

October 2017

Annual Report 2016/17



For a 'Quick start' short summary to this document see our [Summary](#)

To monitor the delivery of this plan -
www.carmarthenshire.gov.uk

Welcome from the Leader of the Council

In May of this year, Carmarthenshire's voters went to the polls and elected a new council to serve for the next five years. The outcome of the election gave my own group, Plaid Cymru a stronger representation on the council and, in turn, a greater number of places on the Executive Board. However, we continue to work in coalition with the Independent Group. The two groups have similar values and aspirations and collectively we recognise how important it is to self-assess and evaluate our performance and governance as a Council.

The Annual Report is directly aligned to the *Integrated Community Strategy* that we have agreed with our partners. It's very important, therefore that we deliver our side of the agreement for the five *outcomes* and 30 *goals* that we signed up to. This report outlines the Council's progress over the last 12 months.

The Wales Audit Office has consistently recognised that we are "*fair and balanced*" in the way that we report on our performance. The good news is reported side by side with the inconvenient news, although I'd like to think that there is not much of it. *We remain committed to making this Council the most open and transparent Council in Wales thus enabling us to make continuous improvement.* The Constitutional Review Working Group's action plan to develop and improve the Council's governance and accountability arrangements will continue to be delivered.

From the outset my priority as a Leader has been the regenerating the local economy. I want us to create jobs that will keep young people in the county so that they can fulfil their potential. We have strengthened the *Outcome - Carmarthenshire has a stronger and more prosperous economy.*

Despite severe budget reductions we have achieved much and plan to achieve more. We will continue to consult widely on budget reduction proposals and make sure we listen to the people of Carmarthenshire, the people that we serve. We will strive to make better use of resources, build a better council and make sure that the Council's core values are firmly embedded in everything we do.

The financial challenge of living in uncertain times seems never ending, but with that uncertainty, opportunities present themselves and we will face the challenges and deliver the best outcomes for social, economic, environmental and cultural well-being of the people of Carmarthenshire.

We welcome constructive comments on our strategies and services. Feedback from customers and service users is essential in identifying opportunities for improvement and we hope that if you have any comments or suggestions that you believe would help that you will share them with us. Please contact us at:

Listening to You, Carmarthenshire County Council, County Hall,
Carmarthen SA31 1JP or email at ListeningToYou@carmarthenshire.gov.uk

Cllr Emlyn Dole
Leader



Mark James CBE
Chief Executive



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This report will look at all the promises made above, in turn, and, try to judge where we are, look at the available evidence in customer satisfaction, regulatory findings or performance data, outline progress made in the past year and identify if anyone is better off.

Introduction

Purpose:

This Annual Report is produced by the Council because we believe we should provide comprehensive and balanced information to the public about our services, so that they can see how we are performing and the challenges we are facing. The Council has set an ambition to be recognised as the most open and transparent Council in Wales.

In addition, by law under the [Local Government \(Wales\) Measure 2009](#) we must publish an Annual Report on past performance by the end of October each year and we have a legal duty to improve where we can. Local Government, throughout the UK, is currently experiencing severe budgetary constraints. There is increasing demand and expectation, yet less resources are available. Under these conditions, we need to work even more efficiently and effectively, to maintain services and improve where we can, delivering 'more (or even the same) for less'.

Working with Partners:

As a Council we are not alone in working to improve the lives of Carmarthenshire's citizens. We agreed a single [Integrated Community Strategy \(ICS\)](#) with our partners in Carmarthenshire in July 2011. This annual report shows our progress as an individual public body against the partnership plan we agreed. It shows how we are delivering our side of the bargain. It uses the same structure of Outcomes and Goals set out in the partnership plan.

Corporate Strategy

Our [Corporate Strategy 2015 - 2020](#) sets out the Council's strategic priorities and aspirations and how we will support the delivery of the Integrated Community Strategy outcomes and goals for the next five years.

Equality and Diversity

[Strategic Equality Plans](#) (SEPs) are important documents that set out how public bodies will consider the needs of groups with protected characteristics, as outlined in the Equality Act 2010. This is intended to ensure that all individuals receive just and equitable treatment in respect of service delivery and strategy/policy formulation. Carmarthenshire County Council's SEP includes three key themes which look at role as an employer, a service provider and a community leader. Under those three themes are six strategic objectives. A detailed [Action Plan](#) has been prepared to demonstrate how we will meet those Objectives.

During the year, our work with external protected groups has continued to grow and our partnership with other public sector bodies and community groups has strengthened through Equality Carmarthenshire. Our Regional Community Cohesion Coordinator has continued to support key areas of work such as the Syria Sir Gâr resettlement programme and has promoted training opportunities in partnership with Victim Support National Hate Crime Service.

Welsh Language

During 2016/17 the focus of the work has been on introducing the [Welsh Language Standards](#) within the Council. A detailed action plan has been prepared in order to ensure implementation and this will form the basis of our Annual Report for 2016/17, to be submitted to the Welsh Language Commissioner.

Communication and promotion has been a key element in raising awareness of the Standards amongst staff. A suite of guidance notes have been prepared for staff and we have taken part in a series of roadshows for staff. The implementation of the Standards has provided a good opportunity for us to look at our current situation with regard to compliance and in setting priorities for the future.

During the year, we have published a Policy on the Internal Use of the Welsh Language, which details the opportunities for staff to use the Welsh language in the workplace alongside the Welsh learning and improvement provision. We have also prepared and published a [Strategy to promote the Welsh language](#) in partnership with the County's Strategic Welsh Language Forum.

Self-Assessment and Prioritising Improvement

To assess performance and to identify improvement priorities, we draw on evidence from a reasonable, balanced and rounded range of sources.

Through bringing together this broad range of information and viewpoints, we are able to examine evidence to decide what matters most and where our effort needs to be concentrated.

We identified the following Key Improvement Objective Priorities (KIOP) for 2016/17:-



Outcome	KIOP for 2016/17
Making Better Use of Resources	<i>Deliver value for money in providing council services and directing our resources to the top priority front-line services on which many local people depend - taking account of central government budget cuts and their impact</i>
Building a Better Council	<i>Continue to improve Governance, decision making, openness and transparency and keep under review by the Constitutional Review Working Group</i>
Health	<i>Promoting Independence and Well Being for Older People</i> <i>Increase the availability of rented and affordable homes to support the needs of local people by implementing our affordable homes delivery plan</i>
Learning	<i>Improve Learner Attainment</i> <i>To further reduce young people Not in Education, Employment or Training</i>
Environment	<i>Improving the highway infrastructure network to support further economic development and connectivity</i>
Economy	<i>Tackle Poverty</i> <i>Creating jobs and growth throughout the County</i>

Key overall performance news

Citizens' Verdict

National Survey for Wales

Carmarthenshire was the first Council in Wales to include the results of this survey when it first started and has continued to do so ever since. The Council has been identified for having notable practice in its willingness to publish a wide range of evidence when assessing its performance.

From 2016/17 onwards, the National Survey replaced the 2012-15 National Survey, the Welsh Health Survey, Active Adults Survey, Arts in Wales Survey and the Welsh Outdoor Recreation Survey. The results published are based on over 10,000 interviews carried out across Wales between April 2016 and March 2017. Over 600 were interviewed in Carmarthenshire.

The first release of results was on the 29th June and more results will become available throughout the year. As at 30th June, there were 27 results that are broken down by local authority area (see Appendix A) and some of these are reported where relevant to a goal. There are two question topic areas that are directly attributable to the Council. The Local Authority Question Segment and the Local Democracy Questions. See table below.

