

CARMARTHENSHIRE CONNEXIONS



A Strategy for Prosperity 2005-2015

Action Plan 2006-7



Sir Gâr - Meddwl Ynghyd, Cynllunio Ynghyd a Gwneud Ynghyd
Carmarthenshire - Thinking Together, Planning Together, Doing Together

Our Strategic Approach

A clear vision

To create an area of high innovation and opportunity, combining a vibrant economy and a superb quality of life.

Confronting our key challenges

- Creating jobs.
- Assisting the inactive into jobs.
- Raising productivity.
- Retaining and attracting young people.

Investing in

- Business sectors.
- Skills and learning.
- Sites, Premises and Infrastructure.

Measuring our success

Our aim is to join those areas of the UK currently at 65-75% of UK Gva per capita and to outperform the Wales, Objective 1 and South West Wales regional averages. Our progress will therefore be compared with:

- The UK and Wales.
- South West Wales and the West Wales and the Valleys Objective 1 area.
- Other areas in the UK with similar characteristics to Carmarthenshire but with higher GVA per capita levels: Medway, Wales Central Valleys, East Derbyshire, East Merseyside, Blackpool, Greater Manchester North, South Teesside, West Cumbria.

We will measure our progress against the following targets:

Strategic Measure	Baseline 2005	Target 2015
Gva per capita (% of UK)	60.3%	68%
Economic inactivity (%)	28.4%	23.3%
Employment Rate (% of working age)	68.3%	72.7%
Business productivity	83.24%	92.4%
Population aged 20-39 years (%)	22.1%	25.6%
Driver Measures		
Business formation rate (excl agri)	10.1%	10.5%
NVQ 4+ (% of working age)	22%	25.1%
Ratio of Private Sector Investment to Public Funding	1:6	1:12

What we are going to do in 2006/07

Creating Jobs

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Support for the start-up and survival of new businesses	➔ Develop Business Advice	EIN contracted to CCC	2005-2008	1 Business Eye 2 General Business Service (GBS)
	➔ Operate the business account management system to provide tailored assistance and support to the private sector	EIN/CCC	2005-2015	1 Account management
	➔ Implement financial support schemes while working towards reducing dependency on grant	CCC	2005-2008	1 Business Start up Grants 2 Business Development Grants 3 Community Enterprise Grants 4 Business Loan Scheme
Support for Social Enterprises	➔ Provide appropriate financial and non-financial support to enable social enterprises to establish and grow	CCC/ Foothold/ Community Enterprise Wales/ AMCAN	2005-2008	1 Hidden Dragon 2 Promotion of Rural Community Businesses (P5) 3 Developing ideas for Sustainable Communities
	➔ Helping social enterprises prove their value and raising awareness of best practice	EIN/SWWEF		1 Social Economy Forum
Attracting inward investment	➔ Undertake Inward Investment Campaigns to market Carmarthenshire building on the Team Wales approach	Swansea Bay EIN/CCC/DELLS /Swansea Bay /Private Sector/ WAG/ Business Eye	2005-2015	1 Swansea Bay Partnership 2 Targeted marketing campaign 3 Enquiry protocol

Creating Jobs (continued)

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Increasing the competitiveness of key settlements	➔ Growth centres - Environmental improvements	CCC/EIN/ Private	2005-2008	<ol style="list-style-type: none"> 1 Carmarthen Town Centre Regeneration 2 Ammanford – College Street Improvements 3 Building a Sustainable Llanelli programme 4 Upper Park Street, Llanelli 5 Town Improvement Grants 6 South Llanelli and Pembrey Strategic Site 7 Bridge Street, Llanelli 8 Key Settlements PID
	➔ Market Towns – building on their service centre role to adjacent areas and communities	CCC/EIN/ Private	2006/7	<ol style="list-style-type: none"> 1 Physical Grants for Growth
	➔ Marketing key sites to realise public funding invested	CCC/EIN	2006/7	<ol style="list-style-type: none"> 1 Delta Lakes 2 North Dock 3 Dafen 4 Dyfatty, Burry Port 5 Parc Pensarn 6 Parc Hendre 7 Cross Hands Food Park
	➔ Waterfront Regeneration	Llanelli Waterside /CCC/EIN	2006/7	<ol style="list-style-type: none"> 1 Llanelli Waterside 2 Burry Port

