



The means: to change places for the better.

Llandovery

Economic Growth Plan

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Llywodraeth Cymru
Welsh Government

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Context setting

This plan is the culmination of a suite of documents and technical reports that have been prepared (pre and post COVID) to engage, inform and stimulate discussion on the direction of an Economic Growth Plan for Llandoverly.

This plan focuses on:

- Realising our growth potential
- Challenges and opportunities
- Our Economic Growth Vision
- Economic Growth Priorities
- Priority projects and action planning
- Governance, Funding and Delivery

It draws upon a range of Technical Reports including:

- Draft Local Economy Recovery and Action Plan (extract / summary paper)
- Draft Local Economy Recovery and Action Plan
- Assessing the impact of COVID 19 on the town's local economy
- Summary of Evidence and Position Paper
- Performance, Viability and Vitality Summary of Evidence report
- High Level Urban Design Analysis (HLUDA)

Llandoverly – realising our growth potential

Llandoverly is a quiet, pretty market town and community to the North East of Carmarthenshire. It is bordered by the Afon Tywi (River) at the confluence of Afon Brân and Afon Gwydderig and the junction of the A40 and A483 roads. The town is at the western point of the Brecon Beacons National Park – the Black Mountain and Fforest Fawr GeoPark – and the southern tip of the Cambrian Mountains. The town's development and early prosperity was based on its role as a drovers' town, located at the intersection of three historically significant droving routes. This cemented not only its strong links to the agricultural community, but

its provision of facilities as a market town. Llandoverly also saw the establishment of the Black Ox Bank, which was initially developed to provide banking facilities for drovers. It is well known as a tourist location and has broad appeal. The town is an ideal base from which to explore the western part of the Brecon Beacons National Park and its proximity to the Black Mountain, Crychan Forest, Cwm Rhaeadr (valley of the waterfall), the River Tywi, Nature Reserve at Gwenffrwd-Dinas, Llyn Brianne Reservoir and the Cambrian Mountains makes it ideal territory for hiking, biking and horse riding as well as a haven for nature lovers. It is also a draw to history enthusiasts due to its droving heritage, being home to the remains of the 12th-century Llandoverly Castle, and the former home of Llywelyn ap Gruffydd Fychan (a key supporter of Owain Glyndŵr, the people's choice as Prince of Wales), Twm Siôn Cati (the Robin Hood of Wales) and the writer and poet William Williams Pantycelyn (Cwm Rhondda / Bread of Heaven). Situated next to the town centre Llandoverly College continues to play an important role culturally and economically. With its boarding numbers growing and its status as the No.1 Rugby School in Wales strengthening (via Elite Regional and WRU partnership) the college can play an important role in marketing, promotion and encouraging those attending (students, staff and parents) to visit the town.

As with many rural towns throughout the UK, Llandoverly faces new challenges arising from, among others, Brexit, declining farm profitability, an ageing population, climate change and a lack of development. But there are also new opportunities. In particular, the digital revolution has the ability, when properly managed, to transform the rural economy, reverse years of underperformance and improve quality of life. And the profile and economic benefits that hosting the Urdd Eisteddfod (with a significant emphasis on the Welsh language and an all important community activity / business support role for Menter Dinefwr) for the first time can bring (postponed from 2021 to 2023).



Townscape appraisal - place characteristics, features and assets (mapping / visualisation)

- Atlwedd / Key**
- Canol y Dref / Town centre
 - Rheilffordd / Railway
 - Prif ffyrdd / Major roads
 - Ffyrdd eilaidd / Secondary roads
 - Man gwyrdd / Green space
 - Dŵr / Water
 - Meysydd cyflogaeth presennol* / Existing employment areas
 - Meysydd cyflogaeth arfaethedig* / Proposed employment areas
 - Nodau / Nodes
 - Tirnodau / Landmarks
- *Cynllun datblygu lleol 2006-2021 / Local Development Plan 2006-2021
- Development limits**
 - Residential allocation**
- **Deposit revised Carmarthenshire Local Development Plan 2018-2033 Proposals

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Llanymddyfri / Llandovery



Townscape appraisal - place characteristics, features and assets (photography / visualisation)



Llandoverly Castle and a statue to commemorate Llywelyn ap Gruffydd Fychan



Y Gannwyll, Llandoverly Museum & Visitor Gateway



New Ysgol Rhys Prichard Community Primary School



Town Hall building from Market Square



Broad Street parade of shops



Street frontage at Market Square



Retail units along Stone Street



The former Ysgol Rhys Prichard School site



Llandoverly Hospital



Llandoverly College



View from High Street (Craft Centre & Cafe)



High Street (continued) – view East

Challenges and opportunities

Llandovery is a rural town situated to the North East of Carmarthenshire. The town is within Llandovery ward. The ward covers 115.80km² which accounts for 4.9% of the area of Carmarthenshire. Its population at 2,551 (ward level) is 1.3% of the county.

Llandovery is dominated by micro and small enterprises. Alongside traditional sectors such as agriculture a number of industries (tourism, education, health and creative) are increasingly the back bone of the rural economy. Although only employing a small %, the agri-sector is important. It faces some uncertainty in the context of Brexit.

The area has a high proportion of 'accommodation and food service activities', 'education', and 'arts, entertainment and recreation'. It has noticeably less retail, manufacturing and construction.

Self-employment accounts for a much higher percentage than county and national averages.

Employment rates are lower as is economic activity but so too is unemployment. Students and retirees account for over half of those that are economically inactive.

The highest proportion of jobs in Llandovery is in the human health and social work sector (Llandovery Hospital an important anchor institution with potential to extend its services) followed by education. Elidyr Communities Trust (formerly Coleg Elidyr) in Rhandirmwyn north of Llandovery is a significant local employer with 150 staff. Skilled trades account for almost a quarter of occupations. There are significantly less associate professional & technical and administrative & secretarial occupations.

The town centre is a crucial part of the area's economic and social fabric. It has experienced a significant loss in traditional retail outlets and services but retains a core of public services and assets. Llandovery College, a coeducational independent day and boarding school, has a growing status as the No.1 Rugby School in Wales.

Depopulation and an aging population are major issues in two ways: A small working age population may constrain economic growth; A rise in the retired population will increase demand for social and health care. Since 2011 Llandovery has seen a decline in population of 4.8% compared to a 2% rise across the county. The area's population density at 22 people per km² is considerably below that of the county average of 79.

There is a lack of speculative house building and very little new development over the last 20 years. Clee Thompkinson Francis report that while the area has had limited demand since the closure of the secondary school it has recently seen an uplift during the pandemic.

Flood risk continues to impact development opportunities and necessary mitigating measures.

Potential impact of COVID

Extrapolating the percentage jobs at risk in Carmarthenshire (24-26%) for Llandovery suggests that of the 1,345 employment jobs 323-350 would be at risk.

Of the 1,345 employee and employment jobs, 230 employee (20%) and 280 employment (21%) jobs are within the most at risk sectors (as categorised by the Institute of Fiscal Studies, 2020).

Certain occupations in Llandovery are considered to be most at risk: Administrative and secretarial; Caring, leisure and other services; Sales and customer services; Elementary. These 'most at risk' occupations employ over 37% of the workforce. Self-employed have been particularly hardest hit. Firm creation (company births) has been directly impacted by lockdown measures as has sector-based recovery.