There are 22 Councils in Wales and the ranking table below shows:-

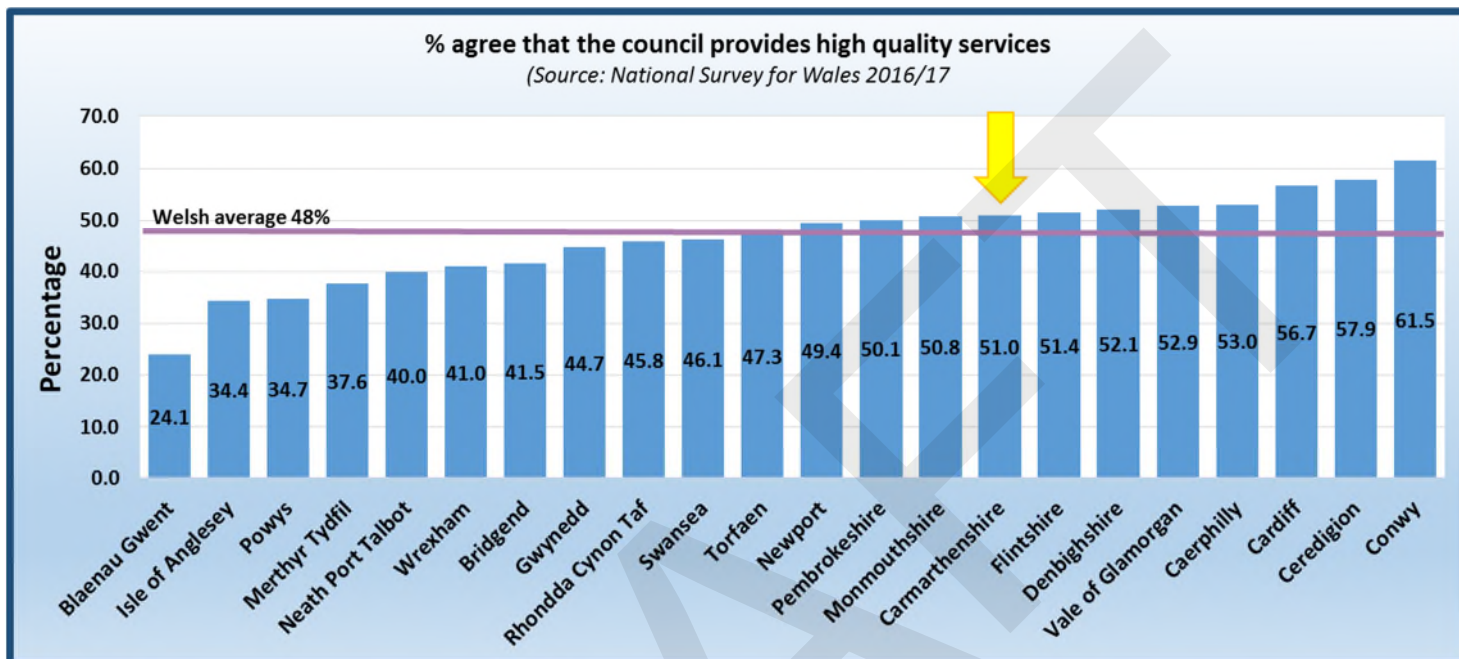
- Carmarthenshire's results relative to other Councils results and if available our previous position and result.
- it also shows the best and worse results in the range

Table to show how Carmarthenshire's National Survey for Wales results compare:-

Questions asked in the 2016/17 National Survey for Wales and available at Local Authority level	Has our result improved from 2014/15 to 2016/17		Improved ↑ Standstill ↔ Declined ↓	Worst results											Best Results										
	2014/15 survey result	2016/17 survey result		22 nd	21 st	20 th	19 th	18 th	17 th	16 th	15 th	14 th	13 th	12 th	11 th	10 th	9 th	8 th	7 th	6 th	5 th	4 th	3 rd	2 nd	1 st
Whether agree council provides high quality services	58	51	↓	24																					61
Whether agree council lets people know how it is performing	42	35	↓	21																					48
Whether agree council does all it can to improve the area	37	36	↓	24																					53
Whether feel can influence decisions affecting the area	21	19	↓	12																					28
Whether contacted councillor in the last year	15	16	↑	10																					24
Of those that had contacted their councillor - Whether understand what councillor does	63	48	↓	40																					77
Of those that had contacted their councillor - Whether councillor works closely with local community	59	44	↓	37																					72

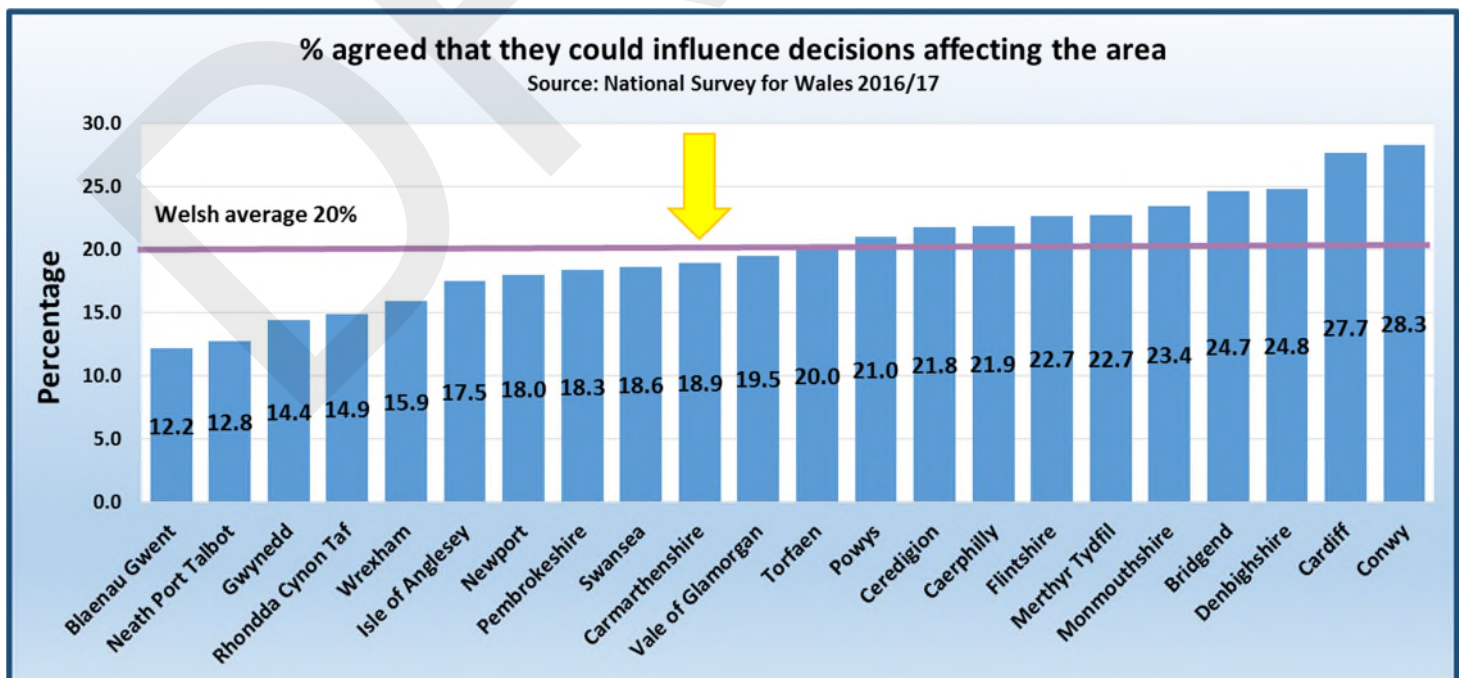
Does the authority provide high quality services?

When this question was last asked in 2014/15 the result was 58% (better than the Welsh Average of 53%) and for 2016/17 it has fallen to 51% (still better than the Welsh Average of 48%). In an era of cutbacks on public spending the Welsh average result over the last two years has fallen by 5% and Carmarthenshire's by 7%. This question is one of the new measures in the all Wales Public Accountability Measures set for local government in 2017/18. The Council improved 63% of these National Measures two years ago and 67% last year.



Can you influence local decisions affecting the area?

This is identified in the Welsh Government as a Wellbeing of Future Generations indicator. It also featured in the WLGA Peer report on Governance. The best result in Wales was 28.3% and the Welsh Average 20%, Carmarthenshire's result was 19%. Two years ago the result was 21%.



Regulators Verdict

Regulators provide an important independent assessment of Councils and their stewardship of public funds



The Wales Audit Office report on the Council for 2016/17 concluded that :-

‘the Council is meeting its statutory requirements in relation to continuous improvement ‘

[Wales Audit Office - Annual Improvement Report: 2016-17 – Published June 2017](#)

Positive conclusions found:-

- ✓ *A generally effective approach for determining and delivering significant service changes...*
- ✓ *Sound savings planning arrangements, which support financial resilience*
- ✓ *We have taken steps to address the proposals for improvement on corporate governance matters*
- ✓ *Made progress on all the improvement proposals for People Management*
- ✓ *Improved links between Corporate and Service Asset Management*
- ✓ *Significant progress in the ICT service*
- ✓ *Positive changes to improvement planning*

Most of these ✓ conclusions had some ‘but’s’ however these were minor matters.