Assisting the Inactive into Jobs

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Promoting access to employment	➔ Address barriers preventing the inactive entering the labour market and contributing to the County's economy	Job Centre Plus, CCC, ELWa, Antur Teifi	2006/7 onwards	<ol style="list-style-type: none"> 1 Pathways to Work 2 Newidydd 3 Basic Skills Strategy 4 Carmarthenshire Learning Network 5 Hidden Dragon 6 Capacitate 7 Overcoming barriers
Increasing Social Enterprise	➔ Help to provide a mainstream route to employment by supporting establishment and sustaining of social enterprises		2005/8	<ol style="list-style-type: none"> 1 Hidden Dragon 2 Promotion of Rural Community Businesses (P5)

Assisting the Inactive into Jobs (continued)

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Tackling deprivation and promoting social inclusion	➔ Provide specific support to disadvantaged communities	CCC/AVE/ Foothold/MCG/ MIM/Antur Teifi	On-going	<ol style="list-style-type: none"> 1 Communities First Programme 2 Action for Community Employment 3 Mainstreaming activity
	➔ Supporting communities to regenerate	CCC/MCG/ MIM/AVE/ Foothold/ Antur Teifi	On-going	<ol style="list-style-type: none"> 1 FUND 2 Community Bureau 3 Community Networks and Ambassadors 4 Llanelli Amman Gwendraeth Community Support










Raising Productivity

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Promoting Innovation	➔ Improving existing links between colleges and businesses	EIN	2005-6	<ol style="list-style-type: none"> 1 Product Lifecycle Management Centre of Excellence
	➔ Building on knowledge cluster within automotive sector	EIN DELLS/Local Colleges	2005-6 2006-7	<ol style="list-style-type: none"> 1 Technium Performance Engineering, Dafen 2 Knowledge Exploitation Fund
Encouraging Better Marketing and Exporting	➔ Enabling SMEs to better meet local procurement needs	CCC	2005-2007	<ol style="list-style-type: none"> 1 Celtic Enterprise and Business Support Network 2 E-procurement
	➔ Develop opportunities for trading	CCC, WDA, WAG, WTB	2006/7 onwards	<ol style="list-style-type: none"> 1 Swansea Bay Partnership 2 Marketing major events e.g. Wales GB Rally, WPGA Championship, 3 Trade shows 4 Inter-trade 5 Celtic Enterprise & Business Support
Providing quality business services	➔ Support to business	CCC/WDA	2006/7	<ol style="list-style-type: none"> 1 Business Eye 2 General Business Programme 3 Account Management
Adding Value to Local Resources	➔ Helping to foster demand for local products	WDA/CCC	2005-2008	<ol style="list-style-type: none"> 1 Food sector marketing 2 E-procurement programme 3 Local Supply Chain programme

Retaining and Attracting Young people

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Developing the business environment for young people	➔ Encouraging entrepreneurship	Careers Wales	2006/7	1 Young Enterprise
	➔ Providing work focused experience	CCC/Private/ Public Sector	2006/7	1 Work Focused Experience action plan 2 Insight Programme 3 Modern Apprenticeships, National Graduate Programme, Go Wales Placements 4 Work shadowing for sixth formers / college students
Creating a youth friendly culture	➔ Local Initiatives	Antur Teifi/CCC /Menter Cwm Gwendraeth/ Menter Iaiith Myrddin	2006/7	1 Youth First 2 Youth Councils 3 Milltir Sgwar 4 Young Peoples Partnership
Marketing Carmarthenshire to young people	➔ Marketing of Carmarthenshire to change perceptions of the County held by young people	Youth RAT	2005-7	1 Llwybro Routes
	➔ Developing links with young people who have left the County making them aware of local opportunities	EIN CCC	2005 -2007	1 Llwybro Routes Steering Group
Providing the lifestyle environment required by young people	➔ Improved leisure product through implementation of regeneration masterplan	CCC/Private Sector	2005-2008	1 Llanelli Coast regeneration 2 Carmarthen regeneration 3 Ammanford regeneration 4 Leisure Saver Scheme 5 Brechfa Mountain Bike Centre trail development 6 Leisure Infrastructure Provision 7 Llanelli Stadium & Athletics Track 8 Machynys Golf & Leisure
	➔ Develop amenities and activities attractive to young people, encourage café culture	Menter Iaiith Myrddin CCC	2006/7	1 Events Programme 2 CANA project 3 North Dock Housing