The town has a high proportion of employment in sectors affected by the COVID-19 pandemic; accommodation, non-food retail, pubs and restaurants and arts and leisure. Some of the structural features of the area, such as the more dispersed population base and a tradition of home-working in rural areas could well serve to act as a source of resilience during the crisis. But, more severe restrictions placed in this crisis on social distancing, personal travel and the importance of the visitor economy to the town can have severe consequences.

Despite these clear risks, the impact that measures are having on particular sectors and the many businesses having to close for a duration, the feeling, at least during this period of time, is one of **responding reasonably well to the crisis and 'managing'**. Discussions with locals including Llandovery Town Council have highlighted that while there has been a mixed picture government support and an uplift in trade has **maintained a relatively positive mood**.

Some businesses were early adopters to change; providing home delivery and takeaway services. But uncertainty regarding sports and events are limiting options for

Llandovery Rugby Club and isolation guidelines and fears over the most vulnerable in society have affected volunteering in Llandovery Museum and Visitor Gateway.

Looking forward

The **town's skills profile** is challenging in terms of supporting growing businesses. Low earnings impact on choice and are a reflection of the low-wage sectors that dominate the area.

The **skills and labour supply** in the area must meet business needs both now and in the future. Suitable housing and social provision is essential to attract and retain families. The building of new, high-standard and quality homes alongside redevelopment of empty properties that are affordable to local people should be encouraged and facilitated and attract people to live and work in the town. This could include actions to lead on schemes that address stalled housing sites.

The **town should be the central focus** of actions to strengthen the local economy. As well as attracting a mix of commercial uses alongside traditional retail uses, other efforts should be made to encourage greater footfall, for example through a concerted programme of events.

The **visitor economy** is a key opportunity sector. The town's location adjacent to the Brecon Beacons National Park provides opportunities to improve its share of economic benefits. Developing plans to brand Llandovery as a Cycle Hub has potential to grow this high-value market segment. However seasonality and a lack of quality accommodation is a constraint in terms of increasing the staycation market. The profile and economic benefits that hosting the Urdd Eisteddfod in 2023 are significant. The business community need to be aware, alert and ready for the opportunity.

Infrastructure is a vital component including employment sites and premises, housing and access to rural transport. Effective broadband and mobile communications, workspace and local services will be critical in growing a sustainable economy. Actions should be taken to develop a quality business infrastructure to realise future potential and address constraints in relation to limited workspace, flood risk and digital connectivity. This includes ensuring physical provision is made for small and micro businesses including incubators and 'makerspaces'.

Our Economic Growth Vision

Our Economic Growth Plan focuses on how to support and grow Llandovery's rural economy whilst maintaining its distinctive sense of place and high-quality environment. In many respects, it is determined by what sort of town we want Llandovery to be in say 2030. The Deep Place approach to Llandovery¹ outlined a vision of society that could be created to achieve economic, social, cultural and environmental sustainability over the next generation: A society where there is significantly increased localisation of economic activity, greater social equity in economic outcomes and a better integration of people and environment.

Our emerging long-term vision and priorities are based on the assessment of local impacts and provide a foundation to create long-term stability, growth, investment and jobs for the people and businesses of Llandovery.

Our vision is that Llandovery is:

A gateway to the Brecon Beacons, Cambrian Mountains and Carmarthenshire, a destination of choice providing a culture of dynamic, sustainable outdoor recreation and a great welcome.

Llandovery is an exemplar, sustainable and developing market town supporting a thriving business community and supporting its residents. It has a reputation as being resilient and outward-looking.

The town is a place for start-ups, spin-offs and growing micro-businesses attracted by its accessibility and quality of the environment. The 'makers-quarter' in the town is developing a new generation of makers, designers, engineers and creative entrepreneurs.

The re-energised town centre is central to community life offering a mix of commercial uses alongside traditional retail uses all supported by a regular programme of innovative events.

New housing, which reflects the unique character and attraction of the countryside, is drawing families and young people to relocate to the town supported by excellent digital and transport infrastructure.

Economic Growth Priorities

In addition to responding to Covid-19, the world is evolving and Llandovery is on the cusp of major change: resource pressures, an ageing population, climate change and the digital revolution are just some of the issues and challenges we face. Our Economic Growth Priorities are focussed on achieving sustainable local economic growth which is shared by all whilst at the same time protecting, maintaining and celebrating our high-quality natural environment. To deliver the vision we set out **five Priority Themes and a Cross-cutting Priority** which are outlined in this section and provide a framework for our priority actions.

However, we cannot ignore Covid-19 and its enormous impact on economic and social life. The pandemic has shifted priorities and business models to an immediate focus on business survival and recovery. Hence an immediate priority will be to work closely with key public sector partners and the business community to mitigate the impacts of Covid-19 on the local economy and take advantage of opportunities, particularly in accessing new funding, as they emerge. Whilst a plan for Llandovery rightly has a focus on economic growth and the need to nurture and transform the local economy in response to the 'new normal' and to reflect longer term trends that transcend current circumstances, it also sets out a range of immediate requirements and responses to this crisis.

Priority 1: Supporting business resilience and future growth

Priority 2: Re-energising the town's tourism product and profile

Priority 3: Re-imagining the town centre

Priority 4: Infrastructure (Digital and Development)

Priority 5: People and Skills – enabling people to access work and develop skills to achieve their potential

Cross-cutting Priority: Communication, collaboration and empowerment

The investment priorities are underpinned by three county-wide cross-cutting priorities: Ultra-reliable digital connectivity, digital culture and skills; Fair and equal economy and support for the Welsh language and culture; Green economy and skills.

Recovery and growth actions are described in the following section for each priority theme along with more detailed information for transformational projects.



Proposed Priority Project sites

Allwedd / Key

- Canol y Dref / Town centre
- Rheilffordd / Railway
- Prif ffordd / Major roads
- Ffordd eilaidd / Secondary roads
- Man gwyrdd / Green space
- Dŵr / Water
- Meysydd cyflogaeth presennol* / Existing employment areas
- Meysydd cyflogaeth arfaethedig* / Proposed employment areas
- Nodau / Nodes
- Tirnodau / Landmarks

*Cynllun datblygu lleol 2006-2021 / Local Development Plan 2006-2021

- Development limits**
- Residential allocation**

**Deposit revised Carmarthenshire Local Development Plan 2018-2033 Proposals

- Proposed project sites

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Cynghordy

4.4 miles

4.3 miles

Llanwrda

6.0 miles

Llangadog

Key re Priority Project sites

- P1-1: Former Ysgol Rhys Prichard School site
- P1-2: Llandovery MakerSpace
- P1-3: Church Bank Industrial Estate
- P2-1: Llandovery Cycle Hub
- P2-2: Llandovery Parc Antur (Adventure Park). No site location.
- P2-3: Llandovery Accommodation Initiative
- P2-4: Implement the Llandovery Events Toolkit / Urdd Eisteddfod site entrance
- P2-5: Llandovery Marketing
- P2-6: Digital stand / hoarding
- P2-7: Llandovery Community Tourism Network
- P3-1: Llandovery Open Doors. No site location.
- P4-1: Promote and support housing sites





Economic Growth Priorities, Projects and Recovery Planning

Priority 1: Supporting business resilience and future growth

Llandovery is dominated by micro and small enterprises which are essential to the sustainability of the local economy. Alongside traditional sectors such as agriculture a number of industries (tourism, education, health and creative) are increasingly the back bone of the rural economy. Business confidence needs to be built and encouraged and growth in the local economy facilitated specifically amongst these key sectors. Actions should be taken to develop a quality business infrastructure to realise future potential and address constraints.