How we Measure up

When we published the [Corporate Strategy 2015 - 2020](#) we set out the following outcome measures to judge our progress. For year two (2016/17) we have achieved the following:-

Theme	Outcome Measures	Progress
Making Better Use of Resources	Improved public satisfaction levels with the services provided by the Council	✗
	Reduction in organisational 'running costs'	✓
	Increased on line activity to address public queries and transactions	✓
Building a Better Council	Increasing public communication, consultation and engagement	✓
	Improved staff satisfaction levels (liP March '17 Survey)	Baseline 85%
	Reduced staff sickness absence levels	✗
Healthier	Reduction in adult and children's social services referrals	✗
	Increased availability of rented and affordable homes	✓
	Increased use of leisure facilities	✓
Learning	Improved educational attainment	✓
	Improved school attendance rates (primary schools)	✗
	Improved school attendance rates (secondary schools)	✓
	Reduced number of young people Not in Education, Employment or Training	✓
	Improved condition of schools	✓
Safe	Appropriate support provided to children, young people and families	✓
	Reduction in road casualties	✗
	Reduction in total recorded crime	✗
	Reduction in anti-social behaviour	✗
Environment	Increased rates of recycling	✓
	Improved digital access	✓
	Improved transport links	✓
	Increased use of renewable energy	✓
Economy	Increased employment	✓
	Reduction in working age population in receipt of out of work benefits	✓
	Increased economic activity and productivity	✓

There is also a **National suite of measures** that all councils in Wales have to collect.

There are two main ways of measuring improvement:-

- Year on year improvement
- How we compare with other Authorities in Wales

Year on year improvement

During 2016/17, **65%** of our measures improved while **31%** have declined and **4%** remained the same; this builds on the improvement achieved in 2015/16 and still remains encouraging in the current climate of reduced budgets. The table below shows year on year results:

Year	Improved	Constant	Declined	Net Improvement (Improved - Declined)
2016/17	65% (17 measures) [#]	4% (1 measure) [#]	31% (8 measures) [#]	34% [#]
2015/16	57.5% (23 measures)	17.5% (7 measures)	25% (10 measures)	32.5%
2014/15	56% (24 measures)	14% (6 measures)	30% (13 measures)	26%
2013/14	59% (26 measures)	11% (5 measures)	30% (13 measures)	29%

[#] The % Improvement for Carmarthenshire in the above table differs slightly to the figures in the [Local Government Data Unit](#) bulletin published on 13th September 2017. This is due to the inclusion of social care results in the above table, which have not been included by the Data Unit as they will be officially published by Welsh Government during October.

How we compare with other Authorities in Wales

An established way of comparing results is to look at the proportion of indicators that an authority has in the upper quarter of results, the lower quarter and above and below the median result.

The table below shows how our results compare with other Councils in Wales in 2016/17 but this is currently without the three social services measures and therefore does not add to 100%, this will be updated when the results and quartiles are officially published by Welsh Government during October, 2017

****	Upper quartile results	7 Results 25%			43%
***	Upper middle results	5 Results 18%			
**	Lower middle results	9 Results 32%			
*	Lower quartile results	4 Results 14%			
			25%	50%	

Currently for 2016/17, **43%** of our measures are in the upper two quartiles, this is down on the 62.5% in the upper two quartiles for 2015/16.

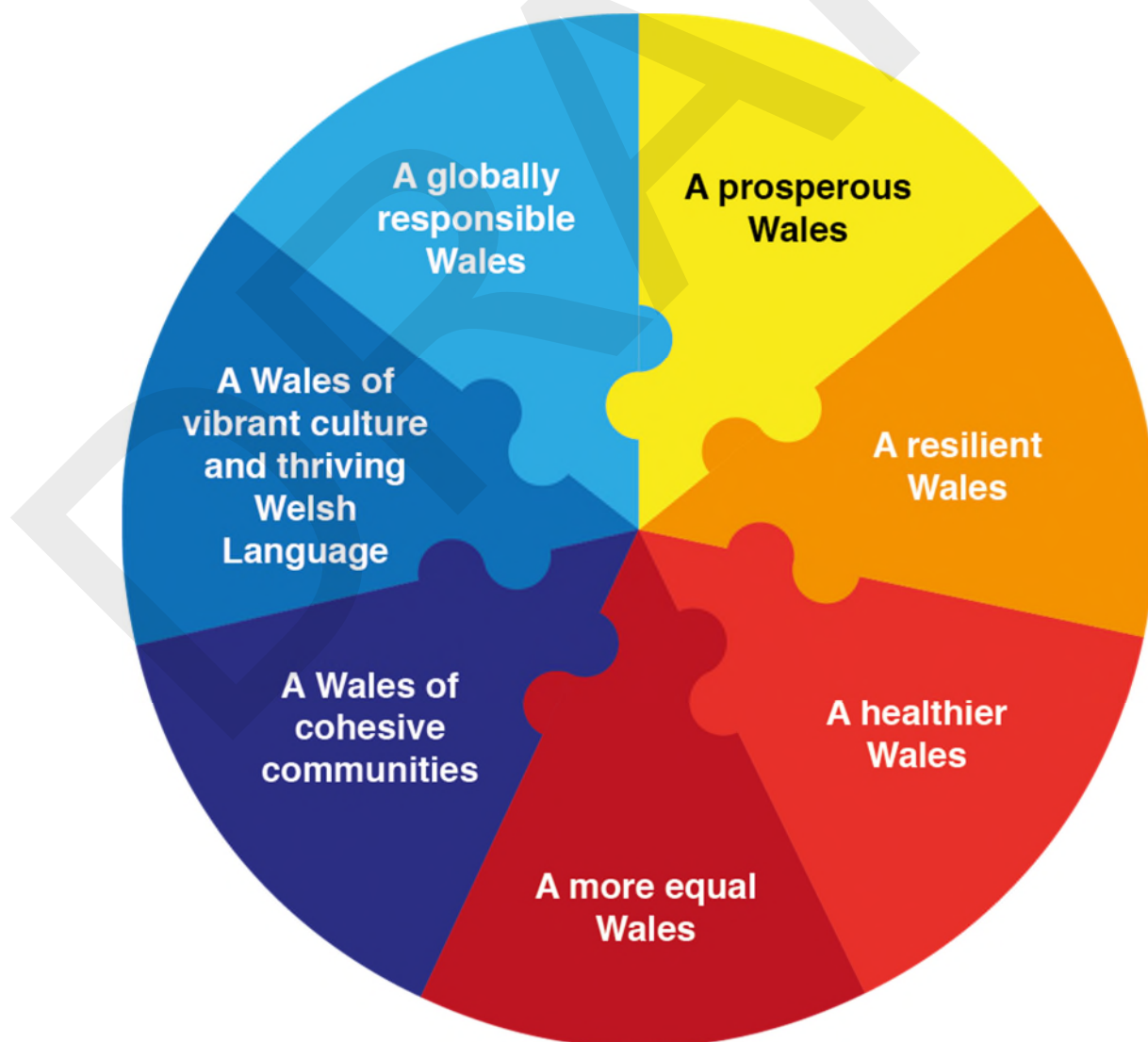
A **list of all the measures** in the above tables showing the results and how they have improved, declined or whether they have remained the same is included in **Appendix B**. This also shows how we compare with other Authorities in Wales.

Appendix C gives detailed information on each measure with an explanation of performance.

Well-being of Future Generations Act (Wales) 2015

This is a new Act introduced by the Welsh Government which will change aspects of how we work. The general purpose of the Act, is to ensure that the governance arrangements of public bodies for improving the well-being of Wales, take the needs of future generations into account. The Act is designed to improve the economic, social and environmental well-being of Wales, in accordance with sustainable development principles. The new law states that:-

- a) We must carry out sustainable development, improving the economic, social, environmental and cultural well-being of Wales. The sustainable development principle is '**... the public body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.**'
- b) We must demonstrate **5 ways of working:**
1. Long term,
 2. integrated,
 3. involving,
 4. collaborative
 5. preventative
- c) We must work towards achieving all of the 7 national well-being goals in the Act. Together they provide a shared vision for public bodies to work towards.



