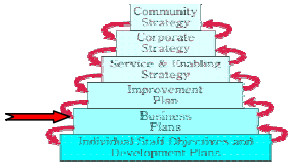
REGENERATION DEPARTMENT

# Economic Development Divisional – Business Plan & Scorecard 2009/12

## Head of Service - John Davies/Wendy Walters




To deliver the Community Plan priorities of:

**Supporting Area Regeneration**
**Developing Labour Markets, creating jobs and improving productivity**
**Retaining and Attracting a Young Workforce**
**Maximising External Funding**
**Promoting Fairness and Social Inclusion**

The objectives below will be pursued:

Gross Budget 2009/10

**£7,717,000**

| Objective 1 | Objective 2 | Objective 3 | Objective 4 | Objective 5 | Objective 6 | Objective 7 |
|---|---|---|---|---|---|---|
| Take Carmarthenshire Connexions forward and monitor progress | Create and sustain jobs, improve company productivity and competitiveness and support key sectors. | Reduce economic inactivity by supporting local people, groups and communities to become more independent and sustainable. | Retain and attract a young workforce. | To improve the effectiveness of managers who are in leading, managing and developing people.(CMAT) | | Divisional Management Standards |
| **Main PIs** | **Main PIs** | **Main PIs** | **Main PIs** | **Main PIs** | **Main PIs** | **Main PIs** |
| | 5.6.3.8 No of jobs created with divisional assistance ( 400)<br>5.6.3.20 - Number of Companies that are Account managed 76 ( 64)<br>5.6.3.21 - Number of new and existing businesses financially supported in Carmarthenshire based on Convergence<br>5.6.3.19 - No. of inward investment enquiries (60) | 3.1.1.20a Number of volunteers supported by the Authority.<br>3.3.2.21 Number of New Deal clients entering sustainable employment 155(140) | 5.6.3.15 Number of School Children who have been through the | | | |

***Details of these key PIs is provided in Table 5a***
***Further supporting Indicators can also be found in Table 5a***

| | Contents | Re use | Pre populated | Hyper link | Update |
|---|---|---|---|---|---|
| Cover | **The Divisional Objectives on a Scorecard** | ✓ | | | |
| Values | | ✓ | | | |
| **Part 1** | **The Service in context** | | | | |
| 1a | Service Facts - Profile of Service | ✓ | | | |
| 1b | How the Service Fits in with the Community Plan (USE Table 1c To Help) | ✓ | | | |
| 1c | The Council priorities that the Service supports | ✓ | | | |
| **Part 2** | **Where are we now and where do we want to be ? (How the Division is performing)** | | | | |
| 2a | Risk Assessment | | ✓ | | |
| 2b | How we are doing on this year's (2007/08) objectives | | ✓ | ✓ | |
| 2c1 | Consultation | | | | |
| 2c2 | Partnership | | ✓ | | |
| 2d (i) | All Wales Statutory and Core Performance Indicator Comparative Information Chart | | ✓ | | |
| 2d (ii) | Commentary Page on the All Wales Statutory and Core Performance Indicator Comparative Information Chart | | | | |
| **Part 3** | **How do we get there? (Service Improvement Planned 2009-12) - Basis of Business Unit Plans.** | | | | |
| 3a | For each Service Objective over three years –<br>· Identify the Actions that you are taking to achieve measurable improvement.<br>· Try to identify quarterly mile stones over three years<br>· Remember to address the financial, workforce, accessibility and system needs | Roll on last years three year plan | | | ✓ |
| 3b | Divisional Management Standards | | | | |
| **Part 4** | **Use of Resources** | | | | |
| 4a | Enter your **Service Budget** and projections over three years. Explain variation | | ✓ | | |
| 4b | Identify savings and efficiencies | | ✓ | | |
| 4c | Capital ? | | ✓ | | |
| **Part 5** | **Results and Target Data** | | | | |
| 5a | 2008- 09 results and targets for 2009/10 - Main and secondary indicators in detail - Explain significant variations from year to year, between target to projected result for the year and explain any major change in future targets | | ✓ | | ✓ |
| 5b | Divisional Management Standards | | ✓ | | |
| 5c | Measurement Summary - The Balance | | ✓ | | |
| 5d | List of the Core Measures that the Service reports on - but will not be using in this business plan. | | ✓ | | |