There is a need to support sustainable and environmentally sensitive forms of local enterprise development. The creation of a low-cost business hub and makers-space, providing business facilities for indigenous self-employed, start-ups and small businesses will be a central plank of this theme.

Whilst the scale of Government intervention, in response to the COVID-19 pandemic, cannot be replaced at the local level the council and partners can support businesses through access to advice and information (business services, advice and support) along with a more targeted approach / programme. The programme could focus on: Securing and sustaining investment; Sector specific support; Innovation and growth; New business starts / early-stage businesses. The local authority's contacts database (which has been significantly bolstered during the pandemic) can be used to best effect at a time when channels to reach target audiences have never been more varied or powerful.

The appointment of Market Town Officers by Carmarthenshire County Council as part of the 10 Town's Initiative will be an important and welcomed resource.

Re-establishment of the Llandovery & District Chamber of Commerce and / or establishment of an Economic Growth Plan team should be considered.

Objectives and Outcome	Actions	Indicative Resource	Working with
<ul style="list-style-type: none"> • Ensure businesses are aware of and access national, regional and county-wide support programmes • Support businesses in the town to start-up, invest and thrive within clean, high-value and growing sectors • Drive recovery of the tourism and hospitality sector in the town <p>Key Outcome - Business failure rate minimised and jobs safeguarded</p>	Review and assess the impact of support measures on local businesses	In-kind (CCC)	CCC – Business Support + Tourism Recovery Groups Llandovery Town Council Growth Team Business Wales Visit Carmarthenshire Menter Dinefwr
	Appointment of Market Town Officers	tbc	
	Launch an integrated business support campaign to ensure businesses know how to access the support they need to renew, reshape and sustain their business plans	£2,000	
	Hold a one-day festival of enterprise providing support for and sharing inspiring experiences from small rural businesses	£2,500	
	Develop and implement a Llandovery Business-to-Business local procurement initiative and an online business directory, a tourism information directory, places of interest to visit and explore the rich local history. Link to and review the Llandovery Foundational Economy Project report	£5,000	
	Explore and evaluate the long-term viability of growth proposals for the former Rhys Pritchard primary school site	tbc	
	Continue to re-purpose the Llandovery Craft Centre & Cafe to provide co-working spaces, small studios and retail area.	£200,000	
	Assess the feasibility of establishing a rural business hub in the town	£8,000	
	Investigate opportunities (and funding levers) to accelerate infrastructure investment to unlock development land adjacent to Church Bank Industrial Estate.	tbc	
	Produce a paper to inform and support the future of The Mart. A sustainable future plan. The implication and appropriate response to a downturn in livestock farming. Potential impact of Brexit.	tbc	

Priority projects

Former Ysgol Rhys Pritchard School site

Description

Explore and evaluate the long-term viability of growth proposals for the former Rhys Pritchard primary school site. Discussions are ongoing with interested parties to explore opportunities which will provide long term benefits for the town and surrounding areas.

Rationale

The school site is a County Council asset and there is a strong policy emphasis on utilising assets to stimulate economic growth, specifically local economic development.

Lead

CCC and partners tbc

Indicative cost

TBC

Timeframe

Short-medium term

Llandovery MakerSpace

Description

Continue the re-purposing of the Llandovery Craft Centre & Cafe to create and provide co-working spaces, small studios and retail area. La Patisserie (based opposite) have taken two units. The centre will be one of the central pillars of re-imagining the town centre. It will create new opportunities for local entrepreneurs in the creative and craft sector. The MakerSpace will generate year-round economic activity, redefine an under-utilised space and combine with the events programme to firmly establish Llandovery as a place-maker town. The MakerSpace will maximise sustainable growth, supporting collaboration, increased innovation and productivity.

Rationale

The Llandovery Craft Centre occupies a central position within the town; yet it doesn't add to the town's retail or service offer. The proposal provides an opportunity to re-imagine Llandovery and re-purpose the Town Centre and its redundant / under-utilised buildings as a dynamic, entrepreneurial and sustainable focal point for the wider resident, business and visitor communities.

Case Study Example

www.buildbrighton.com

Lead

CCC (possible joint venture with private sector development partner)

Indicative cost

£200,000

Timeframe

Short-medium term

Church Bank Industrial Estate

Description

Investigate opportunities (and funding levers) to accelerate infrastructure investment to unlock development land adjacent to Church Bank Industrial Estate. The objective will be to provide new light industrial and/or office space for growing SMEs or inward investment.

Rationale

Church Bank Industrial Estate is the major employment zone for the town, accommodating a number of small enterprises, e.g. Cambrian Pet Foods. Infrastructure is a vital component including employment sites and premises. Actions should be taken to develop a quality business infrastructure to realise future potential and address constraints in relation to limited workspace and flood risk.

Lead

CCC (Capital infrastructure + Land and assets)

Indicative cost

TBC

Timeframe

Medium term



Priority 2: Re-energising the town's tourism product and profile

The visitor economy is a key opportunity sector. The town's location adjacent to the Brecon Beacons National Park provides opportunities to improve its share of economic benefits. Developing plans to brand Llandovery as a Cycle Hub has potential to grow this high-value market segment.

The growth priority builds on current plans to provide a distinctive package of 'products or experiences' with a specific focus on outdoor activities and recreation, which meet the needs of future markets. The aim is to increase the volume of visitors and length of stay through providing quality experiences, products and activities. A central focus will be to increase the profile and awareness of the town as a high-quality visitor destination; a compelling place to visit.

The profile and economic benefits that hosting the Urdd Eisteddfod in 2023 (delayed from 2021) is significant. Through the support and proactive measures of Market Town Officers and the important role and responsibility of Menter Dinefwr to raise awareness of how they can assist local businesses the community need to be aware, alert and ready for the opportunity.