Progress made during 2016/17:-

As a public body under the Act we must :-	Progress during 2016/17 :-
<p>1 Set and publish well-being objectives by 31st March 2017</p>	<p>We identified after consultation, involvement, analysis and review a set of 13 Well-being objectives by 31st March 2017. This also involved a Joint Scrutiny meeting of all 5 Scrutinies on the 15th February to scrutinise the objectives.</p> <p>Post May 2017 elections, another Well-being objective (Promoting the Welsh Language and Culture) was added and the Councils Well-being objectives were reconfirmed.</p>
<p>2 Take all reasonable steps to achieve those objectives</p>	<p>A detailed action plans and targets were set to meet these objectives and will be monitored throughout 2017/18</p>
<p>3 Publish a statement about well-being objectives</p>	<p>We included a statement about well-being objectives in the well-being objectives document we published.</p>
<p>4 Publish an annual report on progress</p>	<p>We will publish a full Annual Report on the progress on our Well-being Objectives for 2017/18 after the year end</p>
<p>5 Publish our response to any recommendation made by the Future Generations Commissioner for Wales.</p>	<p>We will comply with this when it occurs.</p>

Outcome C: People in Carmarthenshire are healthier ...

Our way of life is changing. People are living longer with a higher quality of life but our care needs are becoming more complex. The challenge now facing us is to prevent ill-health in the first place.



Goals: (as agreed in the Integrated Community Strategy with partners)

C1 - Ensuring each child has the best start in life

C2 - Preventing ill health and encourage healthy and active living

~~C3 - Improving the Emotional, Mental Health and Well-being of all people in the County~~

~~C4 - Reducing inequities in health~~

C5 - Improving housing conditions and reduce homelessness

~~C6 - Increasing access to health and social care for all people including vulnerable groups~~

~~C7 - Reducing drug and alcohol misuse~~

Any text crossed out is not relevant to this Scrutiny

Our 2016/17 Key Improvement Objective Priorities (KIOPs):

- ~~Promoting Independence and Well-Being for Older People~~
- We shall increase the availability of rented and affordable homes to support the needs of local people by implementing our affordable homes delivery plan**

We will promote Information Advice and Assistance service to the provide information to those who need it.

Progress at a glance:

Outcome Measures (as set out in Corporate Strategy)	Progress
Reduction in referrals to adult and children's social services	✗
Increased availability of rented and affordable homes	✓
Increased use of leisure facilities	✓

Our Performance & Results for 2016/17:

Goal: C1 Ensuring each child has the best start in life:

Our Review and Evaluation for 2016/17

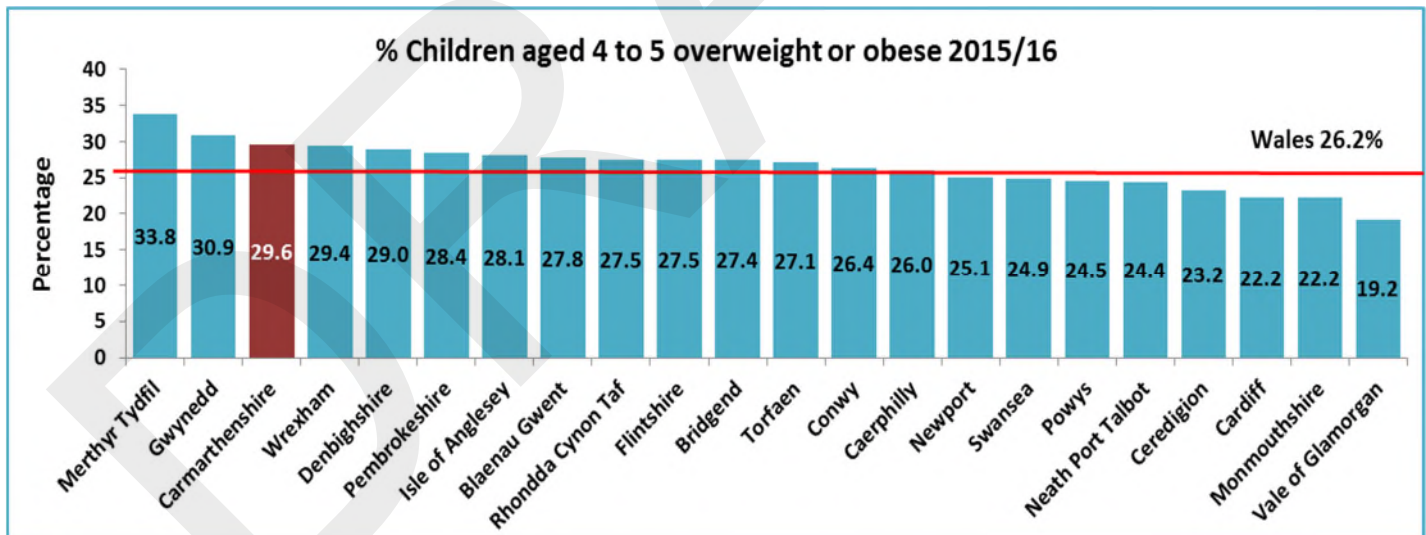
Giving every child the best start in life is crucial to reducing health inequalities across the life course. The foundations for virtually every aspect of human development – physical, intellectual and emotional – are laid in early childhood. What happens during these early years (starting in the womb) has lifelong effects on many aspects of health and well-being– from obesity, heart disease and mental health, to educational achievement and economic status. To have an impact on health inequalities we need to address the social gradient in children’s access to positive early experiences. Later interventions, although important, are considerably less effective where good early foundations are lacking.

[Public Health Wales](#) (PHW) NHS Trust published its data on the 2015/16 Child Measurement Programme (CMP) for Wales which contains findings of the programme of child measurements carried out with children attending reception class in schools in Wales.

- 92.9% of eligible children participated in the programme in Carmarthenshire with 93.3% in Wales.
- The % **overweight or obese** in Carmarthenshire has reduced slight from **30.7%** in 2014/15 to **29.6%** in 2015/16 and continue to be the **3rd highest in Wales** and well above the Welsh average of 26.2%.
- The proportion of children who are **obese** has also reduced slightly from **13.6%** in 2014/15 to **12.9%** in 2015/16
- Obesity in childhood often persists into adult life, leading to related health problems like type 2 diabetes, liver disease, higher rates of heart disease, and some cancers



The Child Measurement Programme for Wales 2015/16



The **Flying Start** early years programme is a key component of the Welsh Government’s *Tackling Poverty* agenda which aims to support families with children aged 0-3 who live in some of the most disadvantaged areas in the county, providing a range of intensive prevention services to improve children’s language, cognitive, social, emotional, and physical health and development which we are able to provide through:

- An enhanced health visiting service
- Free part-time high quality childcare for 2-3 year olds
- Parenting support (including parenting programmes and basic skills)
- Support for Speech, Language and communication

In Carmarthenshire there are 24 Flying Start Settings in 17 areas (Betws, Richmond Park, Lakefield, Bigyn, Llwynhendy, Felinfoel, Carway, Morfa, Trimsaran, Pwll, Pembrey, Carmarthen Town North, Glanamman, Garnant, Bury Port, Pantyffynnon and Dafen).

Childcare provision in Carmarthenshire is delivered in partnership with private, voluntary and statutory sectors, and has continued to develop. During 2016/17 we have continued to support and maintain a total of **242** registered providers of child care provision (with a total of **4,165** registered places). This is slightly lower than in 2015/16 of 246 registered providers and 4,365 places and is largely due to a decrease in registered sessional care settings operating under 4 hours.

The new Child and Family Unit (CFU) **systemic model** of practice within Pod's has been introduced progressively, with all four childcare teams now using the model but at different stages of development which has enabled a gradual shift in practice rather than sudden change. Two educational psychologists provide clinical consultation to the childcare teams as part of the model, and Family Support workers and Unit Co-ordinators are now in post in all teams. A programme of developmental sessions has been put in place to support implementation of the approach. Staff across the four teams have attended training (March 2017) about the principles of systemic practice provided by morning Lane Associates from whom the model originates.

How did we perform during 2016/17?