***In building a better Carmarthenshire it is important that our actions are built upon a foundation of key values and principles that act as a guide for our initiative and enterprise.***

# Our core Values

**Openness, Trust, honesty, integrity**

We believe in openness and honesty in all our dealings with the public; we will provide comprehensive information to the public about our services so that they can judge how well we are performing.

**Putting Customers First**

We will ensure that the needs of our customers are at the heart of everything we do. We will treat people with respect at all times.

**Listening - and delivering on promises**

We are a listening organisation which consults before reaching major decisions and, having reached a decision, delivers on our promises. We believe in clear leadership, informed decision making, robust scrutiny and honouring commitments.

**Working in partnership**

We believe in partnership - thinking together and acting together. We will strive to avoid duplication and waste of effort through working closely with our partner organisations, the voluntary sector, trade unions and the local community.

**Valuing our staff**

We can deliver nothing without the efforts of our staff - they are the reason we succeed. We will support, praise and invest in our workforce to achieve higher standards of service delivery.

**Ensuring Equality of Opportunity**

We value diversity and recognise the unique contribution of all members of our community. We will serve all of our customers and the community equally, and strive to ensure that everyone has the same rights of access to all of our services.

**Treating the Environment with Respect**

We aim to be a leader in the field of sustainability - improving the quality of life for local people while conserving the earth's resources and protecting the environment.

**Improving our Services**

We will strive to continuously improve our services; we are an innovative organisation which constantly seeks new and better ways to deliver our services.

*These values permeate everything that we do whilst ensuring that we make better use of resources wherever possible.*

# Economic Development – Business Plan 2009-2012

## Part 1 - The Service in context

### Table 1a

| Service Facts | | |
|---|---|---|
| **Division** | Economic Development | **E-Mail:** |
| **Division Head** | John Davies, Wendy Walters | **For further information please go to www.carmarthenshire.gov.uk/ performance or Telephone:** |
| **Executive Board Member** | | |
| **Scrutiny Chair** | | |

### Service Profile

supporting local businesses to sustain and create jobs
developing strategies and products to market Carmarthenshire to key investors
assisting the local tourism sector by developing products, marketing and information and helping them to attain quality standards
assisting communities towards economic, social and environmental sustainability
working in partnership to develop interventions to tackle poverty
creating the conditions to retain and attract young people
providing the sites, premises and infrastructure needed in the strategic growth centres of Carmarthen, Llanelli and Ammanford/Cross Hands and in the towns and villages of rural Carmarthenshire in order to support the key priorities.
responding to the agenda from One Wales, Wales Spatial Plan, Rural Development Plan and Convergence Funds.
working in partnership with other local authorities to deliver the Western Valleys Strategy
working in partnership to secure Convergence Funding to deliver key projects
working with key partners to deliver co-ordinated projects focused on need through the Carmarthenshire Regeneration Executive, Divisional Area Regeneration Team and Spatial Plan process.
supporting our staff in delivering projects and services effectively and efficiently to our customers within the resources avai
ensuring our staff are equipped with the skills via CMAT to deliver the actions within our business plan
ensuring we contribute to meeting Investors in People Standard by delivering a divisional action plan in response to the Investors in People questionaire
actively participating in regional collaborative planning and delivery of projects via the WLGA South West Wales Regional P
co-ordinating and delivering the Communities First Programme in Carmarthenshire
development of the tripartitie Voluntary Sector Compact with Local Health Board

## Part 1(Continued) - Table 1b

## How we fit in

**1) How the Service links to and supports the delivery of the Community & Improvement Plan/Corporate Strategy :**

*Outline how the Service links to and supports the delivery of the Community Plan & Improvement Plan/Corporate Strategy. Insert Theme & Sub Theme relevant to your service area, as shown in Community Plan/ IP/CS.*
*Theme: e.g. Opening Doors*
*Sub Theme: Improving Learning Provision*

**2) The key service strategies/plans that are the drivers for the Service**

*Please list the key service strategies or plans that are the drivers for your Service (sign posted to web links):*

Single Education Plan

Remember the key actions in these plans need to be cascaded into business plans.