Objectives and Outcome	Actions	Indicative Resource	Working with
<ul style="list-style-type: none"> Drive recovery of the tourism and hospitality sector in the town <p>Key Outcome - Business failure rate minimised and jobs safeguarded</p>	<p>Establish a Tourism Team to develop an action plan for the tourism sector including a proactive campaign to promote Llandovery</p> <p>Provision of a quality cycle-friendly hub infrastructure include a range of cycle facilities.</p> <p>Undertake a detailed feasibility study and Business Case to assess the design and development of a unique outdoor adventure park experience in Llandovery.</p> <p>Support and encourage the provision of quality self-catering accommodation (including cycle-friendly accommodation) through providing a toolkit / guide linked to quality grading.</p> <p>Llandovery Events Toolkit. Review recently refreshed toolkit in light of ongoing pandemic and seek to implement.</p> <p>Refresh Llandovery 'brand' to reflect new and enhanced outdoor 'experience'.</p> <p>Install a digital stand / hoarding at the town's gateways to promote business, services and attractions.</p> <p>Llandovery Community Tourism Network.</p> <p>Start planning for the Urdd Eisteddfod in 2023 – identifying local capacity amongst the business community, additional provision, Welsh language support (such as Helo Blod Business scheme via Menter Dinefwr) and ongoing business support to ensure that organisations are aware of and can maximise the opportunity. Review infrastructure requirements and investigate what interest and potential there is in making temporary measures / investment more permanent.</p>	<p>In-kind + resource for action plan and campaign</p> <p>£120,000 capital</p> <p>£60,000 capital (feasibility study)</p> <p>In-kind with support for strategic accommodation fund</p> <p>Capital fund for strategic events fund</p> <p>£15,000 capital</p> <p>£10,000</p> <p>In-kind</p> <p>In-kind / tbc</p>	<p>CCC – Business Support + Tourism Recovery Groups</p> <p>Llandovery Town Council Growth Team</p> <p>Business Wales</p> <p>Visit Wales</p> <p>Visit Carmarthenshire</p> <p>Menter Dinefwr</p>

Priority projects

Llandovery Cycle Hub

Description

Build on the cycling product to offer new experiences and infrastructure and attract new audiences. The objective is to develop a cluster and critical mass of product in one location and enhance connectivity between the hubs and the range of trails around town through the provision of a quality cycle-friendly hub infrastructure. The 'hub' will include a range of cycle facilities including cycle storage, maintenance, bike wash, changing facilities, visitor information etc. The hub will include cycle hire provision at key hubs including electric bike hire.

There is potential to locate the hub within / adjacent to the Llandovery Museum & Visitor Gateway, which already provides visitor information service. A short-term solution would be to installing 3 x containers and bases - provision of 3 standard shipping containers (12m) of A grade quality

Unit 1: Reception / information and hire point

Unit 2: Bike storage

Unit 3: Bike workshop

Landscaped with terrace / outside briefing area.

Rationale

Llandovery is recognised as a premier cycle location offering a range of road and off-road cycling routes, including 'hero' routes such as the Big Wilderness Adventure. Yet there is no cycle shop or support infrastructure to develop the product or attract new audiences.

Case Study Example

www.hassopsstation.co.uk

The old station building has been converted into a major cycle hub on the Monsal Trail and provides a quality range of services to support cyclists and families including cycle hire and repairs, café and large outdoor seating area. The Monsal Trail Cycle Hire includes cycles and electric bikes.

Lead

CCC, Llandovery Town Council and Llandovery Museum & Visitor Gateway (likely approach would be to procure a 3rd party operator to run hub)

Indicative cost

£120,000 capital

Timeframe

Short-term

Llandovery Parc Antur (Adventure Park)

Description

Undertake a detailed feasibility study and Business Case to assess the design and development of a unique outdoor adventure park experience in Llandovery. The ambition is to create an inspiring adventure park that encourages visitors and local people to explore and celebrate Llandovery and the surrounding countryside. The centre would enhance the current cycling product to include other land-based and water-based activities. The centre could be developed as a dabbler market 'hub' providing taster experiences for people visiting the area, in particular acting as a gateway to explore the wider Brecon Beacons and beyond.

The study would address:

- Design of local distinction, in keeping with the special characteristics of the landscape
- Commercial viability – attracting visitors/appealing to operators
- Place-making - reflecting the unique characteristics of Llandovery and the River Tywi
- Dynamism/vibrancy – the Park has buzz and excitement
- Valuing outdoor adventure, in particularly the dabbler market
- Sustainable and innovative design and delivery

The aim of the study is to produce a visionary Development Brief supported by a robust outline Business Plan, which can be used to underpin a development programme and help to justify future investment decisions for the Council and other public sector partners.

Rationale

Activity tourism represents an important and growing strand of the UK tourism sector and Llandovery offers an outstanding natural environment. The town continues to develop the cycling product but there are opportunities to extend market reach by utilising other natural assets, including on-water activities at the River Tywi. Adventure tourism is likely to continue to grow post-Covid-19, with the potential to deliver economic, social / wellbeing and environmental impacts. Such a facility could make

Llandovery the number one choice for visitors seeking an idyllic escape that harmonises a wide range of outdoor pursuits in mid Wales.

Case Study Example

www.cwmcarnforest.co.uk

Although a forest setting, Cwmcarn has developed a range of outdoor experiences (the Adventure Triangle) and visitor accommodation (pods).

Lead

CCC

Indicative cost

£60,000 capital (feasibility study)

Timeframe

Short-term

Llandovery Accommodation Initiative

Description

Support and encourage the provision of quality self-catering accommodation (including cycle-friendly accommodation) through providing a toolkit / guide linked to quality grading. Consider implications of short term over-supply in some accommodation sectors. Targeted to:

- Farm-owners and other landowners considering introducing innovative self-catering units (wooden pods, tree tents, shepherd's huts)
- Rooms in pubs
- AirBnB and similar

Rationale

To attract the short-break market, Llandovery needs to build accommodation capacity within the town with attractive, high quality units in accessible locations.

Lead

CCC and Llandovery Town Council

Indicative cost

In-kind with support for strategic accommodation fund

Timeframe

Medium-term

Adapt the Llandovery Events Toolkit

Description

The Llandovery Events Toolkit is a practical resource to help event organisers design and run successful and well-planned events in the town. The toolkit provides essential

information, standards and guidelines together with information to help organisers deliver safe, well-managed and high-quality events in a post-Covid 19 world.

It will be important to design and deliver existing and new events particularly with plans for the Urdd Eisteddfod coming to the town in 2023.

The project could include a small strategic events fund to support and facilitate new events in the town as well as feasibility work to identify and designate an outdoor events space and programme for different sporting and performance events in the town capable of accommodating event infrastructure and visitor access for large volumes of attendees.

Rationale

Events are powerful tools. They have the ability to give Llandovery a competitive advantage benefiting the image, economy, tourism performance and future potential of the town. Despite restrictions, there remains a commitment to support the design and delivery of events that bring visitors into the town.

Lead

CCC and Llandovery Town Council.

Indicative cost

Capital fund for strategic events fund

Timeframe

Short-term

Llandovery Marketing

Description

Refresh Llandovery 'brand' to reflect new and enhanced outdoor 'experience' post Covid-19. Create a brand position and align with the county-wide campaign activity such as targeting seasonality and secondary spend. To include:

- Develop and deliver standalone marketing plan for Llandovery based on quality outdoor experience
- Outline marketing activities to include:
- Digital profile, including enhanced website and use of social media (along with blogs and mountain biking forums)
- Design, print and distribution of promotional brochure
- Targeted online advertising
- Working with industry publications (VW)

- Hosting visits with bloggers and social media influencers
- Initiatives around specific trails e.g. programme of customer research to understand your visitors and to: (a) inform future marketing initiatives (b) benchmark the experience (c) identify future product development opportunities. This evidence base will help with future decision making

A key element of this work will also be about co-ordinating the marketing activities and working in partnership with the different businesses, operations and projects.

Requirement to work in collaboration with Visit Carmarthenshire and Visit Wales to build 'region wide' profile.

