



## Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

The following are our commitments and end of year progress comments for this Well-being Objective during 2017/18.

Last Year's Commitments	✓ ✗	Progress Comment
<b>A - Knowledge Economy &amp; Innovation</b>		
<p>We will engage regionally via the roles of the Regional Learning &amp; Skills Partnership (RSLP) and Regional Engagement Team. <i>(Action ID 12566)</i></p>	✓	<p>The RSLP engaged with over 70 businesses during the preparation of the 2017/18 Employment &amp; Skills Plan which was published on the 31.7.2017. During the year we also engaged with a further 350 businesses in relation to the Plan and the regional group has supported 6 EU funded projects. The RLSP also engaged with sector cluster groups to feedback/ review the actions in the Plan and to review the priorities and identify any new skills needed to meet the Swansea Bay City Deal projects.</p>
<p>We will maximise external funding in order to realise economic potential. <i>(Action ID 12567)</i></p>	✓	<p>To date £22m has been secured from European programmes to deliver a number of initiatives including employability initiatives such as Communities 4 Work and Workways +; initiatives targeted at supporting young people who are at risk of becoming NEET (Not in Education, Employment or Training); redevelopment of Pendine as well as initiatives designed to increase tourism in partnership with partners in Ireland and across West Wales, as part of the Celtic Routes initiative. The Authority continues to support communities to access funding via the Rural Development Plan and to promote opportunities available via the EU programmes both internally and externally with further funding applications currently being developed.</p>
<p>We will develop and deliver the Countywide Employment and Skills Plan in line with key strategic priorities. <i>(Action ID 12568)</i></p>	✓	<p>The <a href="#">2017 Employment and Skills Plan</a> for the South West and Mid Wales region was consulted on with industry and training providers and this helped to develop the 2017/18 Plan. The Plan was submitted to the Welsh Government who gave positive feedback and it was launched by the Minister Julie James on the 5<sup>th</sup> October 2017. Work for the 2018/19 Plan has already started.</p>
<p>We will work with schools in the County to increase awareness of the employment and training options that will lead to employment in the County (the RLSP will work with ERW, Education, Industry, Careers Wales and DWP to improve awareness). <i>(Action ID 12569)</i></p>	✓	<p>During the year presentations were given to regional groups of headmasters with a follow up for individuals to understand needs of specific schools. This involvement has informed the Skills Plan. We have also worked with secondary schools to raise awareness of opportunities relating to SBCD projects and with ERW to identify new ways of working with schools. There has been identification of pilot projects for years 9 and 11 to raise awareness of the skills needed for SBCD projects which employers will need. Trial projects have been developed with schools</p>

Last Year's Commitments	✓ x	Progress Comment
		on the digital, creative and health competencies required for the 3 projects in Carmarthenshire.
<p>We will work with the City Deal projects to understand the skills requirements within each sector and develop new courses/training opportunities in partnership with FE &amp; HE institutions in the region. <i>(Action ID 12570)</i></p>	✓	<p>We have met with all of the City Deal projects to discuss the training requirements from each project and how this can be developed as part of the City Deal. From these meetings the Regional Learning Skills Partnership (RLSP) completed a 5 case business model and developed an implementation plan for delivering the new key skills needed in the region required by both industry, schools and adult learning opportunities. The draft business case for the City deal skills and talent project was submitted to the Welsh and UK Governments at the end of October and initial comments were received and the work to add the additional information was undertaken and the business cases were then resubmitted to the Government officials. To date the draft business case plan revisions have been updated and submitted to the Regional office for presentation to the UK and Welsh Governments and work has been continuing with gathering of data from the projects and inputting this information into a plan for skills development in the region.</p>
<p>We will promote and support entrepreneurship in the County by delivering activities such as the Beacon Bursary, Beacon Incubation and a Business Start Up Fund. <i>(Action ID 12571)</i></p>	✓	<p>The Beacon Bursary was launched early Spring 2018. Beacon Incubation space is progressing with 5 applicants under consideration. The Business Start-up funds are approved and look to be launched late spring.</p>
<p>We will support Third Sector Growth and deliver the Knowledge Hub. <i>(Action ID 12572)</i></p>	✓	<p>During the year the new Third Sector spend centralisation team has:</p> <ul style="list-style-type: none"> <li>• Established the Challenge Panel and agreed the Terms of Reference</li> <li>• Established a centralised database</li> <li>• Communicated with HOS and Budget Managers to raise awareness of the new function</li> <li>• Held Budget Manager briefings and welcomed feedback on the process</li> <li>• Introduced the new service to the Procurement Board meeting</li> <li>• Engaged with colleagues in Procurement to align new function with improvements to contract management</li> <li>• Utilised Atamis - Spend Analysis and Contract Management software</li> <li>• Developed a Communication and Engagement Strategy</li> <li>• Developed an online Third Sector Spend registration process</li> </ul> <p>Also we have established a comprehensive Third Sector Spend ID Supplier list, which will make is easier for budget managers to identify third sector organisations. The Working Group will continue to meet regularly with representation from Audit,</p>