Promoting Business Sector Development

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Providing a focused approach to sector support based on importance for employment and future growth prospects	 Developing opportunities in the Tourism & Leisure sectors	CCC/EIN/CTA/Private Sector/SWWTP	2006/7	1 Tourism & Leisure Vision 2 Tourism packages 3 Business Tourism marketing 4 Integrated Business Support 5 Leisure, Tourism, Culture, Heritage PID
	 Developing opportunities in the automotive & engineering sectors	EIN	2006/7	1 Technium Performance Engineering-Dafen
	 Developing opportunities in the food sector	EIN/CCC	2005-2009	1 Cross Hands Food Park 2 Food Sector Marketing e.g. Food and Drink Directory, trade shows 3 Processing and marketing grant
	 Developing opportunities in the construction sector	SWWEF/CCC	2006	1 Regional Construction Forum
	 Developing opportunities in the creative media sector	CCC/EIN	2006	1 Creative Media Cluster
	 Developing opportunities in the manufacturing sector	CCC/EIN	2006/7	1 Carmarthenshire Manufacturing Group 2 Collaborative purchasing scheme
	 Developing opportunities in the knowledge sector	CCC/EIN	2005/9	1 North Dock - market & release sites 2 Delta Lakes - market sites for development 3 Knowledge Economy PID
	 Developing opportunities in the retail sector	CCC/EIN/Private Sector	2006/7	1 Carmarthen Town Regeneration 2 Llanelli Town Regeneration 3 Ammanford TIGs 4 Market Towns TIGs
	 Developing opportunities in the biotechnology sector	NBGW/CCC/EIN/Local Colleges	2006/7	1 Bio-Technium

Skills and Learning

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Preparing people for the world of work	➔ To increase the supply of available labour locally to meet projected demand	Careers Wales CCC/ELWa/ Partners/ Careers Wales Go Wales	2005 -2007	<ol style="list-style-type: none"> 1 World of Work Programme 2 Newidydd 3 Work Tasters and Work Placements through Go Wales 4 Onwards and Upwards - Coleg Sir Gar 5 Learning Journey - Amman Valley Enterprise 6 Skilled Workforce PID
Supporting employers and sectors	➔ Supporting industries to adapt to change	CCC/EIN/ Menter a Busnes/ ADAS/DELLS/ Local colleges	2006/7	<ol style="list-style-type: none"> 1 SME solutions 2 Farming Connect 3 Rural Innovation Development 4 ILMI Development

Sites, Premises and Infrastructure - ensuring provision for business growth and prosperity

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Facilities for Leisure	➔ To improve existing and develop new facilities	CCC/EIN/ Private Sector	2005-2009	<ol style="list-style-type: none"> 1 Carmarthen Town Centre redevelopment -Multiplex/tenpin bowling 2 Old Castle Cultural Village 3 Carmarthen Leisure Centre expansion 4 Pontweli International Canoe Centre 5 Brechfa Mountain Bike Centre - trails development 6 Strategic Trails (Coast, Teifi, Tywi)
Sites and Premises infrastructure for business	➔ Sites and Premises Masterplan providing premises for start-ups, expanding businesses and inward investment	EIN/CCC/ Llanelli Waterside/ Cross Hands JV	2005-2007	<ol style="list-style-type: none"> 1 Property Development Grants 2 Workshops phase 2 - Beechwood, Llandeilo 3 Food units Cross Hands Business Park 4 Performance Engineering Technium - Dafen 5 Parc Hendre unit 6 Units - Dafen 7 Cillefwr - infrastructure

Sites, Premises and Infrastructure - ensuring provision for business growth and prosperity (continued)

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Sites and Premises infrastructure for business (Continued)		Llanelli Waterside		8 Dyfatty Park - site layout & industrial units 9 North Dock - Housing & offices 10 Delta Lakes - Centre for Young Entrepreneurship 11 Llanelli Stadium 12 Waterfront Masterplan PID
Communities	➔ Supporting physical & social infrastructure improvements in key settlements	CCC Regeneration Partnership/ EIN	2005-2008	1 Communities First 2 1 FUND 3 Masterplan Proposals 4 The Mount, Carmarthen
	➔ Improving social infrastructure and supporting capacity building in key areas	CCC/MCG/ MIM/AVE/ Foot-hold/ Antur Teifi/EIN	2005-2008	1 Communities First 2 1 FUND 3 Carmarthen Town Festival 4 Diwylliant Byw 5 Tywys
Utilities. Adequate utilities in terms of water, electricity and gas are basic requirements for business growth.	➔ To support the removal of constraints to developing the County's economy in terms of utility provision.	Utility Providers	on-going	1 Upgrading of treatment works, Cross Hands
ICT	➔ To extend access to broadband for local business and facilitate sharing of existing capacity in schools with local business	BT/EIN	2006/7	1 Broadband Wales programme
	➔ Complete high speed link to strategic business parks	EIN	2007/8	1 Broadband Wales programme
	➔ Support exploitation of new technology to improve competitiveness, find new markets and innovate	CCC	2006/7	1 TESIS 2 EPROC
	➔ Support businesses to maximise use of Information and Communications Technology to improve productivity.	EIN	2007-2010	1 Broadband Strategy