Rationale

The overall capital investment programme over the short, medium and long-term is significant. Without creative marketing, it will be difficult to engage with and attract new audiences (along with re-engaging with local communities and previous visitors).

There is a need to introduce a factual, informative website to better promote the area, in particular scope for a local business directory and a comprehensive schedule of tourism information options, including: A list of local accommodation providers; Hotels; Hostelrys; Restaurants/eateries; Local events information; Sporting and leisure activities; Places to visit; and promotion of the rich local history.

Lead

CCC recognise the important role which tourism plays within the local economy and has an experienced in-house tourism team and the natural fit would be for the tourism team to take on responsibility for the development of a marketing strategy and refresh of the brand.

Indicative cost

£15,000 capital

Timeframe

Short-term and on-going

Digital stand / hoarding

Description

Install a digital stand / hoarding at the town's gateways to promote business, services and visitor attractions within

Llandovery and its hinterland e.g. site on the High Street (A40) opposite Gelli Deg.

Rationale

Linked to the Llandovery Marketing project. Without supporting marketing activity it will be difficult to engage with and attract new audiences (along with re-engaging with local communities and previous visitors).

Lead

CCC and Llandovery Town Council

Indicative cost

£10,000 / long-term agreement with specialist business

Timeframe

Short-term

Llandovery Community Tourism Network

Description

Work with tourism businesses to build the Tourism Network and encourage industry buy-in to destination development as well as encouraging packaged breaks, other offers and joint marketing focused on Llandovery as a leading outdoor destination. Promote and develop community-based programmes for taking the Community Tourism Network forward e.g.

- Skills training
- Ambassador training
- Volunteering opportunities community enterprise
- Establishing a community tourism development fund

Rationale

A responsible and sustainable destination fully embraces businesses, the local environment and host communities in its development. The project will succeed because local people can see the benefits of tourism, socially, environmentally, economically and culturally.

Lead

CCC and tourism businesses (including a local tourism business 'champion'. Possibly extending the remit of the cycling pilot working group

Indicative cost

In-kind resource

Timeframe

Short-term



Priority 3: Re-imagining the town centre

The town centre is a crucial part of the economic and social fabric of Llandovery yet Covid-19 continues to have a significant impact on its retail centre. It contains many of the sectors that were (and continue to be) worst hit by the pandemic; those that rely on direct customer contact such as the hospitality, tourism, leisure and cultural sectors.

Actions need to be taken to support businesses to re-open, build confidence and welcome back shoppers and visitors to Llandovery including focused efforts on place marketing and capturing the gains from a return to trade.

But we also need to revitalise the town centre to address the trends which were already impacting the town centre. The town centre has experienced a significant loss in traditional retail outlets and services but retains a core of public services and assets. It should be the central focus of actions to strengthen the local economy.

As well as attracting a mix of commercial uses alongside traditional retail uses, other efforts should be made to encourage greater footfall in the town, for example through a concerted programme of events. More integration and co-ordination could ease the burden on individual organisers and create a bigger impact. Hotels and accommodation providers should be involved and work with organisers for mutual benefit.

In order to attract and retain talented people, there needs to be sufficient provision and access to key services and facilities which are slowly being lost in many rural towns and villages. The town should retain and distribute a greater element of public services and, wherever possible, use its assets to support economic growth.

Objectives and Outcome	Actions	Indicative Resource	Working with
<ul style="list-style-type: none"> Support the town to recover as a retail destination under the following priority themes: <ul style="list-style-type: none"> Boosting business and consumer confidence Business support and digital development Streetscape and public realm Re-imagining the town centre Town centre and information intelligence <p>Key Outcome – Llandovery town centre to thrive through providing a safe and vibrant experience</p>	<p>Create and implement a campaign to build confidence in the town for existing and new markets</p> <p>Develop a Llandovery Loyalty Scheme and retail and hospitality directory to showcase that Llandovery is safe and open for business</p> <p>Develop designated safe spaces along the High Street and provide the necessary infrastructure to facilitate a regular programme of themed pop up shops</p> <p>Open Doors – pilot the use of redundant properties in the town centre for new retail / service activities.</p> <p>Develop and curate a programme of (social distance) events, cultural activities, Welsh festivities and community events to increase footfall and build confidence in Llandovery, e.g. Christmas ‘festival’, using local groups and schools to create a programme of street buskers/performers, open-air cinema, food events etc</p> <p>Routine painting similar to the colourful houses that promote Tenby, Aberaeron, Llandeilo</p>	<p>£1,000</p> <p>In-kind + promotional budget</p> <p>£4,000</p> <p>£10,000 (including capital refurbishment pot)</p> <p>In-kind + £5,000 marketing and promotion</p> <p>tbc</p>	<p>CCC – Town Centre Recovery Group</p> <p>Llandovery Town Council</p> <p>Growth Team - retailers</p> <p>Visit Carmarthenshire</p> <p>Menter Dinefwr</p>

Priority projects

Llandovery Open Doors

Description

Pilot the use of redundant properties in the town centre for new retail / service activities. Open Doors will be a partnership between the public and private sector (property owners) that will offer young entrepreneurs and community

groups spaces in empty retail units to test business ideas, make products and bring positive change to the town centre.

Rationale

Actions need to be taken to re-use empty spaces in the town centre to support businesses to re-open and build confidence.

Lead

CCC (Capital infrastructure + Land and assets) and land owners

Indicative cost

£10,000 (including capital refurbishment pot)

Timeframe

Short-medium term



Priority 4: Infrastructure (digital and development)

The means: to change places for the better.

Covid-19 has accelerated our use of digital technology and has put in to sharp relief the critical role that digital connectivity has in supporting community resilience and business continuity in times of crisis. Improvements to the town's and its hinterland's digital infrastructure will need to be accelerated to help with economic and wider recovery and support sustainable growth.

Infrastructure is a vital component including employment sites and premises, housing and access to rural transport. Access to effective broadband and mobile communications, workspace and local services will be critical in growing a sustainable economy.

Actions should be taken to develop a quality business infrastructure to realise future potential and address constraints in relation to limited workspace, flood risk and digital connectivity.

Where opportunities arise the feasibility of accelerating infrastructure investment should be investigated along with identifying cases for the delivery of advance infrastructure to unlock development and public sector capital intervention to safeguard employment (securing land and premises for future economic use or housing delivery).

Suitable housing and social provision is essential to attract and retain families. There is a lack of speculative house building and very little new housing development in Llandovery over the last 20 years. The building of new, high-standard and quality homes should be encouraged and facilitated alongside redevelopment of empty properties to attract people to live and work in the town. This could include actions to lead on schemes that address stalled housing sites.

The River Tywi flood plain impacts on development in and around the town – flood risk (and alleviation) will form an important consideration for any new/re-development in the town. Car parking charges are seen as off-putting for the casual nature of shopping in the town, the re-design of the main car park has not been widely accepted and concerns have been raised around the needs of vehicles which are towing trailers and horse boxes particularly on mart days.

