



Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

Regeneration is the Councils' number one priority - during 2018/19 we created 419 jobs

These jobs were created through:-

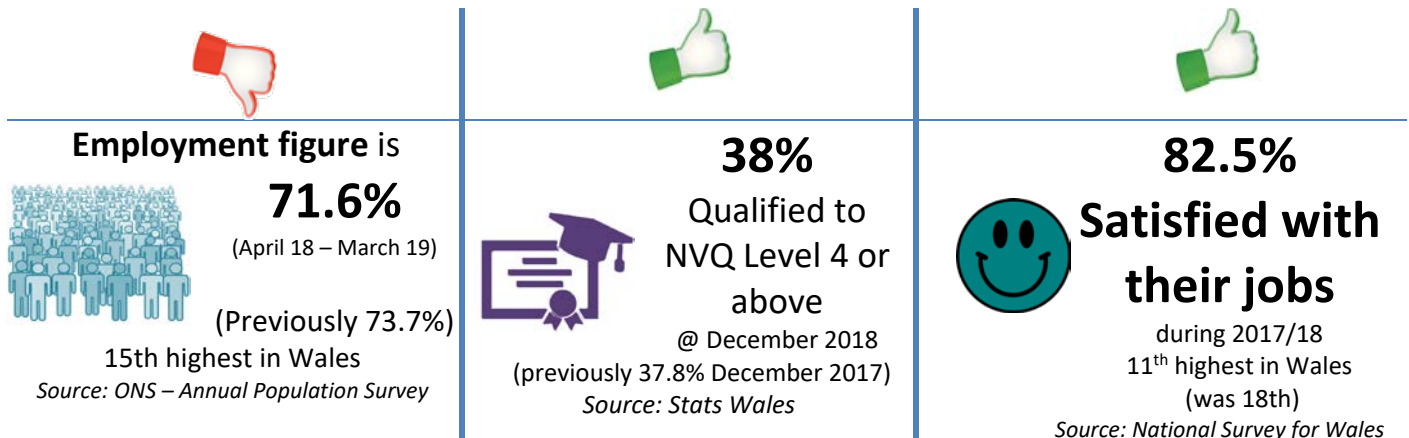
Business Development and Engagement; Beacon Bursary and Incubation; Llanelli Town Centre Schemes; Carmarthenshire Rural Enterprise Fund and Community Bureau

In addition through specific world of work schemes, **951** people were supported to volunteer and **137** were supported into jobs. We secured **£16.2m** private sector and external funding investment. We accommodated **111** Jobs as a result of 5 Transformational Commercial property development fund projects.

Why it is important

- Increasing employability is fundamental to tackling poverty, reducing inequalities and has a dramatic impact on our health and ability to function in everyday society.
- We must tackle a GVA (gross value added) gap that is widening between UK GVA & Wales GVA; *GVA is the measure of the value of the wages and profits from goods and services produced in an area.*

Success Measures



Explaining the Results

- Employment figures** in Carmarthenshire at the end of March 2019 is **71.6%**, this is down from 73.7% the previous year. This is now below both the Welsh (73.1%) and UK average (75.2%). We have also moved and from 12th to 15th in Wales. The figures are disappointing as the authority has put a number of funding initiatives in place to stimulate jobs and growth in the county in the form of Property Development Fund, Carmarthenshire Rural Enterprise Fund and Business Grants.
- 38%** of working age adults living in Carmarthenshire are **qualified to NVQ Level 4 or above** in 2018, this is up slightly on the previous year of 37.8% and just above the Welsh average of 37.8%. We are 9th highest in Wales moving up from 10th the previous year.
- According to the [National Survey for Wales](#), **82.5%** of those participated were moderately or very **satisfied with their jobs**, this is above previous year's result of 80%. We have moved up from 18th to 11th position in Wales
- Median Gross Weekly Pay** has reduced by 1.2% (from £517.8 to £511.4) Carmarthenshire has gone down from 4th highest wage in Wales for 2017, to the 11th highest in 2018. This is below the Welsh average of £518.6. This is a reflection of the business market conditions of Carmarthenshire, the reduction is difficult to explain as there are no significant reasons that we are aware of that are affecting wages.

Progress Made

- ⦿ Delivery of the project plan for the **Llanelli Wellness and Life Science Village**:-
 - Continued with the development of the detail for phase 1 plus energy and infrastructure. Works are now completed to the end of the Royal Institute of British Architects (RIBA) Stage 2 requirements and a tender for ground investigation works has also been undertaken.
 - The Outline Planning application for the Wellness Village has been approved and the Natural Resources Wales flood risk requirements have been met.
- ⦿ **Carmarthenshire Business Fund** was launched in July 2018, to support the set-up of local businesses. It has proved popular with the business community.
- ⦿ Development continues for many of the initiatives and projects which are helping to deliver and support the **Carmarthen, Ammanford & Rural transformational** plan, for example :-
 - The third party led Yr Egin project successfully opened its doors in late summer which has facilitated the relocation of S4C's headquarters in Carmarthen along with a number of related businesses
 - Pendine Attractor Project - work has commenced on the £7m Pendine Attractor project which will see on completion in summer 2020 a new sands of speed museum, 42 eco hostel, external exhibition area, events area, beach sports area, adventure playground, museum gardens and improved parking facilities.
- ⦿ To date, from the initial £2m allocation from the **Rural Enterprise Fund**, 16 businesses have benefited and fourteen of those businesses are now operating in their new or improved premises. This has resulted in an investment in excess of £3m and the creation of 64 jobs in rural Carmarthenshire.
- ⦿ 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.
 - 41 major articles on Carmarthenshire were generated by the Council in the media with an equivalent advertising value of £186,000
 - New campaigns of 'Set Jettors' taking advantage of the TV series Keeping Faith and 'Antiques and Brocante' Trail have both gained significant media traction.

Film Set – Carmarthenshire *Country File* being filmed in Llansteffan



Executive Board Member
For Economic Development
Cllr Emlyn Dole (Leader)



View our [detailed progress report](#)
against this objective