

Support

Putting the jigsaw together
& looking to the long term



Carmarthenshire Community Strategy...

Thinking Together, Planning Together, Doing Together

Investment and Innovation

- Local procurement and supply chain initiatives.
- Continuing support for businesses to promote long term survival, including succession planning, redundancy action frameworks.
- Investment and assistance based on need, added value and achieving long term independence.
- Exploiting local resources.
- Supporting ICT use by business, communities and the socially excluded in e-learning.
- Supporting Wales Spatial Plan area initiatives including those addressing economic inactivity, rural development, key sector support, tourism, affordable housing, transport, skills and learning, environmental issues.
- An evidence based approach to innovation in service delivery.
- Working trans-nationally with other EU regions.
- Maximising EU and other funding for long term gain.

Opening Doors

- Linking business, communities and people to lifelong learning.
- Putting young people at the forefront of decision making.

Feeling Fine

- Prioritising the needs of groups facing barriers to inclusion in terms of jobs and economic activity, health and well-being, environment and lifelong learning, eg women, older people, the disabled, children and young people including those in care, carers, black and ethnic minorities, the homeless, substance misusers, those in fear of crime and anti-social behaviour, people with learning disabilities

- Social support, eg childcare, respite support for carers, promoting benefits and welfare take-up, addressing inequalities of health.

Feeling Secure

- Prioritising communities, in particular Communities First areas, facing barriers to inclusion, in terms of jobs and economic activity, health and well being, environment, including those in fear of crime and anti-social behaviour, and lifelong learning.
- Integrating community safety in renewal projects.
- Linking economic and community regeneration, ensuring that regeneration activity benefits adjacent Community First areas.
- Improved services particularly to Communities First and peripheral areas, eg public transport, neighbourhood and basic services, affordable housing, electronic and mobile services, discount schemes.
- Engaging communities in regeneration, building on formal and informal networks.
- Using Welsh language, culture and identity in community, learning and business development initiatives.

A Better Place

- Use of brownfield land and unused/underused buildings.
- Environmental actions, eg physical and housing based regeneration, environmental protection and renewal, area renewal, heritage preservation, reducing waste and resource use.
- Promoting quality and distinctiveness in development.
- Promoting the adoption of environmental best practice by firms.

The County is lagging behind in terms of working age employment, earnings, youth retention and business start-ups. The challenge is to create a sustainable economy, which builds on the environmental, community and cultural strengths while protecting its resources for future generations.