Wales a Vibrant Economy

One Wales

Carmarthenshire Connexions – A Strategy for Prosperity.www.carmarthenshire.gov.uk

Wales Spatial Plan http://www.wales.gov.uk/themesspatialplan/content/spatial-plan-e.htm

Operational Plans for Convergence and Strategic Frameworks - see WEFO website

Rural Development Plan for Wales http://www.wales.gov.uk/topics/environmentcountryside_policy/rural_development

Making the Connections http://www.wales.gov.uk/themesmakingconnection/

Regeneration Masterplan 2008-2013 - copy available from SWalters@carmarthenshire.gov.uk

Tourism and Leisure Vision, www.carmarthenshire.gov.uk

Voluntary Sector Compact. www.carmarthenshire.gov.uk

Communities First Compact. www.carmarthenshire.gov.uk

Regional Collaborative Convergence Programme Matrix

Feeling Fine - A Health, Social Care & Well Being Strategy for Carmarthenshire 2008-11

# Part 1 - Table 1c - Does the Service Contribute to any Council Priorities ?

## How services join together to deliver improvements

| | Community Planning Themes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | A Better Place | | | | | Opening Doors - **New** Children and Young Peoples Plan | | | | | | | | Feeling Fine - **New** Health Social Care and Well Being Plan | | | | | Investment and Innovation | | | | | Feeling Secure - **New** Community Safety Plan | | | | | | Building a Better Council Blocks | | | | | | Making Better Use of Resources | | | |
| **Council Priorities** | Getting About | Conserve+enhance+ protect Env. | Improving public places | Managing Waste | Encouraging the better use of land | Have a flying start | Education and Learning Opportunities | Health, freedom from abuse and victimisation | Play sport ,leisure and culture | Participation in decision making | Safe home and community | Not disadvantaged by poverty | ...Adult and Community Learning | Preventing ill health in the first place(root causes,access+ housing) | All Careres including young carers | Children and young people, particularly children in need | Meeting ...specific health and well being needs | Improving availability & quality of support services for older people | Promoting Leisure | Supporting Area Regeneration | Maximising External Funding | Creating Jobs and Improving Productivity | Retaining & Attracting a Young Workforce | Reducing violent and alchohol related crime | Tackling Anti Social Behaviour and Criminal damage | Reducing vehicle crime | Reducing burglary | Tackling drug and alchohol misuse | Improving Road Safety | Providing Equal Opportunities and Social Inclusion | Encouraging Sustainable Development | Promoting the Welsh Language | Partnership work / connecting with Communities | Putting Customers First & Quality Services | Being Open, Transparent and Inclusive | Supporting Our Staff | Manag't of finances and procurement | Improving the management of property | Improving services by the use of ICT |
| Priority References - **for use in Tables 3a (Column 12) and 5a (Column Q )** | **AGA** | **ACEE** | **AIPP** | **AMW** | **ABUL** | **OCYP1** | **OCYP2** | **OCYP3** | **OCYP4** | **OCYP5** | **OCYP6** | **OCYP7** | **OACL** | **FF1** | **FF2** | **FF3** | **FF4** | **FF5** | **IPM** | **ISAR** | **ILMD** | **IRAYF** | **IMEF** | **FSVA** | **FSASB** | **FSVC** | **FSB** | **FSDA** | **FSRS** | **BPEO** | **BESD** | **BPWL** | **BWP** | **BPCF** | **BOTI** | **MSOS** | **MMFP** | **MMP** | **MICT** |
| **This Service has the lead responsibilty for delivering this Corporate Priority = 1** | | | | | | | | | | | | | | | | | | | | **1** | **1** | **1** | **1** | | | | | | | | | | | | | | | | |
| **This Service has a major contributory role and key objectives and actions/targets (identified in this plan) in delivering this priority = 2** | | | | | | | | | | | 2 | | | | | | | | | | | | | | | | | | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| **This plan contains some supporting actions = 3** | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | | | 3 | 3 | 3 | 3 | 3 | 3 | 3 | | | | | | | | | | | | | | | | | | | | | |
| **General Support = 4** | | | | | | | | | | | | 4 | | | | | | | | | | | 4 | 4 | 4 | 4 | 4 | 4 | | | | | | | | | | | | |

