

THEME ONE: ADDING VALUE TO LOCAL IDENTITY AND NATURAL AND CULTURAL RESOURCES	
LDS SPECIFIC OBJECTIVE	LEADER PRIORITIES
1.1 Developing and implementing a programme of investment capable of engaging visitors and investors to the area	<ul style="list-style-type: none"> ➤ Deliver a package of activities to change perceptions of tourism as a career and support employment growth within visitor economy businesses. ➤ Develop and deliver a business support programme to boost visitor economy SME competitiveness and enabling to access new and emerging markets ➤ Explore the current ways in which Carmarthenshire is being marketed as a place to work in order to identify are there any gaps/added value that LEADER funding could address. ➤ Investigate and pilot innovative ways of ensuring financial sustainability of events ➤ Promote increased woodland cover and support bringing existing woodlands into appropriate management that delivers multiple benefits for the environment, the local economy and people’s health and well-being. ➤ Identify and pilot opportunities to enhance biodiversity at a landscape scale through increased connectivity between designated sites (e.g. SSSIs, SACs, SPAs) and semi-improved habitats ➤ Identify and pilot new ways of working within whole catchments to manage nutrients and maintain, enhance and restore floodplains and hydrological systems
1.2 Supporting and developing the use of the Welsh language	
1.3. Identify opportunities to develop “nature-based solutions” to improve the ability of our natural environment to continue to support human health and well-being, now and in the future	
1.4 Identify and pilot ways to tackle climate change at a local level – including mitigation and adaptation, particularly focusing on the resilience of local ecosystems	
1.5 Develop ways to enhance biodiversity and add value to the distinctive character of Carmarthenshire’s natural heritage	



THEME TWO: FACILITATING PRE COMMERCIAL DEVELOPMENT; BUSINESS PARTNERSHIPS & SHORT SUPPLY CHAINS

<p>2.1 Enhancing the resilience of indigenous employers.</p>	<ul style="list-style-type: none"> ➤ Identify and pilot innovative ways of raising awareness of the food and drink sector as well as development of local food supply chains
<p>2.2 To provide tailored business advice and support for retention and growth.</p>	<ul style="list-style-type: none"> ➤ Explore and develop a summer work placement initiative for young people to gain access to purposeful work experience as well as to become 'work ready'
<p>2.3 Increasing job opportunities by supporting employment growth within indigenous business.</p>	<ul style="list-style-type: none"> ➤ Develop an engaging programme of business/sector speakers to encourage entrepreneurship/ambition/inspiration in young people especially targeting priority sectors and rural opportunities
<p>2.4 Supporting people into work.</p>	<ul style="list-style-type: none"> ➤ Test and pilot new ways of enhancing the resilience of rural businesses e.g. increasing access to market intelligence; facilitating supply chain developments and trialling access to alternative sources of funding for innovative projects such as crowd funding
<p>2.5 Develop a more entrepreneurial culture.</p>	<ul style="list-style-type: none"> ➤ Pilot innovative mechanisms to match young people with future employment opportunities
<p>2.6 Ensuring education provision is aligned to and shaped by employer needs.</p>	<ul style="list-style-type: none"> ➤ Facilitate, research and pilot the development of innovative products within the agricultural and forestry sectors through research, feasibility studies and facilitate, research and pilot ways to support supply chain developments in the horticulture and forestry sectors
<p>2.7 Strengthening links between SME's and research facilities.</p>	<ul style="list-style-type: none"> ➤ Facilitate the development of formal and informal networks in relation to agriculture and forestry
<p>2.8 Increase the productivity, diversity and efficiency of agricultural and forestry businesses.</p>	<ul style="list-style-type: none"> ➤ Pilot schemes adding value to local timber and schemes which facilitate short and local supply chains, particularly looking at opportunities to use welsh timber in construction.



THEME THREE: EXPLORING NEW WAYS OF PROVIDING NON-STATUTORY LOCAL SERVICES	
<p>3.1 Supporting People into work.</p>	<ul style="list-style-type: none"> ➤ Facilitate and pilot innovative ways of ensuring access to public transport in rural areas e.g. community transport; cycling ➤ Facilitate and pilot projects that trail new and innovate ways of delivering social care within rural communities.
<p>3.2 Ensuring access to services within rural areas by developing new approaches to service delivery and supporting social enterprise development.</p>	
<p>3.3 Supporting social enterprise development</p>	
THEME FOUR: RENEWABLE ENERGY AT COMMUNITY LEVEL	
<p>4.1 To maximise opportunities from greener energy.</p>	<ul style="list-style-type: none"> ➤ Investigate the feasibility of on farm renewable energy through research, feasibility studies; exchange visits and pilots ➤ Research into sustainable products linked to agriculture/forestry sectors e.g. bio fuels to expand the range of income sources for farming families as well as opening up new employment opportunities for rural areas. ➤ To promote understanding of energy and the consequences of its inefficient use. Locally in the form of Fuel Poverty, high energy bills and uncomfortable living conditions. Globally in contributing to climate change. Promoting "Energy Literacy" in schools, colleges and with bill payers. Therefore offering ideas and solutions to energy inefficiency and burning fossil fuels relevant to rural Carmarthenshire.
<p>4.2 Increase the productivity, diversity and efficiency of agricultural and forestry businesses.</p>	



THEME FIVE: EXPLOITATION OF DIGITAL TECHNOLOGY	
5.1 Supporting and encouraging greater take up and application of new technologies amongst SME's	<ul style="list-style-type: none"> ➤ Investigate and pilot means of ensuring businesses / third sector / communities are able to capitalise from the benefits arising from the availability of superfast broadband ➤ Facilitate and pilot innovative ways of addressing digital exclusion within rural communities and ensuring public ICT access points ➤ Explore the benefits of Wi-Fi and its application in rural market towns
5.2 Ensuring access to services within rural areas by developing new approaches to service delivery and supporting social enterprise development	
5.3 Maximise the opportunities available from the Swansea City Region Deal and Next Generation Broadband infrastructure	