Last Year's Commitments	✓ ✘	Progress Comment
		Procurement, Finance and Economic Development. The Third Sector Spend ID Supplier list (Knowledge Hub) has been finalised and will be available to Budget Managers who have been asked to register all Third Sector Spend for 2018/19.
We will develop and deliver Digital Activity to enhance access to key service provision and boost economic performance. <i>(Action ID 12573)</i>	✓	Local Carmarthenshire contractors Antur Teifi have been successful in securing the contract to install and deliver the Strategic Rural Towns WiFi network across Carmarthenshire. Once the programme of installation is completed, a full technical and development support package will then be in place for the two year period up to February 2020. The support package will include the placement of two apprenticeship places to work with and support both Town Councils and business's to develop and maximise economic benefits and enhance the visitor experience, from utilising digital connectivity on the high street.
We will promote and support event development by developing activities such as the Event Network Circle and utilising a mix of funding. <i>(Action ID 12575)</i>	✓	Using resources gained through a successful RDP Leader application, over 180 event organisers have signed up the Carmarthenshire event network circle with 49 active within the closed Facebook page. Further promotion has been implemented to widen the awareness of the information now available on line in the form of case studies and templates and there is still much scope in increasing uptake and usage, especially in terms of promotional and sponsorship planning Llandovery, Carmarthen and Newcastle Emlyn were picked to act as "pilot towns" in order to explore the development and growth of events with local businesses. Focus group events were organised in each of the towns bringing together businesses and community group leaders with event organisers.
<b>B - Transformations – a strategic regeneration plan for Carmarthenshire 2015-2030</b>		
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>job creation</b> . <i>(Action ID 12576)</i>	✓	There were <b>352</b> jobs created in the year which exceeded the annual target. These were via the Parry Thomas Centre, Opportunity St, Bureau, Business Support, Cross Hands Growth Zone (Cross Hands West), Delta Lakes and Carmarthenshire Rural Enterprise Fund Projects.
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>jobs accommodated</b> . <i>(Action ID 12580)</i>	✓	195 Jobs have been accommodated as a result of the Opportunity St Project in Llanelli Town Centre and Cross Hands Growth Zone projects. This figure exceeds the annual target figure.
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and	✘	250.5 people have been placed into jobs via support projects including workways+, the Communities first initiative, Community Bureau and Un Sir Gar during the year. However, due to a delayed start for the Workways + programme, the target figure was not