# Risk Assessment for 2009+ - Table 2a

NOTE: - All Council Risks are on this spreadsheet
- Please filter the data for appropirate Division and Business Unit
- High and Medium Risks must be addressed in the Divisional Plan and Low Risks must at least be addressed in the Business Unit Plans

| Dept | Division | Risk Area | H=High; M=Medium; L=Low | Reference |
|---|---|---|---|---|
| **Regeneration & Leisure** | Economic Development | Successfully obtain closure of Objective 1 Projects | **L** | 09/WWJD/L1 |
| **Regeneration & Leisure** | Economic Development | Need for successful transition to the new Convergence Funding Arrangements | **M** | 09/WWJD/M2 |
| **Regeneration & Leisure** | Economic Development | Need to secure Carmarthenshire Training External Contracts | **L** | 09/WWJD/L3 |
| **Regeneration & Leisure** | Economic Development | Address Construction and Design Management ( CDM) Regulations ( see Technical Services risk) | **M** | 09/WWJD/M4 |
| **Regeneration & Leisure** | Economic Development | Address funding Arrangements from WAG | **L** | 09/WWJD/L5 |
| **Regeneration & Leisure** | Economic Development | Withdrawal of the Business Eye Facility by WAG | **L** | 09/WWJD/L6 |

## Table 2b How are we doing against the current years business plan actions ?

# Summary of Progress

| Objectives in Divisional Business Plan | Total No. of actions agreed | Total No. of actions completed / overall deemed on target | Total No. of actions not due to start until after this qtr | Total No. of actions overall deemed off target | Total No. of actions not reported | % overall on target | Progress? |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| Take Carmarthenshire Connexions forward and monitor progress | 10 | 9 | 0 | 0 | 1 | **90%** | |
| Create jobs, improve company productivity and competitiveness and support key sectors. | 12 | 9 | 0 | 0 | 3 | **75%** | |
| Reduce economic inactivity by supporting local people, groups and communities to become more independent and sustainable. | 14 | 14 | 0 | 0 | 1 | **100%** | |
| Retain and attract a young workforce. | 5 | 3 | 0 | 0 | 2 | **60%** | |
| To improve the effectiveness of managers who are in leading, managing and developing people. | 1 | 1 | 0 | 0 | 0 | **100%** | |
| **Overall performance** | **42** | **36** | **0** | **0** | **7** | **86%** | |

To visit the up to date monitoring page for the 2008/09 Business Plan actions progress visit -
http://intranet/CCC_APPS/eng/PIMS/actions/reports/BusinessPlanReport.asp?DocumentID=84

