



Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

How will we do this?

Our detailed delivery plan and 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 a whole-site project plan for the Life Science and Wellness Village, to include design and build, service/business planning, public engagement and securing private sector financing to ensure benefits maximisation and ongoing sustainability. <i>MF5-72a</i>	March 2024
2	We will fulfil the expectations and aspirations of the Swansea Bay City Deal and take on board any opportunities that emerge <i>MF5-72</i>	March 2020
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 2021
2	We will deliver a Property Development Fund worth £10million (£4.5 million from the Council and circa £5.5million private sector investment). <i>MF5-73f</i>	March 2021
3	We will deliver the <u>Cross Hands Growth Zone, Llanelli and the Coastal Belt Transformational Plan</u> 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 Initiatives; Cross Hands East Strategic Employment Site; Llanelli Waterside Joint Venture; Workways +; Buccaneer; Beacon Bursary; Business support; Business growth fund and start up fund. <i>MF5-73d</i>	March 2021
4	We will develop Local Employment Sites across the County <i>MF5-73e</i>	March 2021
5	We will develop a programme to support small business across the County. <i>MF5-78</i>	March 2021

Ref	Actions and Measures	Date/Target
6	We will Deliver Transformational town centre developments in Llanelli <i>MF5-73a</i>	March 2023
7	We will further develop the Carmarthenshire Coastal Belt at Pembrey <i>MF5-73c</i>	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. <i>MF5-10</i>	March 2020
C	Implementing recommendations of the Carmarthenshire <u>Rural Affairs Task Group</u> report	
1	We will deliver the Rural Enterprise Fund worth £6.66 million (£3 million from the Council and circa £3.66 million private sector investment). <i>MF5-73g</i>	March 2020
2	We will consider opportunities to work with other local authorities and partners to establish a Rural Deal to focus on rural regeneration. <i>MF5-77</i>	March 2020
3	We will prepare and publish a report and recommendations for action on behalf of the Carmarthenshire Rural Affairs Task Group. <i>MF5-76 CRO21</i>	March 2020
4	We will consider options for ensuring the most effective use of the Council farm estate to support affordable farming initiatives. <i>MF5-14.</i>	March 2020
5	We will establish regeneration initiatives to focus on the development of the rural market towns in the County. <i>MF5-73b</i>	March 2021
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. <i>MF5-72b</i>	March 2023
2	We will develop the Hwb model and its new purpose in Llanelli, Ammanford and Carmarthen, making front line support services more accessible to residents. <i>MF5-83 (Also in Well-being Objective 5)</i>	March 2020
3	We will aim to increase the number of apprentices on formal recognised apprenticeship schemes per 1,000 employee. <i>(PAM/044). (2018/19 Baseline - 125)</i>	130
E	By ensuring clear business support plans in order to support any implications from Brexit	
1	We will investigate and monitor the impact of Brexit on the economy of Carmarthenshire via the Brexit Risk and Opportunities Register.	March 2021
F	By supporting local economic growth	
1	We will maximise external funding in order to realise county wide economic activities and to support the growth of the third sector.	March 2020
2	We will ensure communities receive maximum support through the role of the Funding Bureau and the LEADER function.	March 2020
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. <i>MF5-74</i>	March 2020
4	We will ensure the Council uses its stock and assets to facilitate economic development within the County. <i>MF5-79 & MF5-92</i>	March 2020

Ref	Actions and Measures	Date/Target
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 2021
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 2020
7	We will deliver a transformation plan for the Carmarthenshire Museums service, to include development at Parc Howard, a review of Kidwelly museum and a new Museum of Speed in Pendine to improve the provision for residents and visitors. <i>MF5-64 Part (Action also in Well-being Objectives 8 & 14)</i>	March 2022
8	We will review governance and deliver re-development options for Oriel Myrddin to improve the provision for residents and visitors. <i>MF5-64 Part (Action also in Well-being Objectives 8 & 14)</i>	March 2020
9	We will begin the museums transformation plan with the delivery of a £1.2 million redevelopment of the County museum at Abergwili. <i>MF5-65. (Action also in Well-being Objectives 8 & 14)</i>	March 2023
10	We will review and re-develop the Council's Theatre Services provision. <i>MF5-66 (Action also in Well-being Objectives 8 & 14)</i>	March 2020
11	We shall improve and develop the infrastructure and facilities at Pembrey Country Park to enable it to become a first class facility for residents and visitors. <i>MF5-67 (Action also in Well-being Objective 8)</i>	March 2020
12	We will deliver a £2million programme to re-develop Burry Port Harbour infrastructure. <i>MF5-69 (Action also in Well-being Objective 8)</i>	March 2023
13	We will support community groups and organisations to promote and publicise the rich variety of community events being held in Carmarthenshire from agricultural shows, festivals and carnivals to exhibitions, concerts and performances. <i>MF5-85 (Action also in Well-being Objectives 9 & 14)</i>	March 2020
G	Overarching Data	
1	We will aim to create 377 more jobs (<i>EconD/001</i>) (2018/19 Result - 419)	377
2	We will aim to accommodate 83 jobs (<i>EconD/002</i>) (2018/19 Result - 111)	83
3	We will aim to place 122 people into jobs (<i>EconD/003</i>) (2018/19 Result - 137)	122
4	We will aim to help 581 people into volunteering with Regeneration assistance. (<i>EconD/005</i>) (2018/19 Result - 960)	581
5	Level of Private Sector Investment / external funding secured £ 9.5m (<i>EconD/008</i>) (2018/19 Result - £16,205,882)	£9.5m
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>) (2018/19 Result - 94%)	93.5%
7	We will ensure that we conduct trading standards inspections for all high risk businesses (<i>PPN/001i</i>) (2018/19 Result - 100 %)	100%
8	We will ensure that we conduct animal health inspections for all high risk businesses (<i>PPN/001iii</i>) (2018/19 Result - 100%)	100%

Ref	Actions and Measures	Date/ Target
9	We will continue to work with the Food Standard Agency to deliver realistic targets to satisfy the memorandum of understanding for animal feed.	March 2020

Success Measures
Gross weekly pay (Median) <i>(ONS – Annual Survey of hours and earnings)</i>
Employment figures <i>(ONS – Annual Population Survey) (National Well-being Indicator)</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>