



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 2018/19.

Last Year's Commitments	✓ ✗	Progress Comment
A - Regionally, by coordinating and delivering the Swansea Bay City Deal		
As part of the City Deal we will deliver the project plan for the Life Science and Wellness Village. Including the development of detailed planning and space specifications; commencement of design and build phase ensuring community and public engagement. (Ref 12985) MF5-72a	✓	Work has continued on the development of detail for phase 1 public sector buildings (Wellness Hub and Community Health Hub) plus energy and infrastructure. Works now completed to end of RIBA Stage 2. A tender exercise for ground investigation works has been undertaken with works to commence in May. An outline planning application for the Wellness Village components was unanimously approved at planning committee on January 10th 2019. Resolution of NRW flood risk requirements have been addressed.
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. (Ref 13160) MF5-72C	✓	We have continued support for Trinity Saint David via the development of the City Deal 5 case business case for phase 1 and phase 2 of Yr Egin and also the project under the EU LEADER Programme, which focuses upon business development for the creative sector and continues to roll out innovative projects.
We will maintain the Swansea Bay City Deal Regional Office. (Ref 13161) MF5-72d	✓	The Regional office continues working with both the UK and Welsh Government to develop an annual implementation plan which will outline the work programme for the Regional Office.
B - Locally, by delivering the Transformational Strategy Area Plans targeting urban, coastal and rural Carmarthenshire.		
We will deliver the Carmarthen, Ammanford & Rural transformational plan and deliver initiatives and projects including Pendine attractor; Margaret Street road widening; Carmarthen wetlands and Jacksons Lane development; Business Account Management, Start Ups and Incubation. (Ref 13162)	✓	<p>This year progress on the initiatives and projects contained in the Transformation Plans is:-</p> <ul style="list-style-type: none"> • Pendine Attractor Project - main contractor appointed, planning permission secured and contractor started on site January 2019. • Margaret St Road Junction - BT Works completed, Road widening works due to commence in summer holidays 2019. • Carmarthen Wetlands and Gateway project, signage consent secured, tender information being finalised with a view to commencing construction late spring. • Jackson's Lane - currently finalising legal agreement with developer who will then attempt to secure appropriate consents for project delivery. • Carmarthen Town business awards were held November 18, business growth & start-up funds launched and applications being processed. Ongoing business support being provided to area

Last Year's Commitments	✓ x	Progress Comment
		businesses which has resulted in 115 jobs being created in 18/19.
<p>We will deliver a Property Development Fund worth £8.6million (£3million from the Council and circa £5.6million private sector investment). <i>(Ref 13163) MF5-73f</i></p>	✓	<p>Construction completed on first five projects approved under the scheme which include: Dolawen(Coaltown); Aspect Developments (Former Courthouse Ammanford); BMA SSAS (Jolly Tar Carmarthen); Dolawen (Mid Tec Capel Hendre) and Elliston Lettings (Elliston Terrace Carmarthen. The five projects supported to date have resulted in the following outputs: 27,304 sq ft of commercial floor space being provided; 111 jobs accommodated and £2m+ Private Sector Investment being secured. The remaining three projects approved under the initial £3m allocation are making progress towards submission of detailed applications with a view to commencing construction later this year. A further 6 projects have been recently invited to proceed to detailed application stage for the additional £1.5m.</p>
<p>We will deliver the Cross Hands Growth Zone, Llanelli and the Coastal Belt Transformational Plan and deliver initiatives and projects including Opportunity St, Llanelli; Cross Hands East Phase 2; Strategic Employment Site; Workways + Buccaneer and Beacon Bursary. <i>(Ref 13164) MF5-73d</i></p>	✓	<p>The design of Phase 2 infrastructure at Cross Hands East Strategic Employment Site has been advancing via in-house engineering design services. Regeneration proposals continue within Llanelli town centre, with development opportunities being marketed. Three strategic sites, YMCA building, Stepney Street/Market Street North and Market Street South) have been marketed with a shortlist of interested developers. A public engagement day at the FFwrnes Theatre was held on the 4th October in order to communicate the Council's Regeneration Plan for the town centre. We continue to engage with Welsh Government regarding the Targeted Regeneration Investment programme with formal approval of the regional thematic projects now received. The Workways + and Buccaneer projects are progressing well with support for both long term unemployed and businesses continuing under the objectives of respective projects.</p>
<p>We will develop Local Employment Sites across the County as part Transformations: strategic regeneration plan for Carmarthenshire. <i>(Ref 13165) MF5-73e</i></p>	✓	<p>An update of the Transformations document is ongoing which acknowledges the progress already made since its launch in 2015. The development of local employment sites is a key consideration. Initial proposals have already being formed within 29 commercial 'candidate site' applications submitted to the planning department for consideration under its review of the Carmarthenshire Local Development Plan. Phase 2 infrastructure works to the Cross Hands East Strategic employment Site have been tendered via the County Council's engineering contractor framework.</p>
<p>We will develop a programme to support small business across the County. <i>(Ref 13166) MF5-78</i></p>	✓	<p>Case officers continue to meet with potential businesses and are working with applicants. There have been 18 Business Start-up Grants considered and approved by the panel. A further 38 Business</p>