❗ Also see goal **G5 Tackling poverty and its impact on the local economy**

Flying Start Key Measures		2015/16 Result	2016/17 Target	2016/17 Result	Comment
✓	% attendance at the free Flying Start Child Care placement (9.1.8.1)	78.9%	77%	78.9%	On Target
✗	number of children living outside of the Flying Start area who are able to access the Flying Start service through referral for outreach (9.1.8.2)	17	23	15	Off Target & Declined
The target of 23 for Outreach services is set by Welsh Government and is a wider part of the service and not statutory. Priorities were set by reviewing the risks within the service and as a result were only able to take in a limited amount of new referrals for outreach					
✓	% of high need families living in a Flying Start area receiving at least a monthly contact from the Flying Start Health Visiting Service (9.1.8.3)	96%	93%	96%	On Target
✗	% of families with additional social welfare needs linked to poverty, living in a Flying Start area receiving time specified interventions from the wider Flying Start Team (9.1.8.6)	96%	95%	90%	Off Target & Declined
Disappointed not to have reached the target but it does reflect the staffing issues we have had across the programme, due to sickness, losing a post and maternity.					
✓	% of unauthorised absence at the free Flying Start Child Care settings (9.1.8.8)	New for 16/17	6.00%	4.07%	On Target
✗	% of children in Flying Start areas reaching, exceeding or within one age band of their development milestone at age 2 years, (assessed within 23-25 month) (9.1.8.9)	New for 16/17	85.00%	84.90%	Off Target
This is slightly off target, and would have required one additional child to have reached their development milestone to have reached the required target. Assessments of children to date have received support from Flying Start together with children within the new Flying Start areas during 2016/17. Further analysis of these assessments needs to be done to ascertain if there is a difference between the children					
✗	% of children in Flying Start areas reaching, exceeding or within one age band of their development milestone at age 3 years, (assessed within 35-37 month) (9.1.9.0)	New for 16/17	90.00	87.13%	Off Target
A disappointing result and would have required an additional 9 children to have reached their development milestone to have met the required target. Further analysis of these assessments needs to be done to ascertain if there is a difference between the children receiving support from Flying Start in the long term and the children who are newly eligible.					

- ✓ We have provided [free swimming](#) for almost 19,000 children (u16) at our swimming pools during weekends and in school holidays during 2016/17, this is an increase on the 16,000 in the previous year. This programme is linked to the Welsh Learn to swim pathway, [Aqua passport](#). (3.4.2.2)
- ✓ We have increased the % of children who can swim 25m aged 11 from 63.6% to 66.4% Provision of school swim lessons has grown by 4% engaging over 3,700 children with non-school lessons increasing by 10% engaging over 2,200 people. (3.4.2.1)
- ✓ Delivering sector-leading initiatives for the early years, such as the 'Actif Storytime' programme which is delivered across more than 100 settings in the community including Meithrins', libraries and family centres. This has resulted in 1,642 sessions being run, engaging 21,460 attendances!
- ✓ Distributed over £83k of Sport Wales' Community Chest fund to over 71 community clubs in the county to help [develop grass roots sport](#).
- ✓ Provision of school swim lessons grown by 4% engaging over 3700 children and by 10% for non-school lessons engaging over 2,200 people.
- ✓ Junior Parkrun set up in Carmarthen by our Active Young People Officers, sustained by community volunteers and attended by an average of 40 people per week.
- ✓ '[Young Ambassadors](#)' for sport are in place in all secondary schools (a total of 36 Silver YA's) and 79% of primary schools (a total of 233 Bronze YA's), becoming leaders of the future by inspiring their fellow pupils to get active. Carmarthenshire has engaged in a sector-leading development of this by introducing 'Bronze Plus' Ambassadors at Yr 7 (a total of 40 B+ YA's) to retain Bronze YA's and develop their leadership skills as they move from primary to secondary schools. There is also a team of 1 Platinum and 6 Gold YA's to co-ordinate the county network.
- ✓ The Moneywise Educational Scheme is an incentive aiming at improving financial literacy skills in young people.

How do we know we made a difference? / Is anyone better off?



You wanted us to provide more welsh speaking registered childminders within the County.

We have increased the number of welsh speaking registered childminders from 29 to 55 and increased the number of welsh medium childcare places available within the county from 160 places to 295 places. We will continue to recruit, support and train new welsh speaking childminders in targeted areas of current unmet need.

- ❖ **1832** children are able to benefit from Flying Start early intervention programme across 17 geographical areas in the county, delivering an integrated multi-agency approach.
- ❖ Splash Programme introduced to the Aquatics pathway engaging children from 4 months as a pre-requisite to the Learn to Swim scheme. Over 240 children are now attending the scheme.

- ❖ The roll out and approach of initiatives for the early years is seen as sector leading across Wales, including the recent expansion of the approach to meithrins, libraries, etc. (111 facilities) which is currently unprecedented elsewhere in Wales.



The Young Ambassador programme aims to empower and inspire young people to become leaders through sport. The programme builds young people's confidence and leadership skills as they develop into young leaders becoming role models to their fellow pupils by promoting the values of sport and healthy lifestyles within the school and community setting. They do this by organising lunchtime or afterschool sport sessions and they also

help run sport sessions within the community.

The young ambassador pathway starts with Bronze Young ambassadors who are primary school age through to Platinum young ambassadors who are years 11 and 12 in Secondary school. Emily Janas, who is year 6 pupil at Ysgol Pum Heol has been a Bronze Young Ambassador for 1 years. When she became a bronze ambassador her mentor Hayley Lewis, Actif Young People officer said, *'she was quite quiet when I met her during the initial Bronze Young Ambassador training, but since becoming a YA I have seen such a difference especially in her confidence and she is now very vocal when delivering sessions and has become an outstanding young leader and role mode in Ysgol Pum Heoll'*

Goal: C2 Preventing ill health and encourage healthy and active living

We aim to provide a range of health and well-being related facilities, activities and programmes, all aimed at getting, more people, more active more often in order to improve the health and well-being of our residents. We want Carmarthenshire to be a place that is the most active and healthy in the UK, where every person is an active participant at a 'Community Club' or 'Leisure / Cultural Facility' and where every child is hooked on Leisure / Cultural activity for life.

How did we perform during 2016/17?

- ✓ The number of GP referrals for the exercise programme during 2016/17 has increased from 1,129 referrals to 1,235 (3.4.2.5)
- ✓ We increased the number of % of people referred to the National Exercise Referral scheme that attend the 1st session of the programme from 49.7% to 58.1% (3.4.2.6) with 50.2% completing the 16 week programme (3.4.2.7)
- ✓ The number of visits to local authority sport and leisure centres during the year where the visitor will be participating in physical activity, per 1,000 population has increased from 6,905 to 8,289 = 1,384 increase of 20%, this equates to 1.5 million visitors (a 17.5% increase). This is just under the Welsh average of 8,387 and have moved from 20th to 12th position for 2016/17 when compared to all Authorities in Wales. (LCS/002b)
- ✓ We have further developed plans for a new Llanelli Leisure Centre linked to wellness village and life sciences hub (12045)
- ✓ Senior Parkrun set up in Llanelli by Sport & Leisure, sustained by community volunteers and attended by an average of 120 people per week
- ✓ We have inspected **100%** of high risk premises for food hygiene, animal health and trading standards inspections. (PPN/001i)

- ✓ We have maintained the high percentage of food establishments which are broadly compliant with food hygiene standards at 97.5% which is above the Welsh average of 95.16% and we have the 5th best result in Wales. (PPN/009)
- ✓ Preventing ill health, by means of market surveillance and sampling of food / feed supplied within the authority to ensure legal compliance in terms of claims, additives, colouring and composition.

How do we know we made a difference? / Is anyone better off?

