



Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

Median Gross Weekly Pay has increased by 5% in Carmarthenshire (from £511.4 to £536.5)




Carmarthenshire has gone up from 11th in 2018 to 9th highest wage in Wales for 2019.

This continues to be below the Welsh average of £540.7

Why it is important

- Increasing employability has a dramatic impact on our health and ability to function in everyday society.
- We need to have a focus on the nurturing sectors which can be considered as the foundations of our local economy for example care, food, housing, energy and construction.
- We also need to ensure we support the principles of development within the circular economy aiming to keep resources in use for as long as possible. A more circular economy will:
 - reduce waste;
 - drive greater resource productivity;
 - deliver a more competitive Carmarthenshire economy and
 - extract maximum value whilst in use and recover and regenerate products and materials at the end of each service life.

Success Measures

 Employment figure is 71.5% (April 19 – March 20) (Previously 71.6%) 16 th highest in Wales <i>Source: ONS – Annual Population Survey</i>	 41.4% Qualified to NVQ Level 4 or above @ December 2019 (previously 38% December 2018) <i>Source: Stats Wales</i>	 78.9% Satisfied with their jobs during 2019/20 (previously 82.5%) 17 th highest in Wales (was 11 th) <i>Source: National Survey for Wales</i>
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Explaining the Results

- Employment figures** in Carmarthenshire at the end of March 2020 is **71.5%**, this is slightly down from 71.6% the previous year. This is below both the Welsh (73.7%) and UK average (75.9%), both of which have increased. We have also moved and from 15th to 16th in Wales. Although employment is not only the Council's responsibility, the figures are disappointing as we have continued to put a number of funding initiatives in place again during 2019/20 to stimulate jobs and growth in the county in the form of Property Development Fund, Carmarthenshire Rural Enterprise Fund and Business Grants and created 393 jobs. The employment figures for 2020/21 is expected to drop in Carmarthenshire as in many parts of the UK due to effect of COVID-19
- 41.4%** of working age adults living in Carmarthenshire are **qualified to NVQ Level 4 or above** in 2019, this is an improvement on 38% the previous year and above the Welsh average of 38.8%. We have the **5th highest figure** in Wales moving up from 9th the previous year.
- According to the [National Survey for Wales](#), **78.9%** of those participated were moderately or very **satisfied with their jobs**, this is below the previous result of 82.5%. We have moved down from 11th to 17th position in Wales

Progress Made

The Swansea Bay City Deal

- ⦿ The design has been completed for the first Phase/Zone of **Pentre Awel**– this first Zone comprises the Community Health Hub and Wellness Hub, which are being brought together in a ‘Street’ design to integrate services (leisure, health, business and education/training elements with a community atmosphere where visitors are able to spend time within a quality environment). Numerous opportunities and benefits will be achieved, including the creation of 1,853 jobs across a range of sectors, supported by a comprehensive education, skills and training programme to ensure local people are best placed to capitalise on the Village development.
- ⦿ Pentre Awel was one of the *first projects in the UK to be awarded full funding (£60,000)* by the Department for Business, Energy and Industrial Strategy to undertake a heat network feasibility study, looking at optimising energy use and recovery.

Delivering the Transformational Strategy Area Plans

- ⦿ The Pendine Attractor Project main contract works commenced in January 2019 (due for completion in May 2021) and both hostel and museum building structures have been erected.
- ⦿ The *Carmarthen Wetlands / Y Morfa* works commenced in January 2020 and are now scheduled for completion post COVID-19 lockdown in October 2020.
- ⦿ *Jackson`s Lane Kiosk* project contractor has been appointed and works have commenced off site
- ⦿ Businesses in Carmarthen have backed a *BID* that will generate more than £165,000 per year to be used to improve Carmarthen. The businesses’ decision ensures Carmarthen is one of a small number of towns in Wales to be awarded the status, which focuses on improvements to the town through a collective effort. Businesses will pay an annual levy of 1.5 per cent every year, generating more than £165,000 per year to be used to improve the town.
- ⦿ The *Workways+ and Buccaneer* projects are progressing well with support for both the long term unemployed and businesses continuing under the objectives of their respective projects.

Carmarthenshire Rural Affairs

- ⦿ Following approval and publication of our [Moving Rural Carmarthenshire Forward](#) Report with 55 Recommendations in September 2019, the *10 rural towns programme* was launched in October 2019.
 - One of the main recommendations is that *‘we will work with local communities and stakeholders in ten of its rural towns (and surrounding communities) to develop individual plans that will aim to provide a long-term strategic vision to secure economic, cultural, social and environmental sustainability for those towns’*. Community resilience and self-help will be a key consideration of these growth plans.
 - There is also an emphasis on *creating jobs and business opportunities* so that we can retain young people and the Welsh Language in Carmarthenshire and encourage those who have left the county to return and help us grow the economy.

Learning, Skills and Employability

- ⦿ The *Regional Learning & Skills Partnership* have worked with employers, schools and colleges to identify new opportunities and skills that will be required in order to ensure Carmarthenshire fully benefits from the City Deal Skills and Talent Initiative. The schools that the project has already worked with have submitted a number of project ideas that they are keen to proceed with in order to develop opportunities and raise the aspirations of young students around the City Deal projects. A Skills and Talent Business plan has also been developed and an external review of the project will be undertaken prior to the Plan being finalised.

By ensuring clear business support and supporting local economic growth

- ⦿ We worked hard to clear debris left by *Storm Dennis* and specialist contractors were drafted in to help in some areas. Business support officers contacted more than 100 businesses, who have previously been affected by floods, to offer advice and financial assistance where needed, and many were able to reopen.
- ⦿ Welsh Government funding has been secured to deliver an exciting transformation of the derelict *former market hall in Llandeilo*, creating an innovative rural business hub with bespoke employment space for rural businesses and a new rural enterprise academy.

Cross Hands East Strategic Employment Site



Work commenced on the £5m infrastructure project that will see, on completion, the creation of 7 development plots that could accommodate up to 500 jobs. The works include: to complete the internal road network and earthworks to create the development plateaus together with drainage, provision of utilities, and habitat retention. The works will be completed in Autumn 2020 and provide much needed space for local and incoming investment. The works are funded via the County Council and the European Regional Development Fund and the scheme is part of the *Cross Hands Joint Venture* which is a collaborative initiative with the Welsh Government.

***Ysgol Teilo Sant* are young trader champions** after selling all their stock on Carmarthen Outdoor Market. The annual competition involves pupils setting up a business and turning it into a profitable enterprise. The Year 6 pupils were hailed winners after battling it out with two other schools, Saron and Meidrim, in the Carmarthenshire Young Traders Competition.

The school sold over 500 flavoured home-made Welsh cakes in four hours and pocketed nearly £300 for their school.



The way we work

First vegan supermarket opens in Llanelli

The first vegan supermarket – ***Kind Earth*** - has opened its doors in Llanelli Stradey District Centre store in Maes Y Coed thanks to the support of a grant from Carmarthenshire County Council.



The business, owned by local resident ***Matt Rogerson***, was supported with a grant through the Council's business start-up fund which is linked to job creation. The money was used to purchase equipment including an EPOS system, fridges and freezers, shelving, trolleys, baskets and light fittings. The business is a plastic free zone offering paper bags and paper carriers to customers as packaging.

In addition to selling groceries, the store will run a terracycle scheme and host a number of events, including litter picking days and workshops on a wide range of topics to improve lifestyles for

the long term. The shop is not only a vegan supermarket where people can buy fresh good quality locally sourced grocery items but offers customers involvement in initiatives and workshops to make us a healthier and more sustainable community.



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