Last Year's Commitments	✓ x	Progress Comment
		Growth grants have also been approved. Total grant allocation awarded to date equals £ 373,771
We will Deliver Transformational town centre developments in Llanelli. <i>(Ref 13167) MF5-73a</i>	✓	Town centre development sites being considered under the regionally delivered Targeted Regeneration Investment programme (TRI) included the YMCA building, Stepney Street/Market Street North and Market Street South. An open marketing exercise found no viable private sector schemes were received. Therefore directly delivered projects by the Council, incorporating Welsh Government Grant and CCC match capital funding, are being developed for both the former YMCA building and Market Street North. WG approval for some projects has also now been received.
We will further develop the Carmarthenshire Coastal Belt at Pembrey. <i>(Ref 13168) MF5-73C</i>	✓	A master-plan covering the Pembrey Peninsular is to be considered linking in with Leisure Services to develop and deliver proposals. Development Initiatives within the Country Park are being progressed with Leisure Services and a new amenity block opened earlier 2018.
We will further develop the Carmarthenshire Coastal Belt at Pendine. <i>(Ref 13169)</i>	✓	The main contractor for the Pendine Attractor development has been appointed, planning permission secured and land appropriated. Initial and main contract works have now commenced with contract completion now anticipated summer 2020.
We will deliver phase 2 of the development of Glanaman Workshops to provide improved workshop availability. <i>(Ref 13170) MF5-10</i>	✓	Asbestos surveys and existing data collated. Options report has been finalised and presented. Instructions have now been received with regards the preferred options and design work is progressing with the view that tenders will be invited during the summer and a start on site during 2019
C - By identifying and addressing the issues facing rural communities		
We will deliver-the Rural Enterprise Fund worth £4.3million (£2million from the Council and circa £2.3million private sector investment). <i>(Ref 13171) MF5-73g</i>	✓	To date from the initial £2m allocation, 16 businesses have benefited from the fund and fourteen of those businesses are now operating in their new or improved premises, having completed their projects. This has resulted in an investment in excess of £3m and the creation of 64 jobs in rural Carmarthenshire. A further 20 projects are aiming to secure funding from both the remaining initial allocation and additional £1m 19/20 allocation and have been approved at stage 1 of the application process.
We will consider opportunities to work with other local authorities and partners to establish a Rural Deal to focus on rural regeneration. <i>(Ref 13172) MF5-77</i>	✓	We have continued to engage with rural local authorities on the development of a potential rural deal for Carmarthenshire. Funding grants have been awarded under the Carmarthenshire Rural Enterprise Fund, with private sector investment being used to match fund Council resources. Work has also commenced on the Welsh Government ARFOR Programme with Ceredigion, Ynys Mon and Gwynedd

Last Year's Commitments	✓ x	Progress Comment
		County Councils, to create jobs whilst promoting the Welsh language
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. (Ref 13173) MF5-76	✓	Work has continued during the year to take evidence on the issues affecting rural communities. A stakeholder conference took place in Sept 2018. The final report and recommendations will be published in July 2019
We will consider options for ensuring the most effective use of the Council farm estate to support affordable farming initiatives. (Ref 13174) MF5-14.	✓	We are on target to review the current Rural Estate Policy during 2019/20, in the light of the findings of the Rural Task Force and in line with the Executive Board's strategic aim of supporting affordable farming initiatives by 31/3/2020
We will establish regeneration initiatives to focus on the development of the rural market towns in the County. (Ref 13175) MF5-73b	✓	External funding has been secured from Welsh Government to assist in the delivery of plans for the development of rural market towns in Carmarthenshire including St. Clears, Whitland, Laugharne, Cwmamman (Amman Valley), Llandeilo and Llandovery. Work has commenced in Llandovery with a number consultation sessions having been conducted and a draft baseline and plan document being produced.
D - By developing learning, skills, employability and encouraging a spirit of entrepreneurship throughout the county to support new businesses in the county.		
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. (Ref 13176) MF5-72b	✓	The Regional Skills Partnership (RLSP) submitted an updated business plan to Welsh Government for the Skills and Talent Initiative. In preparation for the approval of the project, the RLSP has been working with schools and partners to develop ideas on how we can raise the interest of young people in what is happening in the City Deal projects.
E - Developing Carmarthenshire as a dynamic economy		
We will investigate and monitor the impact of BREXIT on the economy of Carmarthenshire. (Ref 13177) MF5-84	✓	We have established a Member and Officer Brexit Steering Group which receives regular Reports on the progress of the multi-agency Local Resilience Forum (LRF) for Brexit preparedness. The LFF is chaired by Dyfed Powys Police. We are also working closely with the Welsh Local Government Association and the UK and Welsh Government to follow guidance and recommendations. This is helping as part of an overall programme of preparation for the Council that is aimed at minimising the potential impact of Brexit on Council services, businesses and residents across the county
We will maximise external funding in order to realise county wide economic activities and to support the growth of the third sector. (Ref 13178)	✓	We have continued to work with external funders in order to maximise the amount of European and lottery funding into the County. The LEADER EU Programme has continued to roll out innovative projects.
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. (Ref 13179) MF5-74	✓	This matter has been considered through the Rural Affairs Task Group and recommendations on ways to take the matter forward will be developed through IT services.