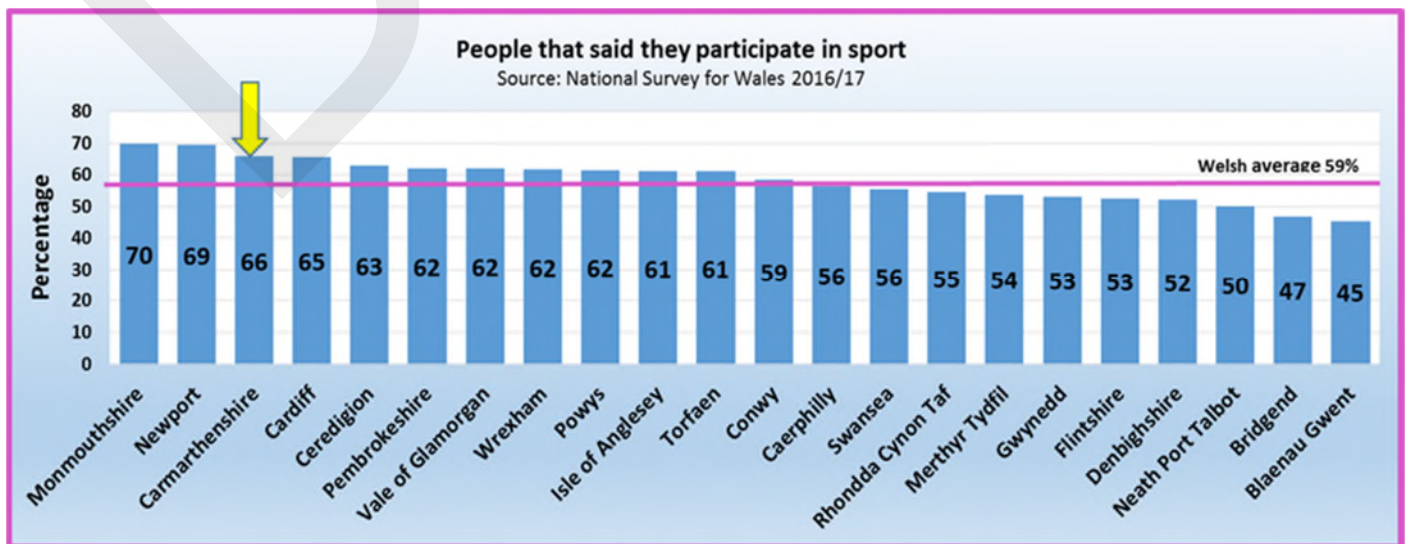


The National Exercise Referral scheme is a scheme which allows health professionals to refer patients aged 16 and over, who have a wide range of health conditions. Active Sport and Leisure team receive around 1,200 referrals a year for all sorts of reasons from heart disease, respiratory disease, falls prevention, weight management, cancer rehabilitation and mental health who are then supported through a 16 week activity programme to bring about life changing health improvements.

Mr X was referred to us by the Practice Nurse in Penygroes Surgery back in July 2016. He had suffered a stroke which affected his lower limbs. Balance was a concern for him as he was unsteady on his feet. His goals were to improve leg strength, balance and be able to walk further without using his sticks. He came in to our outreach session in Llandybie with 2 sticks and had to have chair support throughout the session, with plenty of seated alternatives.

One year later, he has come on better than what even he expected. He is still attending the session in Llandybie but doesn't need the support as much. He now only uses 1 stick and even leaves it by the door and walks in without using it throughout the session. He is now using the gym as well where the focus is leg strength and he has noticed a difference in his balance. His balance is much better than what it was and he seems to be improve day by day.

Recently published results from the [2016/17 National Survey for Wales](#) shows that **66%** of people in Carmarthenshire said they participate in sport. This is the **3rd highest** in Wales and above the Welsh average of 59%.



Goal: C5 Improving housing conditions and reducing homelessness

We have delivered the programme to improve Council housing stock and continue to increase access to more rented and affordable homes to support the needs of local people.



The council housing stock in Carmarthenshire will have a **£50m upgrade** over the next five years.

We have agreed to invest a further £50m in our housing stock, building on the £200m already invested. Along with an agreement of a further £36m investment to meet our commitment of delivering over 1,000 homes in the next five years. This investment will help meet housing need, reduce homelessness, improve tenants' health, and secure construction jobs and skills.

In order to do this, we have agreed a rent increase in line with the Welsh Government guidelines.

Executive board member for resources Cllr David Jenkins said: *"This reflects our 30 year business plan, the CHS+ and our Affordable Homes Strategy."*

"Over the next five years we expect to spend £50m in continuing to upgrade our housing stock. The budget also provides £36m to support our Affordable Homes Strategy which we launched last year to increase the supply of affordable homes. The proposed rent increase is in line with Welsh Government guidance."

Executive board member for housing Cllr Linda Evans said after the meeting: *"I welcome the decision of the full council which allows for continuing improvement of our housing stock and helping to make more affordable homes available."*

KEY IMPROVEMENT OBJECTIVE PRIORITY (KIOP)

We shall increase the availability of rented and affordable homes to support the needs of local people by implementing our affordable homes delivery plan

Our assessment of need told us that to meet the highest housing need we would have to provide at least 2,000 additional affordable homes by 2020, an average of 400 every year.

We have recently published our five year vision [Affordable Homes Delivery Plan](#) to increase the supply of affordable homes in Carmarthenshire. The purpose of this plan is to explain how we will deliver over **1,000** additional affordable homes over the next five years, with a total investment exceeding **£60m**. We will also explain how we can nearly double the number of additional homes by developing delivery options for new build schemes.

- Increase rented accommodation
- Increase number of affordable homes
- Building new homes
- Bring empty homes back to use



Key Measures of Success	2015/16 Result	2016/17 Target	2016/17 Result	Progress
Additional affordable homes in the County (7.3.2.24)	185	160	173	Improved

Why this is important

Good quality, affordable homes are the bed rock of healthy and sustainable communities. We know that in many places and for many people these homes are just not available. As a consequence in July 2015 we published [Our Commitment to Affordable Homes](#). This plan will go some way towards rectifying this unacceptable situation.

While the focus will be on rented homes, we also recognise our communities’ ambitions and aspirations. Hence we will also enable and deliver low cost home ownership where it is appropriate to do so.

The development of our affordable homes plan reflected an extensive consultation exercise with the public and partner organisations which ran until the end of May 2015. There were almost 800 responses these have shaped the priority areas of the plan which are outlined below:

“The Council is rising to the huge challenge it faces in attempting to bridge the gap between the demand for affordable homes and the number of homes currently being provided.”
 Extract from Wales Audit Office [Annual Improvement Report](#) 2015-16”
 published March 2016

How we plan to achieve the KIOP this year



That there was a need for smaller type homes, mainly for rent and for local people. You wanted us to maximise use of existing homes, especially bringing empty homes back into use.

We have developed an affordable homes plan which addresses these issues and sets out how we will deliver over 1,000 additional affordable homes over the next 5 years with a total investment exceeding £60m.

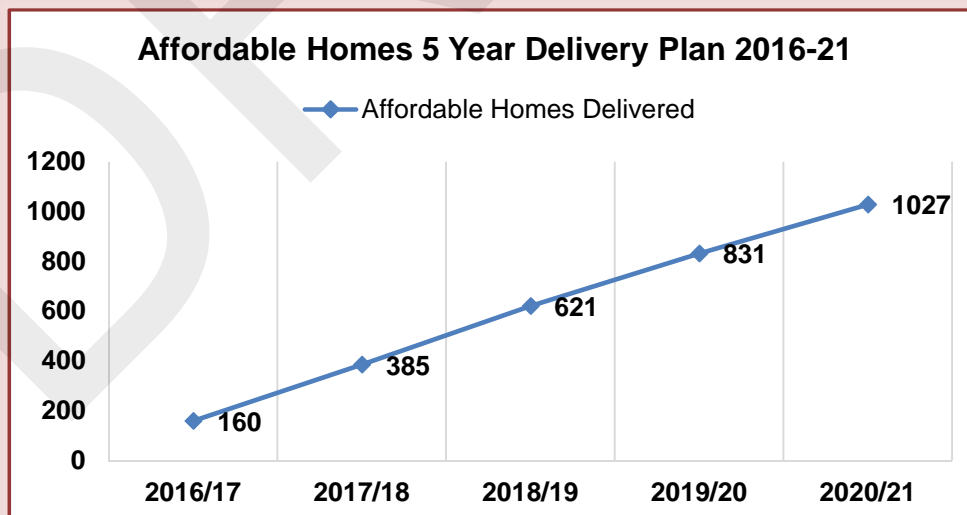
The [Affordable Homes Delivery Plan](#) sets out our five year vision to increase the supply of Affordable Homes in Carmarthenshire based on the following principles:

- ❖ Targeting help where the need is highest, in both urban and rural areas, by delivering more affordable homes for rent
- ❖ Being more flexible - whether by bringing wasted homes back into use, buying existing homes or building new ones.
- ❖ Doing whatever it takes by developing innovative and creative ways to deliver more
- ❖ Using our resources in the best possible way to ensure as many new homes as possible
- ❖ Using the expertise, skills and resources of those we work with