Sites, Premises and Infrastructure - ensuring provision for business growth and prosperity (continued)

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Transport	➔ Promotional campaigns to raise awareness of public transport	SWITCH	2006/7	1 switch2share
	➔ Integrate transport planning into new developments for businesses	SWITCH	On-going	1 DART 2 Pilot Community Transport Scheme
	➔ Improve quality of bus services	SWITCH	2006	1 Bus partnerships with operators 2 Subsidised services

Support

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
Investment and Innovation	➔ Developing sustainable local SMEs	CCC ARENA network	2006/7	1 Business Eye 2 E-procurement 3 Interreg-creating a sustainable local supply chain 4 Redundancy protocol
	➔ 'New Europe, New Opportunities' - working trans-nationally with EU Regions	CCC and Stakeholder Group	2004-2010	1 Carmarthenshire Action Plan
		CCC/Waterford County Council	2006-7	2 Developing SMEs through sustainable procurement
Opening Doors	➔ Brokerage programmes between colleges and businesses to bridge skills gaps and remove industry/sector perceptions	Coleg Sir Gar/Trinity/CCET	2006	1 Community Learning Network - phase 2 2 Taster sessions through Communities First 3 Gallu
Feeling Fine	➔ Target barriers to inclusion	CCC	2006/7	1 Communities First Programme 2 Newidydd 3 Dolen Iechyd
Feeling Secure	➔ Work with local communities in tackling anti-social behaviour Designing out crime in new developments	Community Safety Partnership	2006/7	1 Neighbourhood Wardens

Support (continued)

Key Aims	Partnership Actions	By Whom / Lead Partner	Timescale	Projects 2006/7
A Better Place	➔ Using brownfield and underused land/buildings	Llanelli Waterside JV CCC/WDA	On-going	1 Old Castle Works 2 Former Buckley's site 3 Delta Lakes 4 Dyfatty Park 5 Cross Hands Business Park 6 North Dock
	➔ Designing in environmental best practice through reducing energy use and need to travel.	ARENA Network in partnership with EIN, DELLS, Environment Agency	On-going	1 ARENA Network – grants for environmental innovation and improvement projects
	➔ Encouraging companies to work towards a stepped standard of environmental management	ARENA CCC	On-going	1 ARENA Network Green Dragon Scheme. 2 Local supply chain
	➔ Heritage preservation	CCC	2006/7	1 Bridge Street / Llanelly House. 2 Town Improvement Grants 3 Old Castle Works Tinning House 4 Pump House, North Dock 5 Castle House, Carmarthen

Carmarthenshire Regeneration Partnership acknowledges the significant funding contributions to projects from partners, private sector, Welsh Assembly Government and the European Union via Objective 1, Interreg and other programmes.

The Regeneration Partnership

The Regeneration Partnership manages, supports and promotes regeneration in Carmarthenshire. It develops strategy, agrees an annual business plan, manages the Objective 1 process and monitors progress, cross cutting and sustainability issues.

The Regeneration Executive

The Regeneration Executive reviews strategy, develops the annual business plan and reports progress for Partnership consideration. It develops and integrates actions by partners through the Executive, the Regeneration Action Teams and DART.

Regeneration Action Teams

Regeneration Action Teams co-ordinate the implementation of projects and initiatives involving partners on a wide basis. Three of the teams focus on the rural and urban areas of the County and three teams focus on thematic actions covering productivity/jobs, the labour market and youth migration issues. The teams monitor progress and report back to the Executive.



Carmarthenshire Partnership

**Environment
Partnership**

**Lifelong
Learning
Steering Goup**

**Community
Safety
Partnership**

**Health & Social
Care Partnership
Board**