Last Year's Commitments	✓ ✘	Progress Comment
projects to support <b>number of people placed into jobs.</b> (Action ID 12581)	✘	attained and therefore targets have been re profiled across an extended period up until 2022.
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>number of people placed into training.</b> (Action ID 12582)	✓	The Annual target of 1187 has been significantly exceeded via the work of the Community Bureau, Communities First/Communities4Work (C4W)/LIFT, Workways, Un Sir gar and Opportunity St projects. In total 3306 individuals have been placed into training this year
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>number of people helped into volunteering.</b> (Action ID 12583)	✓	<b>1141</b> individuals have been helped into volunteering to date via the Workways+, Un Sir Gar, Community Bureau and Communities First / C4W / Lift programmes.
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>additional business/office floorspace (Sq ft) created.</b> (Action ID 12584)	✓	<b>83,680</b> sq ft of floor space was created / improved via Carmarthenshire Rural Enterprise Fund (CREF), Cross Hands Growth Zone and Opportunity street projects. In addition a number of projects are under construction via the Carmarthenshire Rural Enterprise Fund & Transformational Property Development Fund (TPDF) that will realise additional floor space early in 2018/19
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>the amount of land (hectare) developed.</b> (Action ID 12585)	✓	<b>8.4</b> ha land has been developed or improved through the Delta Lakes project, CREF, Opportunity St and Cross Hands Growth Zone. In addition construction is ongoing on a number of projects including North Dock Pontrillas that will see further land developed early in 18/19.
We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>the level of Private Sector Investment (PSI) / external funding secured.</b> (Action ID 12586)	✓	<b>£16.7</b> Private Sector Investment / external funding has been secured this year via: Community Bureaux (£5.9m), Jacksons Lane, (£128k) Carmarthen Wetlands (£128k) and Carmarthenshire Rural Enterprise Fund (£1.15m, TPDF (£365k), Cross Hands Growth Zone (£5.967m) and the Pendine attractor project (£3m).
We will deliver the initial implementation plan - Planning process; Business case agreements; Pathways development; Training courses for the Wellness and Life Science project (Action ID 12380)	✓	2017/18 has been a year of demonstrable progression for the <b>Llanelli Wellness and Life Science Village</b> , with key milestones reached across all project domains. A Pre-Application Consultation (PAC) exercise was successfully executed in February, with an outline planning application registered on March 15 <sup>th</sup> (ref no. <a href="#">S/36948</a> ). It is aimed to secure outline planning consent August/September 2018. A 5 Case Business Plan (FBC) has been submitted to UK and Welsh Governments to draw down £40m of City Deal money. Considerable resource and effort was directed to a 12 month procurement exercise to identify a private sector development partner, including a call to competition (OJEU notice) and dialogue sessions with

Last Year's Commitments	✓ x	Progress Comment
		<p>bidders. It is hoped to formally announce the preferred partner in May. Our business planning, principal work stream groups have scoped out services for delivery in the Village, culminating in a Clinical Delivery Strategy and Wellness Hub Specification Paper. These are being taken through relevant governance processes for endorsement. Lastly, implementation of a communication and engagement strategy has improved stakeholder awareness and understanding of the Village concept. A public exhibition to showcase proposals for the Village attracted 234 local residents, pupils and organisations/businesses.</p>
<p>We will develop and deliver Countywide Tourism Destination Management Plan 2015-2020 &amp; deliver actions utilising a mix of funding to support promotion of Carmarthenshire as an attractive &amp; quality place to visit &amp; stay &amp; as a commercially viable place to invest in as part of regional and national campaigns. <i>(Action ID 12577)</i></p>	✓	<p>Promotion of Wales as a Country Destination is coordinated by Visit Wales, part of a division within the Welsh Government. We have proactively supported them in the delivery of the Year of Legend and Sea campaigns by leading on a series of actions funded through the Regional Tourism Fund on behalf of a South West Wales partnership. Actions included the promotion of themed group travel itineraries including the organisation and management attending the British Tourism and Travel Exhibition at the NEC as part of the Visit Wales pavilion. 28 major articles on Carmarthenshire were generated by CCC in the media ranging from:  Olive magazine: Circulation 32,497  Fabulous magazine Sun on Sunday: Circulation 1.4million  Sunday Mirror: Circulation 488,609  Western Mail: Circulation 13,419  Public Relations (PR) has also been utilised as a promotional tool as we can access exposure across the UK.</p>
<p>We will develop the quality, quantity and economic value of events and festivals utilising Leader, Ireland Wales Cooperation Scheme, Regional Tourism Engagement Fund and other funding streams. <i>(Action ID 12579)</i></p>	✓	<p>Officers attended a horizon scanning session with the major events unit of the Government in January, gathering information on potential areas of interest and possibilities of hosting events in the future, as well as taking the opportunity to explain the facilities and areas the County can offer now and in the future. It was welcomed that the Council now offers a financial scheme to support events based on strict criteria. The Ireland Wales cooperation scheme went live on 1st January. Partners from both countries met for a 2 day workshop in February, as future ideas were firmed up and knowledge of each area was given a revised set of criteria based upon "lessons learnt".</p>
<b>C - City Deal</b>		
<p>We will deliver Phase 3 of the project plan for the Wellness and Life Science Village. <i>(Action ID 12365)</i></p>	✓	<p>Following submission of the 5 case business plans to the UK and Welsh Governments, Phase 3 has been brought to a close. Moving forward, new actions will be considered under a `phase 4` parent action, with associated sub-actions.</p>



