



## Well-being Objective 6

Live Well - Create more jobs and growth throughout the county

### How will we do this?

### Our action plan to achieve this objective

Ref	Actions and Measures	Target
<b>A</b>	<b>Knowledge Economy &amp; Innovation</b>	
1	We will engage regionally via the roles of the Regional Learning & Skills Partnership (RLP) and Regional Engagement Team	March 2018
2	We will maximise external funding in order to realise economic potential	March 2018
3	We will develop and deliver the Countywide Employment Skills Plan in line with key strategic priorities	March 2018
4	We will work with schools in the County to increase awareness of the employment and training options that will lead to employment in the County (the RLP will work with ERW, Education, Industry, Careers Wales and DWP to improve awareness)	March 2018
5	We will work with the City Deal projects to understand the skills requirements within each sector and develop new courses/training opportunities in partnership with FE & HE institutions in the region	March 2018
6	We will promote and support entrepreneurship in the County by delivering activities such as the Beacon Bursary, Beacon Incubation and a Business Start Up Fund	March 2018
7	We will support Third Sector Growth and deliver the Knowledge Hub	March 2018
8	We will develop and deliver Digital Activity to enhance access to key service provision and boost economic performance	March 2018
9	We will promote and support event development by developing activities such as the Event Network Circle and utilising a mix of funding	March 2018
<b>The Measures below have been broken down under this heading but feature OVERALL TOTALS at the end of the Action Plan</b>		
10	Number of people into jobs	280
11	Number of people into training	1,187
12	Number of people into volunteering	1,132
13	Number of jobs created with Regeneration assistance (5.6.3.5)	50
14	Amount of Private Sector Investment (£)	£6,000,000
<b>B</b>	<b>Transformations – a strategic regeneration plan for Carmarthenshire 2015-2030</b>	
1	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>job creation</b> through – Carmarthenshire Rural Enterprise Fund; Property Development Funds; Llanelli Town Centre Loan; Physical Regeneration Projects including Opportunity St Llanelli and Jacksons Lane Carmarthen; Business Account Management; Beacon Bursary, Business Start Ups and Incubation; and Community Development Initiatives.	March 2018

Ref	Actions and Measures	Target
2	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>jobs accommodated</b> through - Property Development Funds; Llanelli Town Centre Loan; Capital Projects including Opportunity St Llanelli and Jacksons Lane Carmarthen.	March 2018
3	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>number of people placed into jobs</b> through - Workways+; Communities First & Community Development Initiatives; and the Hub	March 2018
4	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>number of people placed into training</b> through - Workways+; Communities First & Community Development Initiatives; and the Hub	March 2018
5	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>number of people helped into volunteering</b> through - Workways+; Communities First & Community Development Initiatives; and the Hub	March 2018
6	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>additional business/office floorspace (Sq ft) created</b> through - Carmarthenshire Rural Enterprise Fund; Property Development Funds; Llanelli Town Centre Loan; Physical Regeneration Projects including Opportunity St Llanelli and Jacksons Lane Carmarthen; Business Account Management; and Targeted Finance Fund.	March 2018
7	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>the amount of land (hectare) developed</b> through - Carmarthenshire Rural Enterprise Fund; Property Development Funds; Llanelli Town Centre Loan; Physical Regeneration Projects including Opportunity St Llanelli and Jacksons Lane Carmarthen.	March 2018
8	We will develop and deliver across the three Transformation Area Teams (Carmarthen & Rural Area, Ammanford & Cross Hands Growth Zone, Llanelli & Coastal Belt) and the Skills & Enterprise Team, initiatives and projects to support <b>the level of Private Sector Investment / external funding secured</b> through - Carmarthenshire Rural Enterprise Fund; Property Development Funds; Llanelli Town Centre Loan; Physical Regeneration Projects including Opportunity St Llanelli and Jacksons Lane Carmarthen; Business Account Management; targeted finance fund; external funding team.	March 2018
9	We will deliver Phase 3 of the project plan for the Wellness and Life Science Village (12365)	June 2017
10	We will deliver the initial implementation plan - Planning process; Business case agreements; Pathways development; Training courses for the Wellness and Life Science project (12380)	June 2017
11	We will develop and deliver Countywide Tourism Destination Management Plan 2015-2020 and deliver actions utilising a mix of funding to support: <ul style="list-style-type: none"> <li>Promotion of Carmarthenshire as an attractive and quality place to visit and stay as part of regional and national campaigns</li> </ul>	March 2018

Ref	Actions and Measures	Target
12	We will develop and deliver Countywide Tourism Destination Management Plan 2015-2020 and deliver actions utilising a mix of funding to support: <ul style="list-style-type: none"> <li>Promotion of Carmarthenshire as a commercially viable place to invest in as part of regional and national campaigns</li> </ul>	March 2018
13	We will develop the quality, quantity and economic value of events and festivals utilising Leader, Ireland Wales Cooperation Scheme, Regional Tourism Engagement Fund and other funding streams	March 2018
<b>The Measures below have been broken down under this heading but feature OVERALL TOTALS at the end of the Action Plan</b>		
14	Number of jobs created with Regeneration assistance (5.6.3.5)	232
15	Number of jobs accommodated	49
16	Amount of floorspace created (sqft)	40,069 sqft
17	Amount of land developed (ha)	8.4 ha
18	Amount of Private Sector Investment/external funding secured (£)	£5,303,361
<b>C</b>	<b>City Deal</b>	
1	We will continue to support the development and delivery of the Swansea Bay City Deal proposal	2018/2020
2	We will establish appropriate governance arrangements and support structures to ensure the successful delivery of the City Deal	2018/2020
3	We will support the development of a 5 case business case for each of the 11 projects	2018/2020
4	We will establish business engagement mechanisms to ensure that the City Deal achieves maximum benefit locally and regionally	2018/2020
5	We will aim to develop all <b>11</b> City Deal projects	2018/2020
6	We will aim to hold <b>4</b> City Deal business engagement events	2018/2020
<b>D</b>	<b>Performance Measures That Cover ALL The Objective – TOTALS FROM ABOVE BREAKDOWNS</b>	
1	We will aim to create <b>282</b> more jobs (EconD/001) (2016/17 Result – 253.5)	282
2	We will aim to accommodate <b>49</b> jobs (EconD/002) (2016/17 Result -28)	49
3	We will aim to place <b>280</b> people into jobs (EconD/003) (2016/17 Result - 344)	280
4	We will aim to place <b>1,187</b> people into training (EconD/004) (2016/17 Result -3,128)	1,187
5	We will aim to place <b>1,132</b> people into volunteering (EconD/005) (2016/17 Result -1,598)	1,132
6	We will aim to create <b>40,069</b> sqft of Floorspace (EconD/006)	40,069 sqft
7	We will aim to develop <b>8.4</b> ha of land (EconD/007)	8.4 ha
8	Level of Private Sector Investment / external funding secured <b>£11,303,361</b> (EconD/008) (2016/17 Result -23,551,839)	£11,303,361
9	We will ensure that a high percentage of undisputed invoices are paid within 30 days to help local businesses cash-flow (CFH/006) (2016/17 Result – 94.3%)	93.5%
10	We will ensure that we conduct trading standards inspections for all high risk businesses (PPN/001i) (2016/17 Result - 100%)	100%
11	We will ensure that we conduct animal health inspections for all high risk businesses (PPN/001iii) (2016/17 Result - 100%)	100%