Any key issues that need to be taken forward to 2009+ are addressed in table 3a

Any remedial action on off target issues can be examined on PIMS

# Table 2c1 - Customer Consultation

| What consultation have you undertaken in the past year ? | Any actions in this years plan ? |
|---|---|
| Regional Consultation through South West WLGA in order to collaboratively plan for future project delivery under convergence | Number of actions within Business Plan have been developed collaboratively - Regional Local Investment Fund, Tender for FS4B Regional Centre Service (Business Eye), Collaborative Commmunities, Workways, Strategic Regeneration projects. This has involved consultation with with adjoining authorities and locally with external partners. |
| Burry Port - Further Public and member consultation on proposals for sites adjacent to | Burry Port - on-going consultation on proposals adjacent to Harbour as part of JV |
| Tourism Traders- for annual brochure | Tourism Traders- for annual brochure |
| Regular consultation meetings with CAVS Board members and senior officers | Community Development Action include strong focus on supporting third sector to improve their expanding role as service providers |
| Communities First : New Community Facility in Felinfoel in partnership with Rural Council - consultations undertaken in 2008/9 | On-going working panel established with Community representation to oversee project |
| Environmental Works consultation at Felinfoel due in January | |
| | |
| Llanelli Town Centre - Town Centre Forum meeting regularly | Llanelli Town Centre - Town Centre Forum meeting regularly |
| | |
| Masterplan 2008-12 - internal consultation to identify strategic holistic projects for delivery within the period | Member briefings on Masterplan |
| Western Valleys Strategy - internal consultation to establish priorities | Continued internal consultation and planned external consultation |
| Compact - consultation undertaken thorugh review of third sector and CAVS by Amcan | |

Filter by service

## Partnership Working

## Table 2C2

| Subject Area | Activity Lead Officer Contact | Reason for Joint Working | Participating Organisations |
|---|---|---|---|
| Regeneration - Economic Development | Stuart Walters Physical Regeneration Manager SWalters@carmarthenshire.gov.uk 01269 590200 | Regeneration Partnership Executive | Regeneration Executive and Regeneration Action Team - representation from Partners - DEIN, DELLS, JobCentre plus, Coleg Sir Gar, Chamber of Trade, Antur Teifi, Carmarthenshire Enterprises, Private Sector etc. |
| Regeneration - Economic Development | Wendy Walters Acting Head of Economic Development WSWalters@carmarthenshire.gov.uk 01267 242336 | WLGA Regional Directors Group | Carmarthenshire CC; Neath Port Talbot CC; Pembrokeshire CC and Swansea CC |
| Regeneration - Economic Development | Bob Palmer rsp@langlandview.fsnet.co.uk | South West Wales Economic Forum | Carmarthenshire CC; Neath Port Talbot CC; Pembrokeshire CC and Swansea CC |
| Regeneration - Economic Development | John Stan Davies Acting Head of Economic Development 01269 590226 JSDavies@carmarthenshire.gov.uk | Swansea Bay Partnership It is about teamwork, organisations, and agencies working together to provide industry with a first class service. Collaborative service providing prospective investors with a one-stop shop. | Neath Port Talbot CC; Swansea CC; Carmarthenshire CC; and other public bodies. |
| Regeneration - Economic Development | John Stan Davies Acting Head of Economic Development 01269 590226 JSDavies@carmarthenshire.gov.uk | The Bay in Business | Adjacent authorities - Swansea, Neath Port Talbot, Pembrokeshire, Ceredigion |
| Regeneration - Economic Development | John Stan Davies Acting Head of Economic Development 01269 590226 JSDavies@carmarthenshire.gov.uk | CUBS | Private Sector - Account Managed Companies |

