

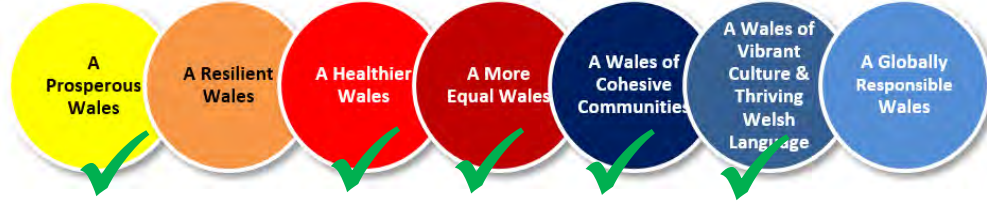


## Well-being Objective 6

### Live Well - Create more jobs and growth throughout the county

#### So why is this important?

- Providing secure and well paid jobs for local people is central to everything we are seeking to achieve.



- Increasing employability is fundamental to tackling poverty, reducing inequalities and has a dramatic impact on our health and ability to function in everyday society.

#### Why this should concern us?

- As at March 2018, of the 73.7% of Carmarthenshire's workforce, 59% were employed in the professional/technical/skilled trade occupations - well *below* the Welsh average of 63%, whilst 41% were employed in the caring/leisure/customer service/machine operative occupations – well *above* the 37% Welsh average.

Also see Well-being Objective 4 –Reduce the number of young adults that are NEET (Not in Education, Employment or Training)

- As at September 2018, the total number of unemployed/economically inactive residents (excluding students) - 16-64 represents 21.3% of the total population of Carmarthenshire, this is above the Welsh average of 20.0%.
- We must tackle a GVA (gross value added) gap that is widening between UK GVA & Wales GVA; Total GVA in Carmarthenshire represents 4.8% of Wales total GVA, which is a relatively high share. However, GVA per job is low (£44,833), ranking 18<sup>th</sup> out of 22 authorities, indicating low productivity. *GVA is the measure of the value of the wages and profits from goods and services produced in an area.*

#### What do we need to do?

- We need to build a knowledge-rich, creative economy by maximising employment & training places for local people through creating jobs and providing high quality apprenticeships, training and work experience opportunities, in order to have an on-going skilled & competent workforce to face the future
- We need to evolve Carmarthenshire's position in the Swansea Bay City Region (Swansea, Carmarthenshire, Pembrokeshire and Neath Port Talbot) into a confident, ambitious and connected county.
- We need to continue to invest in our local rural, infrastructure, including transportation to attract businesses, tourism/leisure to the county to promote economic growth and activity by building better connections & generating a strong tourism industry (*see Improving highway & transport infrastructure & connectivity WBO13*)
- We need to continue to invest in the strategic regeneration of our 3 principal towns, rural market towns, key strategic employment sites and continue to support business growth.
- We need to support Welsh Governments' - [Prosperity for All-the National Strategy: Economic Action Plan](#)
- Monitor the impact of Brexit on the economy of Carmarthenshire, so we can mitigate any problems and embrace all opportunities which may arise
- We will publish a recommendations for action, on behalf of the Carmarthenshire Rural Affairs Task Group
- We will support those every day businesses that and are all around us and are the foundation of our economy.

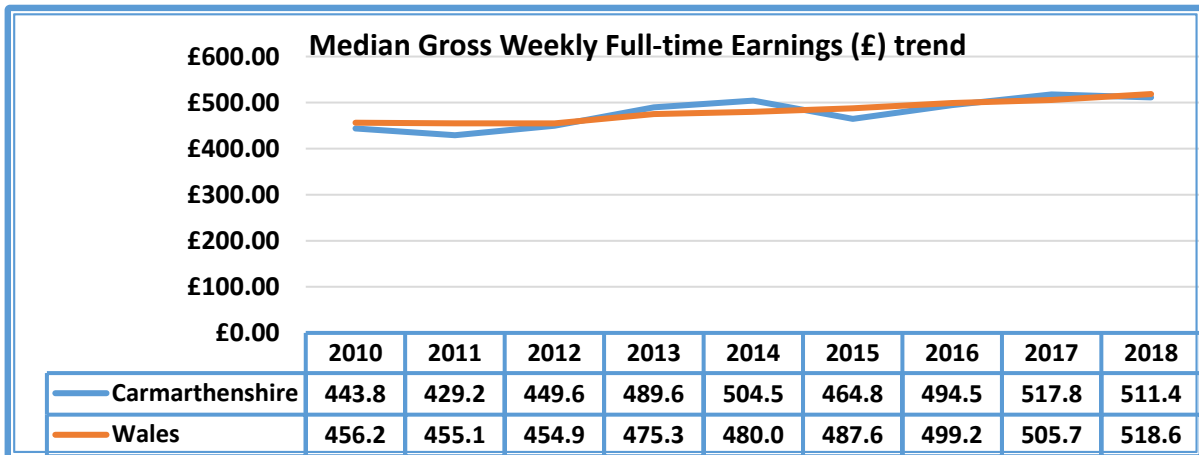
#### How will we do this?