Last Year's Commitments	✓ ✗	Progress Comment
We will ensure the Council uses its stock and assets to facilitate economic development within the County. (Ref 13180) MF5-79 & MF5-92	✓	The Council has transferred management and control of Burry Port Harbour to the private sector. This will enable the asset to benefit from significant investment for the benefit of the local economy. Works on the Guildhall Development are scheduled to start on site May 2019, with late summer 2019 opening. The Lease on Discovery centre for a private sector operator has been completed and will enable significant private sector investment in the property, to create an enhanced offer for this location.
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. (Ref 13181)	✓	Crosshands Economic Link Road - One further landowner has agreed terms, most remaining interests are minor. Statement of Reasons finalised, Side Roads Order being prepared for the closure of existing roads before Welsh Government are consulted. Tiryddail Lane - All land acquisitions completed, road new roundabout opened. Towy Valley Cycle Path - terms offered to all landowners on western section, awaiting responses. Five acquisitions completed.
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. (Ref 13182)	✓	We have continued to deliver the Countywide Tourism Destination Management Plan 2015-2020 to support the promotion of Carmarthenshire as an attractive and quality place to visit and stay. <ul style="list-style-type: none"> 41 major articles on Carmarthenshire were generated by the Council in the media with an equivalent advertising value of £186k New campaigns of 'Set Jetters' taking advantage of the TV series Keeping Faith and 'Antiques and Brocante' Trail have both gained significant media traction. We have represented the Council/County at the quarterly South West Wales Regional Tourism Forum, the National Tourism Summit and the Welsh Government's Major Events seminar. A spring 2019 edition Carmarthenshire day visitor guide was written, designed, printed and distributed at a level of 45,000.
We will review third party grant aid in relation to Welsh Language requirements. (Ref 13183)	✓	We have reviewed and aligned the third party Grant Aid Programme guidelines and processes in relation to Welsh language requirements.
F – Overarching Performance Measures		
We will aim to create 263 more jobs. (EconD/001) (2017/18 Result - 352.5 / 2018/19 Target 263)	✓	419 jobs were created with Regeneration assistance during 2018/19 which exceeded the target. These were created through business development & engagement; Beacon Bursary & Incubation; Llanelli Town Centre Schemes; Carmarthenshire Rural Enterprise Fund and Community Bureau.
We will aim to accommodate 97 jobs. (EconD/002) (2017/18 Result - 195 / 2018/19 Target - 97)	✓	111 Jobs were accommodated during 2018/19 as a result of five completed Transformational Commercial property development Fund Projects.

Last Year's Commitments	✓ ✕	Progress Comment
We will aim to place 116 people into jobs. <i>(EconD/003)</i> <i>(2017/18 Result - 250.5 / 2018/19 Target - 116)</i>	✓	137 individuals have been placed into jobs via Communities for work; communities for work +; and Workways.
We will aim to place 1,132 people into volunteering. <i>(EconD/005)</i> <i>(2017/18 Result - 1,141 / 2018/19 Target - 935)</i>	✓	960 individuals were helped into volunteering during 2018/19 via Workways; Communities4Work (C4W) / C4W+/ Legacy / fusion; and Community Bureau
Level of Private Sector Investment / external funding secured £11,303,361 <i>(EconD/008)</i> <i>(2017/18 Result -£16,721,475 / 2018/19 Target - £13,373,763)</i>	✓	£16,205,882 of Private Sector Investment was secured during 2018/19 via: Carmarthenshire rural Enterprise Fund; Transformational Commercial Property development Fund; Business development & Engagement; Communities4Work (C4W) / C4W+/ Legacy/Fusion; Bureau; Cross hands east Phase 2; North Dock Pontrillas; Town Centre Loan Scheme; Bucanier; Targeted Regeneration Investment.
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% /2018/19 Target - 93.5%)</i>	✓	2018/19 Result - 94%. This is on target and showing an improvement.
We will ensure that we conduct trading standards inspections for all high risk businesses <i>(PPN/001i)</i> <i>2017/18 Result - 100% / 2018/19 Target -100%)</i>	✓	2018/19 Result - 100% All 115 Trading Standards high risk businesses that were liable to a programme inspection during the year were inspected.
We will ensure that we conduct animal health inspections for all high risk businesses <i>(PPN/001iii)</i> <i>(2017/18 Result - 100% / 2018/19 Target -100%)</i>	✓	2018/19 Result - 100% All 198 Animal Health high risk businesses that were liable to a programme inspection during the year were inspected.