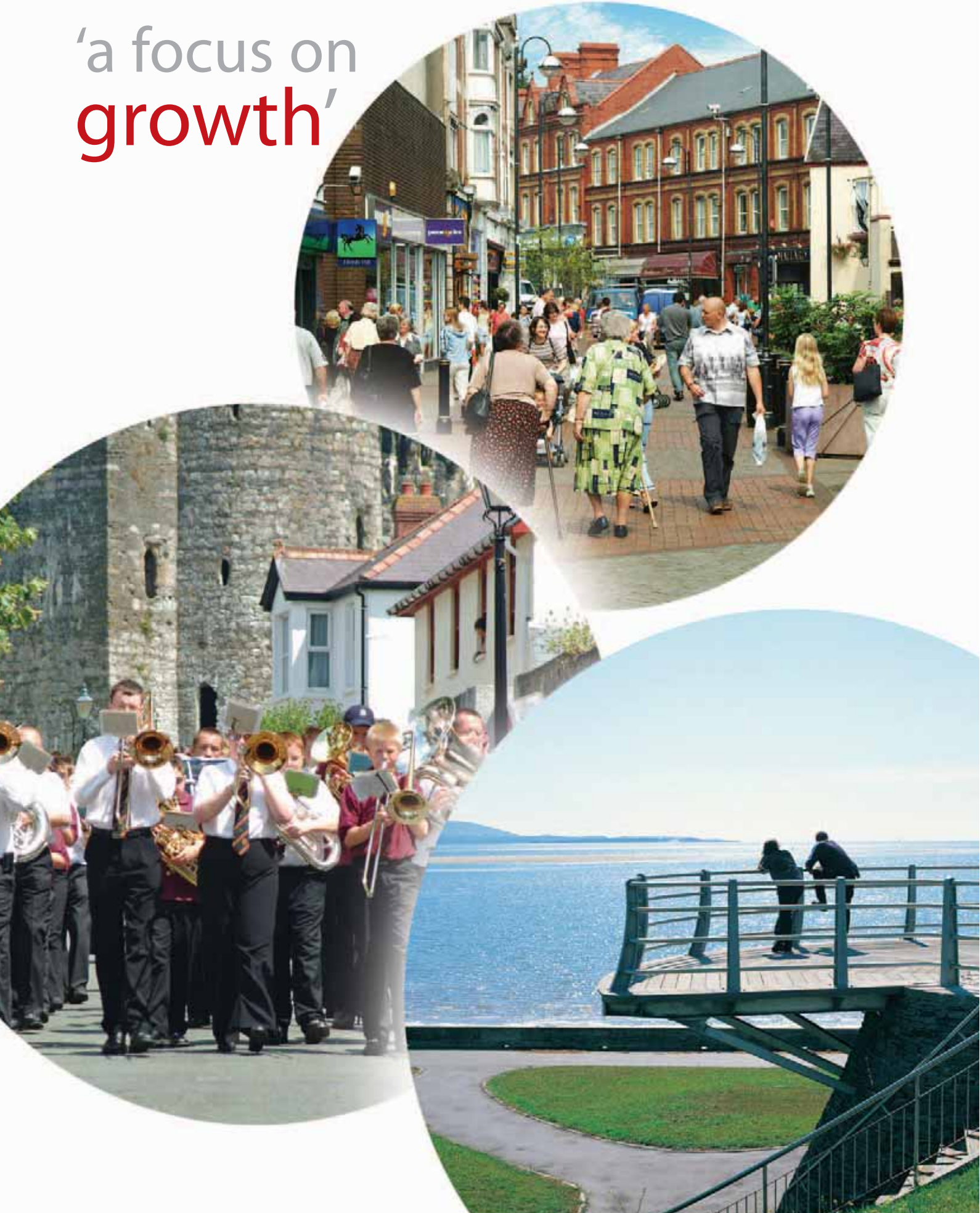
There is a need to:-

- **promote the long term survival of businesses.**
- **increase inclusion for all.**
- **promote a learning society.**
- **link economic actions to wider community issues.**
- **promote Welsh language and culture.**
- **conserve and improve the natural and built environment.**

There are positive signs of improvements in growing employment and participation in the voluntary and community sector. New working arrangements offer potential for progress.

Communities

'a focus on
growth'



Amman

- Supporting Ammanford as a centre for retailing, services and employment including the completion of town centre environmental improvements.
- Supporting small scale employment and service provision in Glanamman/Garnant, Brynamman, Ystradowen.
- Preparing key development sites at Capel Hendre and Parc Hendre to facilitate investment.
- Assisting the manufacturing sector to adapt and grow.
- Raising economic activity through specific actions focused on target areas, including Communities First areas.
- Increasing entrepreneurship.
- Addressing former colliery and quarry sites to facilitate and promote new economic activity.

Gwendraeth

- Supporting Cross Hands as a strategic centre for food, retailing, employment and services.
- Facilitating private sector led investment.
- Supporting small scale employment provision in Kidwelly, Pontiets, Ponthenri, Pontyberem, Trimsaran and Ferryside.
- Raising economic activity through specific actions focused on target areas.
- Increasing entrepreneurship.
- Addressing former colliery and quarry sites to facilitate and promote new economic activity.

Llanelli

- Supporting Llanelli as a centre of retailing, services and public employment.
 - Assisting the manufacturing sector to adapt and grow.
 - Improving the Llanelli town centre and Tyisha environment and securing private sector investment through the Building a Sustainable Llanelli programme.
 - Facilitating private sector led investment in South Llanelli and Pembrey Peninsula (SLAPP).
 - Achieving a balance between Llanelli Town Centre and out of town retail developments.
 - Supporting Burry Port and Pembrey as growth areas, focusing on tourism 'waterfront' and business potential.
 - Working regionally within a Swansea Bay Waterfront Framework.
 - Raising economic activity through specific actions focused on target areas, including Communities First areas.
 - Increasing entrepreneurship.

The more urban Community Network Areas have higher levels of economic inactivity, often concentrated in particular areas of deprivation. Employee growth has been less and entrepreneurship is lower.



The key competitiveness issues for urban areas are to:

- **target concentrations of inactivity**
- **raise skills levels**
- **improve business formation rates**
- **strengthen capacity for self help through community development**
- **invest in infrastructure**
- **create jobs in key sectors**
- **invest in town centre improvement**

The regeneration of the coastal zone and the growth of Cross Hands offer opportunities for the development of new businesses within strong and emerging sectors eg knowledge, tourism, creative, food.

Inactivity may be lower than more urban areas, but is still higher than UK levels. There is a significant challenge in addressing the implications of CAP reform, its likely impact on the agricultural sector and potentially the County's physical environment.

The key competitiveness issues for rural communities are to:

- **diversify the rural economy via job creation and entrepreneurship in new sectors**
- **add value to agricultural production**
- **overcome barriers to employment for people generally**
- **strengthen capacity for self help through community development**
- **raise skill levels**
- **invest in the infrastructure of the key market towns**
- **improve access to services**

Market towns have the potential to become key centres for direct employment and a focus for job creation in their hinterlands.

Taf Myrddin

- Supporting Carmarthen as a pivotal centre, between the Swansea Bay-Western Valleys and Pembrokeshire-Haven areas, for retailing, services and employment.
- Supporting small scale employment and service provision in St Clears, Whitland and Laugharne.
- Preparing and servicing key sites at Parc Pensarn, Cillefwr and Nantyci.
- Supporting agricultural diversification and integrated rural development.
- Raising economic activity through area wide actions.
- Improving access to services and economic opportunities.
- Addressing the potential impact of the Bluestone and Milford Haven LNG developments.

Teifi

- Supporting Newcastle Emlyn as a centre for local retailing services and employment.
- Supporting small scale employment and service provision in Pencader.
- Supporting agricultural diversification and integrated rural development.
- Supporting Llanybydder as a market town and service centre to a rural hinterland.
- Improving access to services and economic opportunities.
- Raising economic activity through area wide actions.

Tywi

- Supporting Llandeilo and Llandovery as market towns and service centres to their rural hinterland.
- Supporting small scale employment and service provision in Llangadog.
- Supporting agricultural diversification and integrated rural development.
- Supporting the growth of the tourism sector through the Tywi Valley Tourism Growth Area.
- Improving access to services and economic opportunities.
- Raising economic activity through area wide actions.



