

CARMARTHENSHIRE CONNECTIONS

Jobs Inactivity
Productivity Youth

A Strategy for Prosperity

2005-2015



'we aim to make Carmarthenshire a more prosperous place for all'

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Action



'sustained growth, investment & innovation'





'This Strategy is intended to show how all partners will work together to make Carmarthenshire a more prosperous place. It has been developed based on extensive evidence gathering and consultation. It concentrates on those issues that have been found to be the key challenges to economic growth in the County. Working together - public agencies, business and the voluntary sector along with communities - we have achieved much in recent years and I hope that we can build on these successes in the future.'

Robin Lewis

*Non-Executive Director, Magstim
Chair of Regeneration Partnership*



'Our aim is to increase prosperity for everyone by focusing on the key priorities of creating jobs, reducing economic inactivity, increasing business productivity and addressing youth migration. The main regeneration agencies - the Council, the Welsh Assembly Government (EIN / DELLS), Job Centre Plus and Regional Tourism Partnership - working as the Regeneration Executive are committed to driving forward the Partnership's key priorities through focused, integrated and practical actions on the ground involving business and communities. Ambitious programmes have been put in place and these will be monitored closely to ensure that they are effective. To date they have been remarkably successful and we will continue to deliver in future.'

Mark James

*Chief Executive, Carmarthenshire
County Council
Chair of Regeneration Executive*

Vision

‘the Carmarthenshire Connections vision is clear. We seek the transformation of the County to become an area of high opportunity, combining a vibrant economy, inclusiveness and a superb quality of life’



- **A centre of excellence, competing in growing, high value added markets. Committed to continuous innovation. Technologically advanced with a healthy, high skilled and entrepreneurial workforce.**

- **A county at the forefront of new ideas and new ways of working while continuing to build on its exceptional strengths of high quality environment, community and culture within an inclusive, diverse and dynamic economy.**

- **Communities strengthened by local pride, ownership and collaborative working.**

We have made considerable progress, but several key challenges need to be met. Our Strategy sets out our priorities as a partnership to address those challenges using an evidence based approach to underpin investment decisions.

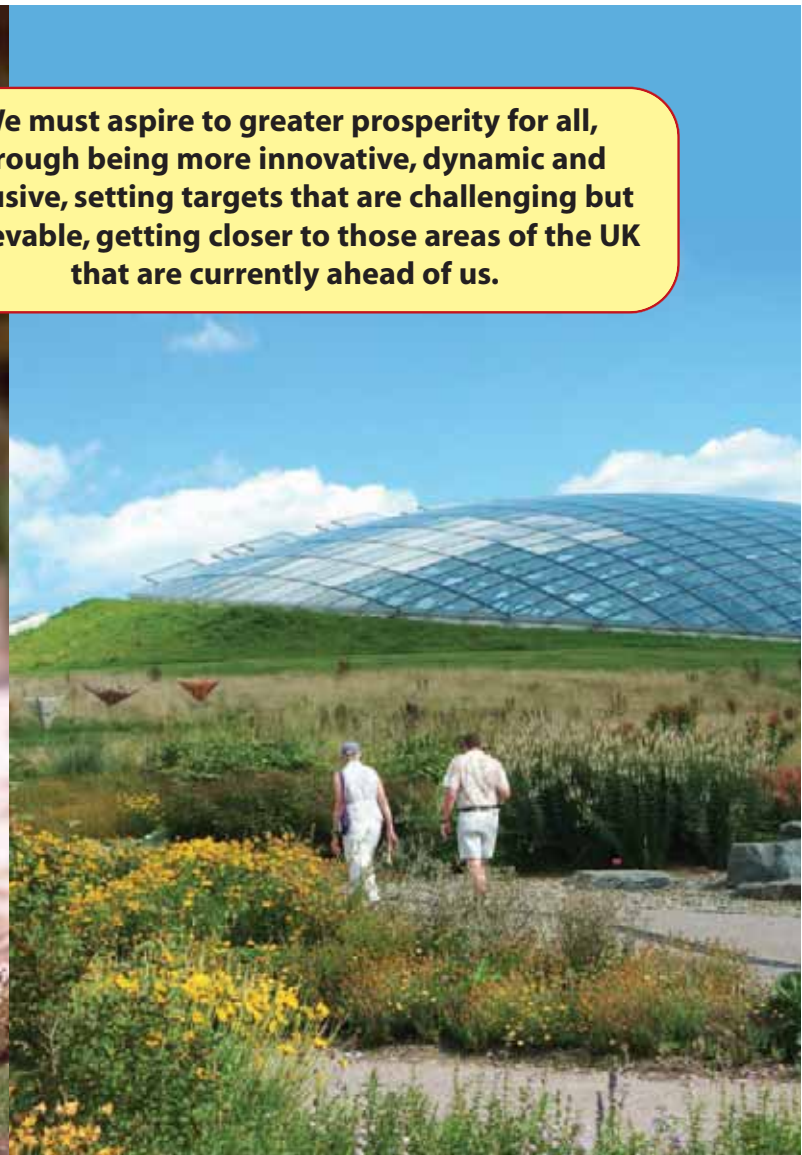
The strategic priorities and the annual Action Plan will drive forward the transformation of Carmarthenshire. The challenge is to make effective use of the resources available. We need to produce a greater impact by working together across Carmarthenshire and, based on sound evidence, take hard decisions about what really makes an impact.

Historically the local economy has been dependent on some sectors that are now in decline and low value added services. It has lacked the new sectors that are driving growth elsewhere.

To address this imbalance Carmarthenshire will continue to build its future on innovation and change, promoting excellence, building on local strengths and sustaining communities.



We must aspire to greater prosperity for all, through being more innovative, dynamic and inclusive, setting targets that are challenging but achievable, getting closer to those areas of the UK that are currently ahead of us.



Values



**Conserve and enhance
the environment**



**Seek out good
practice and
innovate**



**Interweave
functions
and services**



**Integrate Welsh language
and culture as a living
part of a bi-lingual
community**



**Deliver
together**



**Measure our
effectiveness in
what we do**



Promote equal opportunities



Challenge exclusion



Promote ICT availability and use



Engage communities



Assist people, communities and business achieve independence and growth



Build quality into our actions



Deliver long term success not short term expediency



Promote awareness of what we are doing

Achieve balanced area regeneration

