal across the County and in particular in rural areas. MF5-74	March 2019
4	We will ensure the Council uses its stock and assets to facilitate economic development within the County. MF5-79 & MF5-92	March 2019
5	We will lead on and complete all land acquisitions required to facilitate strategic highway schemes such as Cross Hands Economic Link Road and Towy Valley Cycleway	March 2019
6	We will develop and deliver the Countywide Tourism Destination Management Plan 2015-2020 and support the promotion of Carmarthenshire as an attractive and quality place to visit and stay.	March 2019
7	We will review third party grant aid in relation to Welsh Language requirements.	March 2019
8	We will deliver a transformation plan for the existing Museums provision at the County Museum Abergwili, Parc Howard, Kidwelly Industrial Museum and Museum of Speed Pendine to improve the provision for residents and visitors whilst also maintaining links with and promoting independent museums within the County. In addition, it is intended to undertake work to further develop Oriol Myrddin. MF5-64 <i>(Action also in Well-being Objectives 8 & 14)</i>	March 2022

Ref	Actions and Measures	Date/Target
9	We will begin the museums transformation plan with the delivery of a £1.2 million redevelopment of the County museum at Abergwili. MF5- 65 <i>(Action also in Well-being Objectives 8 & 14)</i>	March 2020
10	We will review and re-develop the Council's Theatre Services provision. MF5-66 <i>(Action also in Well-being Objectives 8 & 14)</i>	March 2019
11	We will improve and develop the infrastructure and facilities at Pembrey Country Park to enable it to become a first class facility for residents and visitors. MF5-67 <i>(Action also in Well-being Objective 8)</i>	March 2020
12	We will deliver a £2million programme to re-develop Burry Port Harbour. MF5-69 <i>(Action also in Well-being Objective 8)</i>	March 2019
13	We will support community groups and organisations to promote and publicise the rich variety of community event being held in Carmarthenshire from agricultural shows, festivals and carnivals to exhibitions, concerts and performances MF5-85 <i>(Action also in Well-being Objectives 9 & 14)</i>	March 2019
F	Overarching Performance Measures	
1	We will aim to create 263 more jobs <i>(EconD/001)</i> <i>(2017/18 Result - 352.5)</i>	263
2	We will aim to accommodate 97 jobs <i>(EconD/002)</i> <i>(2017/18 Result - 195)</i>	97
3	We will aim to place 116 people into jobs <i>(EconD/003)</i> <i>(2017/18 Result - 250.5)</i>	116
4	We will aim to help 935 people into volunteering with Regeneration assistance. <i>(2017/18 Result – 1,141)</i>	935
5	Level of Private Sector Investment / external funding secured £ 11.3m <i>(EconD/008)</i> <i>(2017/18 Result - £16,721,475)</i>	£11.3m
6	We will ensure that a high percentage of undisputed invoices are paid within 30 days to help local businesses cash-flow <i>(CFH/006)</i> <i>(2017/18 Result - 92.8%)</i>	93.5%
7	We will ensure that we conduct trading standards inspections for all high risk businesses <i>(PPN/001i)</i> <i>(2017/18 Result - 100 %)</i>	100%
8	We will ensure that we conduct animal health inspections for all high risk businesses <i>(PPN/001iii)</i> <i>(2017/18 Result - 92%)</i>	100%

Success Measures
Employment figures <i>(ONS – Annual Population Survey) (National Well-being Indicator)</i>
Gross weekly pay (Median) <i>(ONS – Annual Survey of hours and earnings)</i>
Number qualified to NVQ Level 4 or above <i>(Stats Wales) (National Well-being Indicator)</i>
People moderately or very satisfied with their jobs <i>(National Survey for Wales) (National Well-being Indicator)</i>