Last Year's Commitments	✓ x	Progress Comment
<p>We will continue to support the development and delivery of the Swansea Bay City Deal proposal. (Action ID 12587)</p>	✓	<p>2017/18 has been a year of demonstrable progression for the <b>Llanelli Wellness and Life Science Village</b>, with key milestones reached across all project domains. A Pre-Application Consultation (PAC) exercise was successfully executed in February, with an outline planning application registered on March 15<sup>th</sup> (ref no. <a href="#">S/36948</a>). A 5 Case Business Plan (FBC) has been submitted to UK and Welsh Governments to draw down £40m of City Deal money. Considerable resource and effort was directed to a 12 month procurement exercise to identify a private sector development partner, including a call to competition (OJEU notice) and dialogue sessions with bidders. Our business planning, principal work stream groups have scoped out services for delivery in the Village, culminating in a Clinical Delivery Strategy and Wellness Hub Specification Paper. These are being taken through relevant governance processes for endorsement. Lastly, implementation of a communication and engagement strategy has improved stakeholder awareness and understanding of the Village concept. A public exhibition to showcase proposals for the Village attracted 234 local residents, pupils and organisations/businesses.</p>
<p>We will establish appropriate governance arrangements and support structures to ensure the successful delivery of the City Deal. (Action ID 12588)</p>	✓	<p>The Joint Committee Agreement is in its final stages and is currently with legal teams in the Welsh Government and UK Government. This will enable the establishment of fit for purpose governance structures and processes to ensure the successful delivery of the SBCD</p>
<p>We will support the development of a 5 case business case for each of the 11 projects. (Action ID 12589)</p>	✓	<p>8 out of the 11 City Deal projects are currently being assessed by the Welsh Government and UK Government for approval.</p>
<p>We will establish business engagement mechanisms to ensure that the City Deal achieves maximum benefit locally and regionally. (Action ID 12590)</p>	✓	<p>We have recruited a Business Engagement officer for the City Deal and this officer will develop an action plan for business engagement</p>
<p>We will aim to develop all 11 City Deal projects. (Action ID 12591)</p>	✓	<p>The Regional Office is working closely with the 11 project leads to ensure the development of Business cases.</p>
<p>We will aim to hold 4 City Deal business engagement events. (Action ID 12592)</p>	✓	<p>An Engagement Action Plan is currently being developed. A Communications and Marketing officer for the City Deal has been appointed. Also a business engagement officer has been recruited.</p>
<b>D – Overarching Performance Measures</b>		
<p>We will aim to create <b>282</b> more jobs. (EconD/001) (2016/17 Result - 253.5 / 2017/18 Target 282)</p>	✓	<p><b>352.5 jobs were created</b> with Regeneration assistance during 2017/18 which exceeded the target. These were created with the assistance of the Parry Thomas Centre, Business Support, Beacon Bursary, Opportunity St, Bureau, Cross Hands Growth Zone, Delta Lakes and Carmarthenshire Rural Enterprise Fund Projects.</p>