The table below shows our Affordable housing delivery over the next five years

Affordable Homes Delivery	Est. No. of homes	Funding source	HRA investment (£millions)	Total investment (£millions)
Managing homes in the private sector (including the Social lettings Agency)	242	HRA	1.1	1.1
Bringing empty houses back into homes	280	WG "Houses into Homes" fund/HRA	4.0	5.6
Buy existing homes in private sector	187	HRA	20.2	20.2
Housing Association development- committed schemes	59	SHG		0.5 ²
Housing Association development- future priorities				
Rural Areas	6	SHG	0.1	1.0
Regeneration initiatives	43			5.3
Unallocated Grant	77			10.3
Council New Build and Land Acquisition New Build: Ammanford & Amman Valley, Llanelli & District Land Acquisition Carmarthen & the West Carmarthenshire Rural & Market Towns	45	HRA	5.6	5.6
Developers contribution to homes in the area ³	88	Private Finance		11.0
Total	1027*		£31.0	£60.6

*Although the needs assessment undertaken indicates that we need to provide 2,000 affordable homes over 5 years to meet the highest housing need which is an average of 400 homes per year. We have set an ambitious target of delivering 1027 over the same period which is a substantial increase on the average number of affordable homes that we have been able to deliver in the past (70 per annum). We will increase this figure to 200 per annum over the next 5 years and are continually looking for new sources of funding to be able to deliver as many affordable homes from existing resources as we possibly can.



During 2016/17 we delivered 3 out of our 3 KIOP commitments

Last Year's Commitments		Progress Comment
We shall commission a research in order to improve our understanding of housing need in rural areas (12058)	✓	CBA Associates were commissioned in October 2016 to carry out the rural housing needs surveys over the next few years. The commission was the result of a formal tendering Process.
The number of affordable homes delivered as part of the affordable homes plan 2016-21 (7.3.2.24) 2015/16 Baseline 185 - 2016/17 Target 160	✓	We have delivered 173 additional affordable homes during 2016/17 as part of the affordable homes plan
The number of additional affordable housing units provided during the year as a percentage of all additional housing units provided during the year (PLA/006b) 2015/16 Baseline 8%- 2016/17 Target 30%	✓	The 2016/17 result has exceeded target at 34% and just below the Welsh average of 35% This measure is based on data collected from the previous financial year of 2015/16. There has been a large increase in the number of affordable housing units provided during 15/16 and a reduction in the total number of units provided during that year and therefore shows a substantial percentage increase on the previous year.

How do we know we made a difference? / Is anyone better off?



A couple have moved into a two-bedroom bungalow in Carmarthenshire. The retired farmers wanted a home that was on one-level to better suit their needs, and because there were no homes available in Carmarthenshire County Council's housing stock in their area of choice, the bungalow was purchased under the Affordable Homes Commitment.

"They gave us a variety of options in the area, but nothing was really suitable. We wanted to live near our daughter, and because we can't manage the stairs anymore, we wanted to live in a bungalow,"

"As soon as we saw it, we knew we wanted it and said yes straight away. The view over the estuary is fantastic and it's nice and quiet. We're very happy."

Outcome F: Carmarthenshire's communities and environment are sustainable...

Carmarthenshire is known for its diverse communities and wonderful natural environment and we want to ensure that we develop sustainably so that everyone in the county is able to enjoy a better quality of life now and for generations to come.



Ambitious plans to provide a cycle path between Carmarthen and Llandeilo have stepped up a gear thanks to a £581k grant.

The council has received a Local Transport Fund grant of £581,600 from Welsh Government towards walking and cycling links in Carmarthenshire which includes the Towy Valley Cycleway project.

The grant will go towards the early design stages of the scheme, which will help to make Carmarthenshire the cycling hub of Wales.

The project – which will cost in the region of £5 to £7million - is predicted to generate between £860,000 and £2million in the local economy every year. It is also expected to create and support between 17 and 41 full-time jobs a year. The route will follow the old railway line where possible and will link in with major tourist attractions. It will also give people a sustainable and healthy travel option, linking with villages between the two main towns.

Goals: (as agreed in the Integrated Community Strategy with partners)

Any text crossed out is not relevant to your Scrutiny

- ~~F1 – Living within our environmental limits using only our fair-share of earth's resources and minimising our carbon emissions~~
- ~~F2 – Reducing waste and moving towards becoming a zero-waste county~~
- ~~F3 - Supporting opportunities for the building of economically viable and sustainable communities~~
- ~~F4 – Protect, enhance & conserve our natural & built environment & champion biodiversity in the County~~
- ~~F5 – Developing resilient and sustainable communities~~
- ~~F6 – Developing sustainable transport options~~
- ~~F7 – Ensuring the promotion of the Welsh language and Welsh culture~~

Our 2016/17 Key Improvement Objective Priority (KIOP) is:

~~Improving the highway infrastructure network to support further economic development and connectivity.~~

Progress at a glance:

Outcome Measures (as set out in Corporate Strategy)	Progress
Increased rates of recycling	✓
Improved digital access	✓
Improved transport links	✓
Increased use of renewable energy	✓

Goal: F3 Supporting opportunities for the building of economically viable and sustainable communities

Sustainable development is about improving the way that we can achieve our economic, social, environmental and cultural well-being.



Carmarthenshire faces a number of challenges now and in the future, such as climate change, poverty, transport, housing, health inequalities, access to services, and jobs and growth. To tackle these we need to work together with other public bodies and with people and communities to look to prevent problems and take a more joined-up approach to give our children and grandchildren a good quality of life. We need to think about how the decisions we make now will impact them.

Rural areas form a substantial part of Carmarthenshire with as much as 94% measured by land area. With rural areas accounting for more than 62% (2011 Census Ward

Population Figures) of the County's population.

How did we perform during 2016/17?

- ✓ We have supported opportunities for the building of economically viable and sustainable communities **by**:
 - developing and delivering the Countywide Employment and Skills Plan by developing a marketing and communication plan to support community engagement;
 - linking employability projects (Cynnydd, Workways+, Communities First (C1st), C4W, LIFT, Cam Nesa, Un Sir Gar (USG) Hub) with relevant opportunities;
 - developing an action plan for Community Benefits in partnership with our Procurement Team;
 - and providing support for the development of external European funding applications; Identifying wider European funding opportunities; developing the Regional Engagement Team for the Swansea Bay City Region

Through:

- ✓ Securing funding via Welsh Government Vibrant and Viable places funding for identified training for economically inactive individuals in basic skills, specifically numeracy, mental arithmetic, working with money and customer service skills to address the needs identified by the employers.
- ✓ Supporting *Communities for Work* with C1st, Workways, USG and the Department of Work & Pensions to arrange a Jobs Fair in the Ffwrnes Theatre in March which was attended by over 400 job seekers.
- ✓ Supporting over 1,500 participants accessing volunteering opportunities, over 340 accessing jobs and over 3,000 training opportunities have been provided to residents.
- ✓ Securing funding via the LEADER fund for a two year Community Benefits programme, working with CAVS and our own Procurement team to maximise the Community Benefit opportunities to support the needs of rural Carmarthenshire arising from investment in the County.
- ✓ Assisting 14 community led projects to progress to the 2nd stage for funding under the Rural Community Development Fund, the aim of which is to tackle poverty. Subject to final approval being achieved, this will result in an additional investment of £2.24m for rural Carmarthenshire.
- ✓ Accessing funds via the Ireland Wales Cooperation programme. £400k has been secured for Carmarthenshire via the Buccanier project which aims to increase the innovation capacity within SMEs and social enterprises to increase productivity.

LEADER

- ✓ The LEADER programme, which aims to support the regeneration of rural Carmarthenshire, is providing financial support to 16 local projects, taking the total awarded from the 2014-2020 programme to over £600K. Projects receive funding through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.



Example projects which have received funding:

- *Increasing local heritage awareness amongst primary school children in understanding their heritage.*
- *A new digital innovation project to increase tourism footfall on heritage sites*
- *Cwmamman Town Council feasibility study, to identify the most advantageous and economically sustainable way to utilise assets within the community*
- *Caldwell Autism Foundation, to engage with parent/carers of children and young adults with autism trialling a new responsive communication programme*

Carmarthenshire Rural Enterprise Fund

- ✓ Rural businesses in Carmarthenshire are being helped to reach their potential with support from a Carmarthenshire County Council £2m fund. The Carmarthenshire Rural Enterprise Fund (CREF) has awarded a series of grants to assist businesses across the county to develop new and existing premises.