Objectives and Outcome	Actions	Indicative Resource	Working with
<ul style="list-style-type: none"> • Support communities and business to access better digital connectivity • Secure successful delivery of investment in the digital infrastructure in the town • Capital intervention / accelerating infrastructure investment to safeguard employment • Attract people to live and work in the town <p>Key Outcome - Successful delivery of economic growth outcomes through improvements to the town's digital infrastructure</p>	Design and implement a Smart Town scheme to improve digital technology such as free use of WiFi, footfall tracking sensors, retail app and 'real-time' digital signage	tbc	CCC – Digital connectivity
	As part of the scheme, design and implement a digital business 'springboard' to deliver bespoke digital diagnostics and interventions according to business need.	In-kind	CCC – Capital infrastructure
	Assess and bring forward plans to improve business and community connectivity through increased ultrafast broadband	In-kind	CCC – Land and assets
	Raise awareness of options available to rural businesses and residents relating to their connectivity options, including support to access WG broadband initiatives, e.g. ABC voucher scheme, Rural Gigabit scheme	tbc	Llandovery Town Council
	Promote and support housing sites / redevelopment	tbc	Growth Team
	Evaluate free parking pilot. Agree next steps such as extension. Review free parking linked with town hosted events such as 12 free parking days per/yr	tbc	Visit Carmarthenshire
	Review the layout of the main car park to allow some provision for larger vehicles, coaches and buses	tbc	Broadband providers
	Work with train and bus service providers to explore options for improving frequency and timing of services to provide viable commuting options for employment patterns.	tbc	Land owners
	Rationalise public sector property to retain or attract professional / skilled employment	tbc	Developers
	Buildings that are currently empty could serve dual uses e.g. at the College	tbc	Llandovery College
Assess opportunities for development of renewable energy and community energy schemes. Retrofitting and incorporating in to development schemes	tbc		

Priority projects

Promote and support housing sites

Description

Identify opportunities to promote / support housing sites, development and infrastructure. Examples include:

- Dolau Fields / Land to North of Dan y Crug (recently sold) which has full planning permission for 61 houses of which 12 are affordable. E/26681 - Full planning granted on 06.06.2012 for residential development including related infrastructure and landscaping (amended layout with a reduction of housing numbers to 61)

- Land adjacent to Bryndeilog, Tywi Avenue
Explore opportunities for a self-build scheme with e.g. plots made available exclusively to locals.
CCC has a commitment to develop 12 affordable homes in Llandovery as part of its county-wide programme.

Rationale

Suitable housing and social provision is essential to attract and retain families. There is a lack of speculative house building and very little new housing development in Llandovery over the last 20 years. The building of new, high-standard and quality homes should be encouraged and facilitated and attract people to live and work in the

town. This could include actions to lead on schemes that address stalled housing sites.

Linked to CCC's £150m commitment to provide 932 affordable homes (119 in Carmarthenshire Rural & Market Towns Action Area) and deliver a further 1,000 homes (empty premises / supporting landlords etc).

Lead

CCC with Land owners and Developers

Indicative cost

TBC

Timeframe

Short-medium term



Priority 5: People and Skills – enabling people to access work and develop skills to achieve their potential

Depopulation and an aging population are major issues facing the town a) a small working age population may constrain economic growth b) a rise in the retired population will increase demand for social and health care. The town's skills profile is challenging in terms of supporting growing businesses. Low earnings impact on choice and reflect the low-wage sectors that dominate the area. The skills and labour supply in the area must meet business needs both now and in the future.

More pressing is the expectation that the economic impact of the pandemic will lead to a national employment crisis. The most severely affected are likely to be those who are already most disadvantaged in the labour market; low paid

jobs, lower skills levels, more “fragile” terms of employment and younger workers. Jobs in the tourism and hospitality sector have been most affected by the pandemic.

The Action Plan will focus on developing employment and skills schemes to ensure local people (particularly young people) are able to access local jobs, including equipping people with skills for key sectors.

Objectives and Outcome	Actions	Indicative Resource	Working with
<ul style="list-style-type: none"> • Ensure all local residents are aware of and able to access appropriate support scheme • Ensure that local residents have the skills to meet the existing and future needs of local businesses • Attract people to live and work in the town <p>Key Outcome - Unemployment and under-employment minimised including amongst the most disadvantaged socio-economic groups</p>	Ensure local providers design and deliver programmes to support people to find employment in those sectors that have grown during the crisis	In-kind	CCC – Skills Llandovery Town Council Growth Team
	Work with colleges and training providers to promote apprenticeship recruitment in local businesses	In-kind	Llandovery College
	Research project to identify and highlight the most prominent skills gaps and recruitment challenges faced by businesses in Llandovery (across 10 Towns?)	£2,000	Coleg Sir Gar CAVS
	Promote Welsh medium education and business support measures		Menter Dinefwr



Cross-cutting Priority: Communication, collaboration and empowerment

Whilst there is no single organisation responsible for restarting, reviving and renewing the economy government responses have relied to a greater extent on local authorities alongside select key partners to engage and support the business community. Ongoing success will be dependent upon the extent and effectiveness of communication and coordination between these partners and business – strengthening collaboration, building a robust evidence base and developing a communications

plan. It is vital that the economic recovery plan has buy-in of the business and local community. While the plan currently aligns with national and county plans (to maximise impact) it will be crucial for partners to be flexible and amend and reset priorities in light of any future changes including the ongoing pandemic and Brexit. The appointment of Welsh speaking Market Town Officers by Carmarthenshire County Council as part of the 10 Town's Initiative will be an important and welcomed resource.

Re-establishment of the Llandovery & District Chamber of Commerce and / or establishment of an Economic Growth Plan team will provide a common voice to proactively, positively and enthusiastically represent the local business community.

The means: to change places for the better.

Objectives and Outcome	Actions	Indicative Resource	Working with
<ul style="list-style-type: none"> Understand and respond to local business needs through effective consultation and engagement Communicate Llandovery's recovery plans and action programme to key partners and the business community <p>Key Outcome - The local business community has a strong voice on shaping recovery programmes and a new Economic Development vision and strategy</p>	Launch the Growth Plan to key partners and the business community in Llandovery	In-kind	CCC – Town Centre Recovery Group Llandovery Town Council Growth Team Visit Carmarthenshire
	Appointment of Market Town Officers	tbc	
	Develop a Llandovery business database Customer Management System to improve business intelligence and support future economic development activities	In-kind	
	Maintain up-to-date local economic health trends and impacts dashboard with inputs from local businesses and key partners to assist future policy and programme planning	In-kind	
	Determine interest in re-establishing the Llandovery & District Chamber of Commerce and / or establishment of an Economic Growth Plan team	tbc	
	Support the development of the embryonic Llandovery Economic Growth Team; providing secretariat and administrative support alongside Llandovery Town Council	In-kind	

Governance, funding and delivery

Carmarthenshire County Council, through the Business Economy Community Recovery Groups, will have a key role in implementing and monitoring delivery of the Action Plan; providing strong civic and community leadership, helping to foster an engaged and informed business community and using its assets, influence and expertise to deliver a recovery that creates quality employment and a sustainable, inclusive and resilient local economy.

The experience of Covid-19 has highlighted the importance and success of collective actions. Working in partnership will be crucial and the Llandovery Local Economy Recovery and Action Plan should be considered and reviewed within the wider context particularly the National Recovery Plan and Carmarthenshire Recovery Strategy.