Last Year's Commitments	✓ ✘	Progress Comment
We will aim to accommodate <b>49</b> jobs. <i>(EconD/002)</i> (2016/17 Result -28 / 2017/18 Target - 49)	✓	<b>195 Jobs were accommodated</b> during 2017/18 as a result of Opportunity Street Project in Llanelli Town Centre and Cross Hands Growth Zone Project Cross Hands West.
We will aim to place <b>280</b> people into jobs. <i>(EconD/003)</i> (2016/17 Result – 344 / 2017/18 Target - 280 )	✘	<b>250.5 individuals have been placed into jobs</b> with regeneration assistance via Workways, Un Sir Gar, Community Bureau and Communities First / Lift /C4W programmes. This is below the expected target as the workways+ programme was delayed, as such targets have been re profiled across extended period up until 2022
We will aim to place <b>1,187</b> people into training. <i>(EconD/004)</i> (2016/17 Result -3,128 / 2017/18 Target -1,187)	✓	<b>3,306 people were placed into training</b> during 2017/18 via work of the Community Bureau, Communities First / Lift / C4W, Workways +, Un Sir gar and Opportunity St Projects. This significantly exceeds our Annual target of 1,187.
We will aim to place <b>1,132</b> people into volunteering. <i>(EconD/005)</i> (2016/17 Result -1,598 / 2017/18 Target -1,132)	✓	<b>1141 individuals were helped into volunteering</b> during 2017/18 via the Workways+, Un Sir Gar, Bureau and communities first / lift/C4W programmes
We will aim to create <b>40,069</b> sqft of Floorspace <i>(EconD/006)</i> (2017/18 Target - 40,069 sqft)	✓	<b>83,680 sq ft floor space was created / improved</b> during 2017/18 via CREF Opportunity street and Cross Hands Growth Zone projects, well exceeding our target.
We will aim to develop <b>8.4</b> ha of land <i>(EconD/007)</i> (2017/18 Target – 8.4 ha)	✓	<b>8.4ha of land</b> was developed or improved during 2017/18 through Delta Lakes, opportunity 1 <sup>st</sup> and Cross Hands West projects together with Carmarthenshire Rural Enterprise and Transformational property Development Fund Projects.
Level of Private Sector Investment / external funding secured <b>£11,303,361</b> <i>(EconD/008)</i> (2016/17 Result -£23,551,839 / 2017/18 Target - £11,303,361)	✓	<b>£16,721,475 of Private Sector Investment</b> was secured during 2017/18, significantly above target This was done via Community Bureau, CREF, TCPDF, Pendine Attractor, Jacksons Lane, Cross Hands Growth Zone and Wetlands Projects.
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> (2016/17 Result - 94.3% /2017/18 Target -93.5%)	✘	<b>92.8%</b> of invoices were paid within 30 days during 2017/18. This is off target and declined on the previous year. All relevant areas below target have been notified and officers to investigate and address issues.
We will ensure that we conduct trading standards inspections for all high risk businesses <i>(PPN/001i)</i> 2016/17 Result - 100% / 2017/18 Target -100%)	✓	All 150 Trading Standards High Risk Businesses were inspected during 2017/18 - <b>100%</b>
We will ensure that we conduct animal health inspections for all high risk businesses <i>(PPN/001iii)</i> (2016/17 Result - 100% / 2017/18 Target -100%)	✘	<b>92% - 158 of 172 high risk animal health businesses</b> were inspected during 2017/18. We have seen an increase in investigations and prosecutions of unlicensed dog breeders. This is high priority reactive work, the increase could not have been anticipated at the beginning of the year. Unfortunately re-prioritising officer time to action and try and resolve these investigations has meant we have fallen slightly short of achieving 100%, the remaining premises are being inspected during April 2018.