- A. Regionally, by co-ordinating and delivering the Swansea Bay City Deal and specifically the Carmarthenshire based projects – Yr Egin and the Life Science and Wellness Village
- B. Locally, by delivering the 6 Transformational Strategy Area Plans targeting urban, coastal and rural Carmarthenshire
- C. By identifying and addressing the issues facing rural communities
- D. By developing learning, skills, employability and encouraging a spirit of entrepreneurship throughout the county to support new businesses in the county (Regional Skills & Learning Partnership)
- E. By ensuring clear business support plans in order to support any implications from Brexit.
- F. By supporting local economic growth

## Key Measure of Success

### Gross weekly pay (Median) (ONS – Annual Survey of hours and earnings)

There is a steady increase in the median gross weekly full-time earnings in both Carmarthenshire and Wales since 2010, but the increase seems to be a smoother continuous climb in Wales.



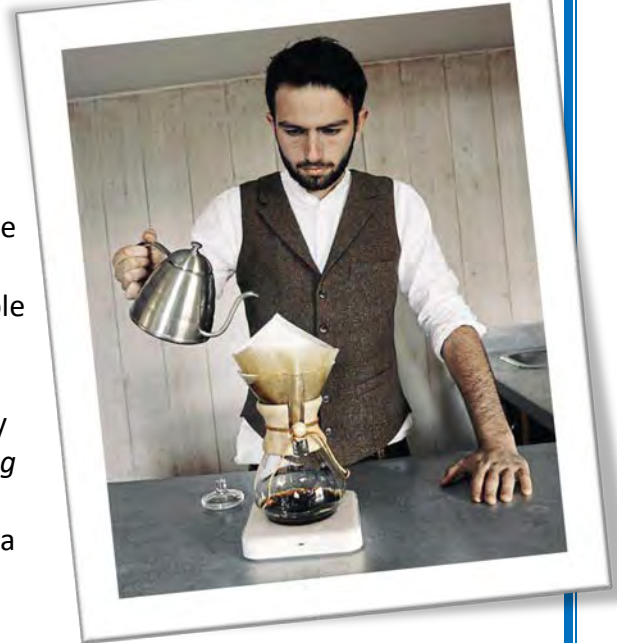
### An example of what we are doing to help

#### The coffee makers inspired by Welsh heritage



Economic regeneration can take its inspiration from unusual sources. *Coaltown Coffee* owes its name and its ambition to the mining heritage of Ammanford. The company’s founders are planning for a bright future thanks to this new kind of black gold.

When **Scott James** and his father Gordon set up their coffee roasting business in the garage of their family home, few could have predicted the success they would enjoy. A couple of years on, Coaltown Coffee Roasters now supplies 160 cafés, restaurants and shops across South Wales and beyond; together with national retailers - you can even buy their toasted Arabica beans in Selfridges. *“It’s been amazing and we are really lucky to have such loyal customers,”* says 23-year-old Scott, as the business has recently moved into a 3,000 sq ft Roastery warehouse in Ammanford.



The warehouse was developed through our *Property Development Fund* by local Property Developer Dolawen Cyf. and the building leased to Coaltown – keeping it all local. The Roastery was set up with one ambition, to bring an industry back to their hometown. All of their coffee is roasted and packed at the Roastery, where they employ local people. They also have a dedicated training space at the Roastery set up for wholesale clients and for Public Barista Courses.



Lead Executive Board Member  
Cllr Emlyn Dole (Leader)



View our **detailed delivery plan** against this objective