# Table 3a
## What we want to achieve in 2009/10-12

**Objective** Take Carmarthenshire Connexions forward and monitor progress

**Main PI(s) & Target:** There are no appropriate PIs - greater emphasis on critical success factors

| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Key Action** | **Supporting Sub-Action Tasks (How are we going to achieve it?)** | **Owner /Resp. Officer** | **2008/09** | **2009/10** | **2010/11** | **Target Start Date** | **Target End Date** | **PI Link (if appl) See 2 above** | **Corp priority ref** | **For IP? 2008/09** | **Free for Dept Tag eg Joint Review Action?** |
| **Develop business and action plans to promote the overall aim of prosperity for all and monitor progress towards long term strategic benchmarks** | Leave blank | JS/WW | | | | | | | | ✓ | |
| | Prepare the Carmarthenshire Connexions annual action plan and monitor progress 6 monthly | CJ | | | | 01/04/07 | 31/03/12 | | | | |
| | Co-ordinate annual business planning development for the Division and Business Units and support monitoring of Business Plan progress quarterly through PIMS | CJ | | | | 01/04/07 | 31/03/12 | | | | |
| | Support the Division's contribution to the Wales Spatial Plan | JS/WW/SW | | | | 01/04/08 | 31/03/12 | | | | |
| **Support the Division in delivering the strategic priorities** | Leave blank | AW | | | | | | | | | |
| | Deliver frontline services required to meet projected customer need based on resources available | AW | | | | 01/04/07 | 31/03/12 | | | | |
| | Provide Project support services to meet audit and record keeping requirements (helps address risk 09/WWJD/L1) | AW | | | | 01/04/07 | 31/03/12 | | | | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ensure grant claims are inputted on time with supporting evidence and in accordance with procedure in Grants Compliance Manual (helps address risk 09/WWJD/L1) | Managers | | | | 01/04/07 | 31/03/12 | | | ✓ | |
| | E-procurement - facilitate e-procurement and target companies with direct website ordering links | AW | | | | 01/04/07 | 31/03/12 | | | | |
| **Assist the Division and partners to prepare, co-ordinate and implement actions in support of strategic priorities** | Leave blank | JD/WW | | | | | | | | | |
| | Support the Carmarthenshire Regeneration Executive and Joint Ventures Group in promoting effective and co-ordinated partnership actions ( helps address risk 09/WWJD/L5) | SW | | | | 01/04/07 | 31/03/12 | | | | |
| | Provide bespoke research to assist the activities of business units and support business units in the development and implementation of Convergence Fund and Rural Development Plan projects (helps | CJ | | | | 01/04/07 | 31/03/12 | | | | |
| | Sub Action | | | | | | | | | | |

## Table 3a
## What we want to achieve in 2009/10-12

**Objective** Create and sustain jobs, improve company productivity and competitiveness and support key sectors.

**Main PI(s) & Target:**
5.6.3.8 No of jobs created with divisional assistance ( 400)
5.6.3.20 - Number of Companies that are Account managed 76 ( 64)
5.6.3.21 - Number of new and existing businesses financially supported in Carmarthenshire based on the Convergence funding. 102(30)
5.6.3.19 - No. of inward investment enquiries (60)

| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Key Action | Supporting Sub-Action Tasks (How are we going to achieve it?) | Owner /Resp. Officer | 2009/10 | 2010/11 | 2011/12 | Target Start Date | Target End Date | PI Link (if appl) See 2 above | Corp priority ref | For IP? 2009/10 | Free for Dept Tag eg Joint Review Action? |
| **Manage programmes of support for business including targeted activity with key sectors and social enterprise** | Leave blank | JD | | | | | | | | | |
| | Manage and deliver the regional 'Local Investment Fund' - to ensure funding to support new and existing bsuinesses by delivering financial assistance (addresses risk 09/WWJD/M2)(helps address risk 09/WWJD/M2) | AT | | | | 01/07/08 | 31/12/14 | | | ✓ | |
| | Work in partnership to deliver targeted Inward Investment Campaigns to secure investment in new and existing businesses and to increase Carmarthenshire's profile as a location of choice | SR/JR | | | | 01/04/07 | 31/03/12 | | | | |
| | Manage and deliver business loan to assist Carmarthenshire Businesses through recession | SR | | | | 01/04/09 | 31//3/11 | | | | |
| | Manage and deliver Young Persons' Loan | SR | | | | 01/08/06 | 31/03/12 | | | | |
| **Deliver Account Management Service** | Leave blank | JD | | | | | | | | | |
| | Manage and deliver the Rural Development Plan Account Management of Micro Businesses | SR | | | | 01/11/08 | 28/02/11 | | | | |
| | Identify an Account Managed Companies "Customer" satisfaction improvement for 2009/10 | AT | | | | 01/04/09 | 31/03/10 | | | ✓ | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ensure consistency of account amangement provision within Carmarthenshire and agree set of mutual stadards and criteria | SR/JR | | | | 01/04/09 | 31/03/10 | | | ✓ | |
| | Seek consistent quality in provision of business support through ensuring all Business Development officers have or are working towards NVQ 4 level qualification | JD | | | | 01/04/09 | 31/03/10 | | | ✓ | |
| **Deliver Business Eye Service** | Leave blank | | | | | | | | | | |
| | Deliver FS4B Regional Centre Service - Local Business Centre(s) within Carmarthenshire in accordance with contract ( dependent on regional tender being selected) ( seeks to address risk 09/WWJD/L6) | CH | | | | 01/04/09 | 31/03/12 | | | ✓ | |
| **Market the County as tourist destination and increase visitor numbers** | Leave blank | HP | | | | 1/4/07 | 31/3/12 | | | | |
| | Work with VW, SWWTP, CTA and attractions group on campaigns and advertising. (Dependent on outcome of WAG Destination Management and Marketing in Wales consultation and review) | HP | | | | 01/04/09 | 31/03/10 | | | | |
| | Deliver the Developing Distinctiveness project funded through Rural Development Plan | EJ | | | | 01/08/09 | 31/3/12 | | | | |
| **Develop the Tourism Product** | Leave blank | HP | | | | 1/4/07 | 31/3/12 | | | | |
| | Group Travel – work with main attractions and accommodation providers to attract more groups and spend into Carmarthenshire | | | | | 01/04/09 | 31/03/10 | | | | |
| | Support closer links between Carmarthenshire food sector to Hospitality and Tourism business via Account Management ( may need to reflect Tourism and Hospitality Workforce | | | | | 01/04/09 | 31/03/10 | | | ✓ | |
| | Supporting tourism business sector to develop product quality utilising opportunities being developed by SWWTP under Convergence Funding - Environment for Growth. £££ | | | | | 01/04/09 | 31/03/10 | | | | |
| | Conferences - build on current success. Improve web, strengthen relationship with partners, e-mail campaign | | | | | 01/04/09 | 31/03/10 | | | | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Provide high quality Information Service for Tourism Visitors** | Leave blank | HP | | | | 01/04/07 | 31/03/12 | | | | |
| | Work with partners to have effective visitor guide | | | | | 01/04/09 | 31/03/10 | | | | |
| | Manage Tourism Information Centres | | | | | 01/04/09 | 31/03/12 | | | | |
| | Improve services at TICs and increase opportunities for more direct ticketing | | | | | 01/04/09 | 31/03/10 | | | | |
| **Implement new Sites and Premises Masterplan including securing external funding £££** | Leave blank | SW | | | | 01/01/09 | 31/03/13 | | | ✓ | |
| | Deliver South West Regional Property Development Fund subject to securing funding through Convergence (helps address risk 09/WWJD/M2) | SM | | | | 01/01/09 | 31/03/13 | | | | |
| | Deliver Town Centre Regeneration action plans in Ammanford and Llanelli subject to funding through Convergence (helps address risk 09/WWJD/M2) | VD | | | | 01/01/09 | 31/03/13 | | | | |
| | Provision of infrastructure to enable the creation of a strategic employment site at Cross Hands East. | CB | | | | 01/01/09 | 31/03/13 | | | | |
| | Undertake on-going training to meet Health and Safety regulations I.e. update existing staff and provide training for any new staff. Addresses Risk 09/WWJD/M4 | SW | | | | 01/04/07 | 31/03/12 | | | | |
| | Deliver Town Improvement Grants and Environmental Enhancements funded through Rural Development Plan | | | | | | | | | | |
| | Work in partnership with DE&T and other authorities to deliver the Western Valleys Strategy | SW | | | | 01/04/09 | 31/03/12 | | | | |
| | Leave blank | | | | | | | | | | |
| | Sub Action | | | | | | | | | | |
| | Sub Action | | | | | | | | | | |

## Part 3 - Service Improvement Planned in 2009/12

### Table 3a

### What we want to achieve in 2009/10-12

**Objective** Reduce economic inactivity by supporting local people, groups and communities to become more independent and sustainable.