An early consideration will be what actions and projects can be delivered across a number (or all) of the 10 Towns to secure economies of scale and efficiencies.

The embryonic Llandovery Economic Growth Team alongside the Town Council will have an important role in shaping and prioritising actions, championing the emerging plan and engaging with the business community through this 'recovery' phase.

When finalised, detailed performance metrics will need to be developed, which will be dependent upon the specific interventions undertaken.

It will be crucial for partners to be flexible and amend and reset priorities in light of any future changes including a second wave of the pandemic.

An important aspect is how this is communicated amongst the business community. The local authority's response around financial support (alongside regional and national partners) has had several positive impacts; enabling businesses to get through this period, secure their survival (at least during the immediate future) and maintain a positive mood. The local authority's contacts database (which has been significantly bolstered during the pandemic) can be used to best effect at a time when channels to reach target audiences have never been more varied or powerful.

A significant amount of funding has been allocated to the immediate crisis. Delivery of the Llandovery Growth Plan and Recovery Plan is likely to be funded through a range of sources, including national programmes and the private sector.

Where local authority funding is required, the Council will likely seek to ensure that any investment is prioritised to deliver those projects that will have the greatest impact on the local economy.

New initiatives and business support

In response to COVID-19, the County Council has established underpinning resources to support the recovery and growth of rural towns. Working with Welsh Government and the RDP Leader programme, a range of new initiatives and business support will be made available.

The recovery and growth plan are important because they provide the supporting evidence of the local needs and identify the range of opportunities these new funds and resources could help to deliver, which include:

- The appointment of **Market Town Officers** who will work with towns to take forward actions identified within the economic recovery and growth plans.
- New **seed funding** to assist the town's growth plan teams to develop innovative solutions to meet both their immediate needs and future growth ambitions.
- Potential for new **capital funding** to support ideas identified in the recovery and growth plans and also to support the development of much-needed start-up and grow on employment space.

Ten Towns Funding - £1m

- Carmarthenshire County Council **Business Grant Funds** – opportunities for businesses to apply for direct support through the Recovery Fund, Revenue Support Fund, Rural Enterprise Fund, Transformational Commercial Property Development Fund, Business Start-Up Fund and Business Growth Fund.

Carmarthenshire Transformational Commercial Property Development Fund - £1m

Carmarthenshire Rural Enterprise Fund £500,000 Transforming Towns Programme (previously Targeted Regeneration Investment) - £1.2m Business Renewable Energy Fund - £500,000 Business Start-up and Growth Grants - £500,000 Business Skills Support Fund - £200,000

- **Town digital solutions** – a series of initiatives to support businesses and communities to obtain faster and more reliable internet connectivity, and adaptation including a series of webinars to help to build a successful business online and application of digital SMART towns.
- **Cycle Friendly Infrastructure** including cycle storage provision at key locations including public transport interchanges and exploring the potential to introduce E-Bike charging.
- Funding has been secured for **local marketing/distinctiveness** including branded promotional material, prepared social media content for every town.
- A strategy to support local investment in **circular economy** businesses and enterprises.
- **Local energy plans** - Carmarthenshire Energy Limited will support communities to identify and scope potential sites for new energy generation.

Appendix 1: Rural Carmarthenshire

Carmarthenshire is situated within the Swansea Bay City region in West Wales. Covering an area of 2,370km² the County has a population of 187,568 (2018 ONS midyear population estimates) and a population density of 79 people per km². The County has seen a 2% growth of population between 2011 and 2018 compared to a Wales average of 5%. Population projections to support Carmarthenshire County Council's review of its Deposit LDP range between a 7.6% and 9.6% growth during 2018-2033. Carmarthenshire is the 3rd largest Local Authority by area and has the 4th highest population in Wales. It comprises of 58 electoral wards which are further divided into 112 Lower Super Output Areas (LSOAs).

Rural Carmarthenshire consists of highly distinctive and attractive locations with a mix of market towns and modern retail along with stunning landscapes and a richness and diversity of heritage and culture¹. Rural areas account for c.94% of the County by size and c.62% by population.

In terms of the economy and employment rural Carmarthenshire has a **predominance of small and micro-businesses** which are critical to the sustainability of the local economy. **Tourism, education, health and creative industries** are increasingly the backbone of the rural economy alongside **traditional sectors such as agriculture**. Much of the established **business base does not fall into the high growth category** (importantly this does not mean that businesses have no growth potential), with many **family owned**. The region as a whole has a relatively **low proportion of its employment in knowledge intensive** businesses and even less in rural areas. Whilst the rate of unemployment across the working

age population has remained stable over recent years the trajectory of **economic recovery and growth is projected to follow a pattern of jobless growth**. This is compounded by a **high proportion of the working age population being classed as economically inactive**. It has been recognised at county level that in order to attract and retain talented people there is a need to ensure sufficient access to key services which are slowly being lost in many rural towns and villages.

Key characteristics and challenges of rural Carmarthenshire are²:

- A predominance of small and medium sized businesses with 87% of businesses employing less than 9 employees
- Higher proportions are employed in low value added services such as agriculture
- Migration of talented and skilled young people is a key issue for rural areas which exhibit a lower proportion of 20-39 year olds
- Limited penetration of public transport provision and frequency of service
- Limited and slow speed broadband access in the more remote rural areas
- Shortage of employment space
- All rural wards, except Carmarthen town and Llandeilo, are within the top 30% most deprived in relation to access to services
- The number of Welsh speakers has declined by 6.2% to 43.9% which is a loss of 11,165 Welsh speakers in the county between 1991 and 2011

Proposed actions to support Rural Carmarthenshire include:

- Support business growth, retention and specialisation

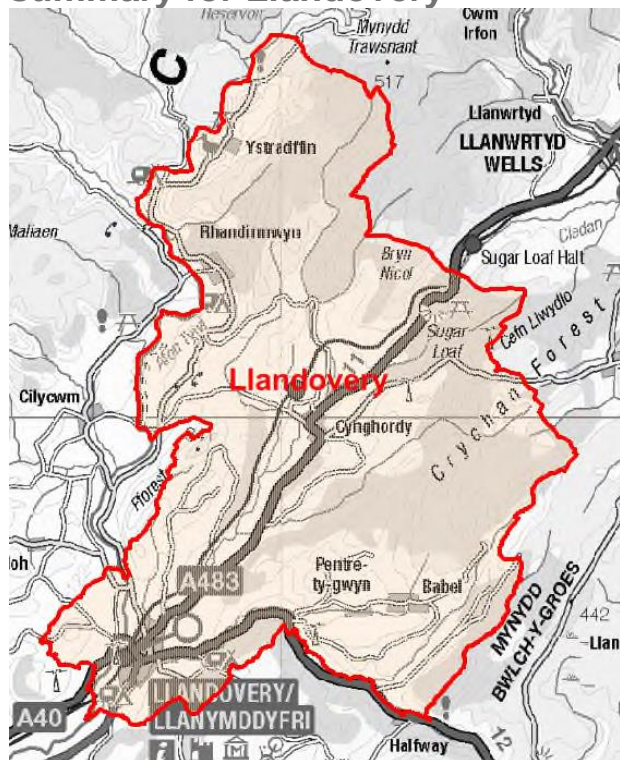
- Support a skilled and ambitious workforce
- Seek to maximise job creation and employment prospects
- Support the development of a knowledge economy
- Develop the distinctiveness and attractiveness of the area in terms of tourism, business investment and addressing rural poverty



¹ Local Development Strategy for Rural Carmarthenshire – Summary Document

² A strategic regeneration plan for Carmarthenshire 2015-2030 – Transformations

Appendix 2: Socio-economic summary for Llandovery



Area and population

- Llandovery accounts for 1.3% of the county's population and 4.9% of its landmass
- While Carmarthenshire has seen a population increase of 2% (3,607) between 2011 and 2018 Llandovery has seen a population decline of 4.8% (128) from 2,679 to 2551.
- It has a smaller proportion of working age population than county and national averages
- The proportion of those of working-age is declining
- The 65+ age group is projected to account for a third of its population by 2030

Labour Supply

- Employment rates are below that of county and national averages ...
- With self-employment accounting for a much higher percentage
- Although economic activity is below that of local and national averages (5% less than the national average and 2% less than Carmarthenshire)
- So too is unemployment
- Students and retirees account for over half of those that are economically inactive
- Skilled trades account for almost a quarter of occupations in Llandovery, substantially higher than county and national averages.
- There are significantly less associate professional & technical and administrative & secretarial occupations.

Labour Demand

- The highest proportion of jobs in Llandovery is in the health sector
- The area has a high proportion of 'accommodation and food service activities', 'education', and 'arts, entertainment and recreation' compared to local and national averages.
- It has noticeably less retail, manufacturing and construction.
- The job density for Carmarthen East & Dinefwr (the parliamentary constituency covering Llandovery) is significantly below (17-30% lower than) local and national averages. This indicates that there are less jobs to population.
- Full-time workers weekly earnings working in Carmarthen East & Dinefwr are below local and national averages.
- Whilst part-time workers earnings are higher than local and national averages their hourly pay indicates this is due to more hours being worked
- The median household income for Llandovery, based on CACI's 2018 'PayCheck' data, is £23,362 which is the 15th lowest (of 58 wards) in Carmarthenshire and 9.1% below the Carmarthenshire median of £25,488.

Businesses

- Significantly more enterprises (93.6%) and local units (93%) are at the micro level in Llandovery compared to local and national averages.

Out of Work Benefits

- The percentage of claimants in Llandovery are lower than local and national levels

Qualifications and Skills

- The number of people with no qualifications in Llandovery is higher than county and national averages. Those with National Vocational Qualification (NVQ) level 4 and above is lower than county and national averages.

Welsh Language

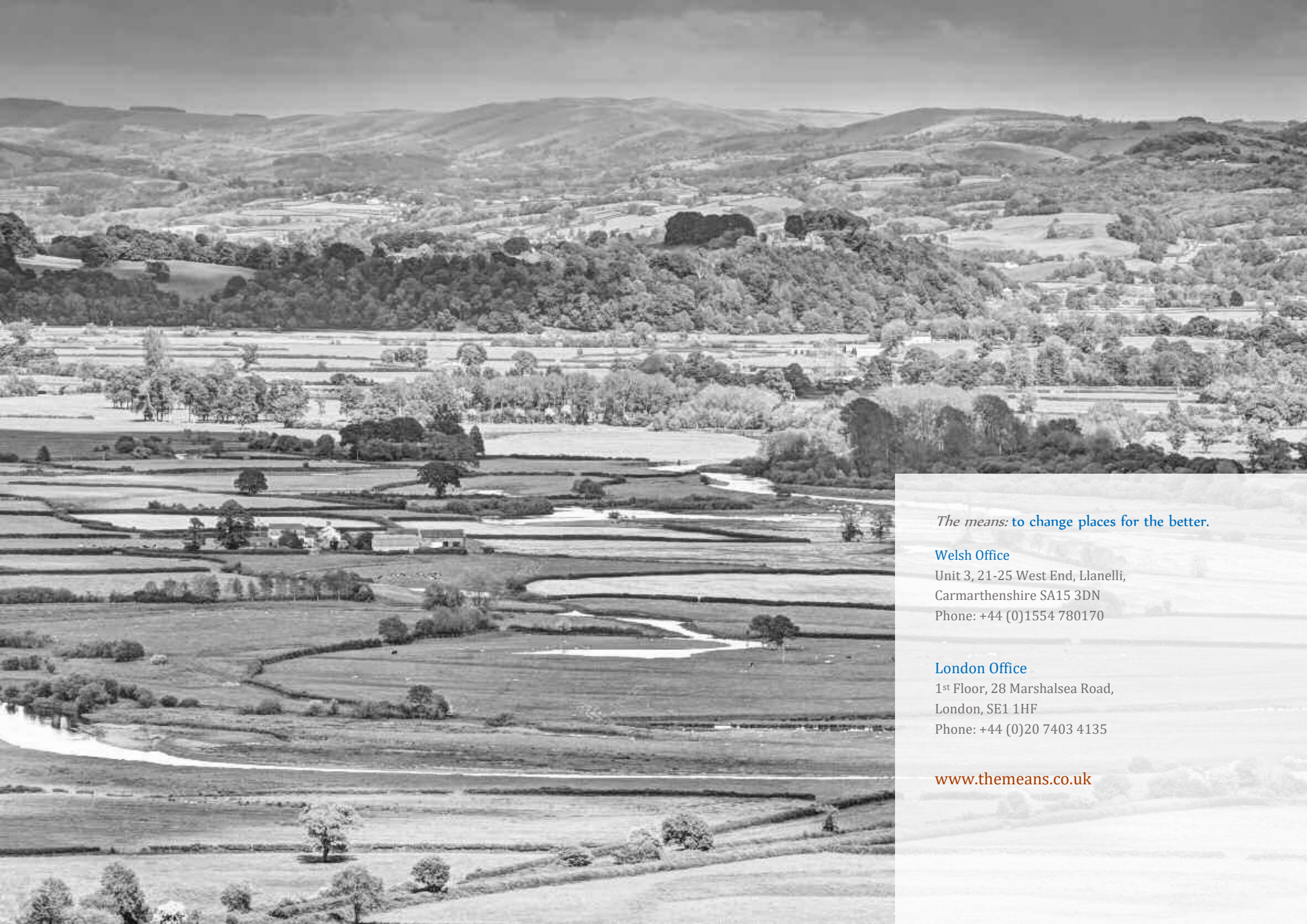
- Carmarthenshire has significantly more Welsh speakers than the national average, almost twice as much.
- Llandovery is below the county average for those with the ability to speak Welsh but significantly higher than the Wales average.

Housing

- The area's housing comprises mostly of detached and semi-detached. The smallest category is caravan or other mobile temporary structure. The ward has 128 local authority owned properties and 53 Housing Association properties.

Indices of Multiple Deprivation

- Llandovery's two LSOAs – Llandovery 1 (Cynghordy) and Llandovery 2 (Llandovery College) – have particular concerns around physical environment and housing with isolated issues around access to services, education and income. Llandovery 1 ranks 43rd (of 112) in Carmarthenshire and 763rd (of 1909) in Wales. Llandovery 2 ranks 71st in Carmarthenshire and 1067th in Wales.



The means: to change places for the better.

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