**Main PI(s) & Target:** 3.1.1.20a Number of volunteers supported by the Authority.
3.3.2.21 Number of New Deal clients entering sustainable employment 155(140)

| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Key Action** | **Supporting Sub-Action Tasks** (How are we going to achieve it?) | Owner /Resp. Officer | 2009/10 | 2010/11 | 2011/12 | Target Start Date | Target End Date | PI Link (if appl) See 2 above | Corp priority ref | For IP? 2009/10 | Free for Dept Tag eg Joint Review Action? |
| **Deliver Communities First Programme** | Leave blank | MG | | | | | | | | | |
| | Adopt more strategic and integrated role with Communities First in the County - Increase mainstreaming of Communities First in CCC | MG | | | | 01/04/07 | 31/03/12 | | | | |
| | Lead, Co-ordinate and ensure delivery of Partnership Action Plans for GlanymorTyisha, Felinfoel and Pantyffynnon | PW | | | | 01/04/07 | 31/03/12 | | | ✓ | |
| | Deliver a debt and benefit advice service in Glanymor & Tyisha in order to address poverty | PW | | | | 01/01/09 | 31/03/12 | | | | |
| | Facilitate the co-ordination of Community First Areas in Carmarthenshire | MG | | | | 01/04/07 | 31/03/12 | | | | |
| **Deliver Collaborative Communities project aimed at creating flagship social enterprises and assisting communities to become sustainable** | Leave blank | AH | | | | 01/01/09 | 30/06/13 | | | | |
| | Appoint bid funded staff team - dependent on securing funding | | | | | | | | | | |
| | Implement agreed action plan | | | | | | | | | | |
| **Deliver 'workways' type scheme to tackle Economic inactivity** | Leave blank | AH | | | | 01/01/09 | 30/06/13 | | | | |
| | Appoint bid funded staff team - dependent on securing funding | | | | | | | | | | |
| | Implement agreed delivery plan | | | | | | | | | | |
| **Deliver Job Centre Plus contracts for New Deal** | Leave blank | SR | | | | | | | | | |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| | Deliver contract for New Deal in the capacity of prime contractor | SW | | | | | 31/10/09 | | | | |
| | Deliver contract for New Deal for Disabled - sub contracted from Working Links | SW | | | | 01/08/08 | 30/06/10 | | | | |
| | Seek to deliver sub-contracts under proposed Flexible New Deal arrangements (seeks to address risk 09/WWJD/L3) | SW | | | | | | | | | |
| **Secure additional externally funded Job Support contracts** | (seeks to address risk 09/WWJD/L3) | SR | | | | 01/04/09 | 31/03/12 | | | | |
| **Assist voluntary/community groups improve sustainability and where relevant become service providers** | Leave blank | AH | | | | | | | | | |
| | Co-ordinate delivery of tri-partite Compact action plan within the framework of emerging Local Service Boards | AH | | | | 01/04/09 | 31/03/12 | | | ✓ | |
| | Support opportunities for the improvement in the delivery of public services by taking forward the action plan developed from the review of local service delivery by the third sector in the Health & Social Care sector | AH | | | | 01/04/09 | 31/03/12 | | | | |
| | Deliver Access to Services Project funded through the Rural Development Plan | EJ | | | | 01/10/08 | 28/02/11 | | | | |
| **Develop and support ICT in the Community** | Leave blank | MG | | | | 01/01/09 | | | | | |
| | Work in partnership with Wales Co-op to deliver the provision of digital inclusion services to community groups, voluntary sector organisations and social enterprises in the Communities First areas( dependent on securing WAG contract - tender being sumitted in November 2008) | MK | | | | 01/04/09 | 31/03/15 | | | ✓ | |
| | Deliver the provision of digital inclusion services to community groups, voluntary sector organisations and social enterprises in the rest of the County (dependent on Convergence bid) | MK | | | | 01/10/09 | 03/03/13 | | | | |
| | Leave blank | | | | | | | | | | |
| | Sub Action | | | | | | | | | | |
| | Sub Action | | | | | | | | | | |