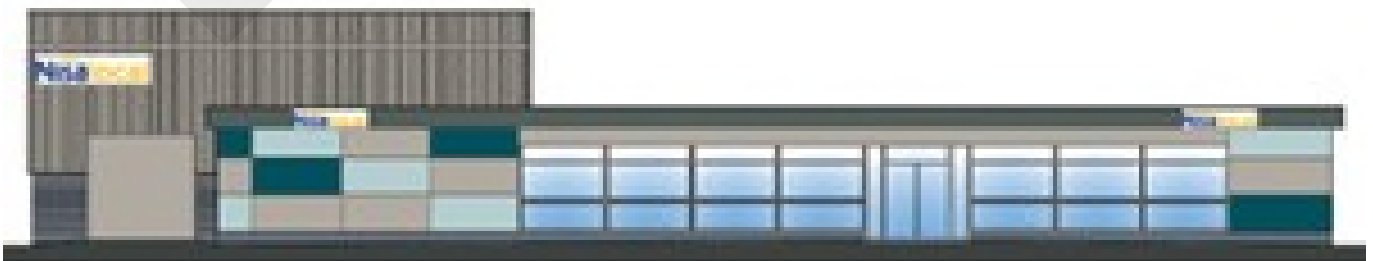
To date CREF has approved £320,559.47 of grant funding, anticipated to lever private sector investment of £682,874.36 and create 29 jobs in rural Carmarthenshire. Further applications have also been received and are currently being assessed which combined are expected to take up the full budget available, create a further 120 jobs and lever in a further £1.7m of private sector investment.

Is anyone better off?

One of the recent approvals under the Carmarthenshire Rural Enterprise Fund was the award of £128,000 towards the construction of a convenience store at Woodlands Garage, Drefach.

The applicant Simon Lewis is a retailer and wholesaler from within the Gwendraeth Valley, having started out within the well-known Luther Lewis wholesaler established by his grandfather. The project will provide 12 full-time equivalent jobs over the next two years within the Gwendraeth Valley.

Council Leader Cllr Emlyn Dole said: *“CREF has been set up to create job opportunities in rural Carmarthenshire and it does this by offering grants so that businesses can make necessary enhancements to their premises.”*



Convenience store at Woodlands Garage, Drefach that has benefitted from the CREF

Outcome G: Carmarthenshire has a stronger and more prosperous economy..

Providing secure well paid jobs and training opportunities for local people is central to everything we are seeking to achieve. In the past, too many young people have been forced to leave Carmarthenshire to get jobs. Working across all sectors – public, voluntary and private – we want to increase prosperity for everyone in the county.



Goals: (as agreed in the Integrated Community Strategy with partners)

- G1 - Developing business growth, retention specialisation (including retaining young people)**
- G2 - Maximising job creation for all**
- G3 - Developing a knowledge economy & innovation**
- G4 - Ensuring distinctive places & competitive infrastructures**
- G5 - Tackling poverty and its impact on the local economy**
- G6 - To build a bilingual economy and workforce**

Our 2016/17 Key Improvement Objective Priorities (KIOPs):

- Creating jobs and growth throughout the County
- Tackling Poverty

Progress at a glance:

Outcome Measures (as set out in Corporate Strategy)	Progress
Increased employment	✓
Reduction in working age population in receipt of out of work benefits	✓
Increased economic activity and productivity	✓

Swansea Bay City Deal



One of the most significant events in the modern history of our Council occurred in March when the British Prime Minister, Wales' First Minister, the Secretary of State for Wales and the Leaders of Carmarthenshire, Swansea, Neath Port Talbot and Pembrokeshire County Councils met at the Liberty Stadium for the signing of a City Deal for the Swansea Bay City Region.

It is a deal that gives our citizens a reason to believe in a brighter, more prosperous future, our youngsters a reason to come home from their studies knowing there will be opportunities and quality jobs and our businesses the confidence to invest in a region that is regenerating inwardly and looking out to a global market with new ideas and innovation across so many sectors - as we all embrace wholeheartedly a deal that devolves both ownership of and responsibility for regeneration to the Regional level and the City Deal.



Prime Minister *Theresa May*, Wales' First Minister *Carwyn Jones*, the Secretary of State for Wales *Alan Cairns* and the Leaders of Carmarthenshire, Swansea, Neath Port Talbot and Pembrokeshire County Councils met at the Liberty Stadium for the signing of the City Deal

The deal was put together in the context of the regional economy where our GVA has fallen from 90% of the UK average to 77% over the last thirty years. We are determined to overturn that trend in our Region and with that in mind we set our deal in place with very clear objectives around economic growth which involved regionality GVA and jobs across the region.

WHAT THE CITY DEAL MEANS...



£1.3bn
over 15 years
Total value

£241m
Welsh and UK
Government

£360m
Local authority
borrowings



£673m
Private Sector Support

**Nearly
10,000**
New jobs created

£1.8bn
Gross Value Added
boost

The Deal which has 11 projects in all, will turn the region into a digital ‘superhub’ to transform the regional economy. It will develop digital infrastructure, skills and investment in: *Internet of Economic Acceleration; Internet of Energy; Internet of Health & Wellbeing; Smart Manufacturing.*

LED BY CARMARTHENSHIRE

There are three specific projects for Carmarthenshire – a *Wellness and Life Science Village* in Llanelli; a *creative industry project* at Yr Egin in Carmarthen; and a *skills and talent initiative* which will support skills development for all 11 projects.

1. The *Wellness Village and Life Science Village* at Delta Lakes, is being led by the council, under the ARCH (A Regional Collaboration for Health) programme, which is a partnership between Hywel Dda & Abertawe Bro Morgannwg Health Boards and Swansea University.

The £200million project aims to create 1,853 high quality jobs and boost the economy by a staggering £467 million over 15 years.



The proposals include an Institute of Life Science with laboratory and clinic space and an incubation facility for business start-up, research and development; a wellness hub incorporating a new ‘state-of-the-art’ sports and leisure centre, a wellbeing centre, a wellness hotel and an assisted living village all interlinked and set within a ‘green’ eco-park.

2. *Yr Egin / S4C* involves the construction of a creative and digital hub and the development of a creative industry sector cluster.

It will create around 203 jobs and help the local economy, along with boosting the Welsh language.

3. A *skills and talent initiative* will provide educational and training pathways to support the next generation workforce delivering specific sector skills required in order to meet the demand of the City Deal themes of Digital, Life Science and Wellbeing, Energy and Smart Manufacturing.

Leader Cllr Emlyn Dole said: *“This is a unique opportunity for Carmarthenshire and the wider region to increase prosperity and opportunity. The City Deal will help the long-term sustainability of the economy in Carmarthenshire, creating jobs, growth and training opportunities.*

“This is a truly exciting time for the region; the level of investment we are talking about is incomparable to anything we have seen before. The City Deal will allow us to deliver what we have worked so hard to achieve and local people and businesses will soon start to reap the benefits.”

The Deal is vital for us here in South West Wales in economic terms, but it is not an end in itself nor do we see it as such. The originality and innovation proposed will be the catalyst for so much more in our region as we build on these projects and look outwards towards global markets.

Wales has its very own ground breaking legislation in the *Well Being of Future Generations Act* which requires us in our policies and ambitions to incorporate seven key principles or well-being goals and adhere to five ways of working. This Deal is a perfect example of the five ways of working promoted by the Act and over the 15 year programme it provides an opportunity to address the persistent challenges that we face in climate change, poverty inequality jobs and skills and to accomplish that in a transformational and preventative way and maximise our well-being goals under the Act through this major public investment programme.

Our Performance and Results for 2016/17:

Goal: G1 Developing business growth, retention specialisation (including retaining young people)

Our Review and Evaluation for 2016/17

Through a well-established business support service, focused on key Pareto businesses and tourism support, we have continued to provide a personal high quality to our key enterprises which has resulted in job creation, youth enterprise activity and private sector enterprises created.

How did we perform during 2016/17?

Business Development

- ✓ **253.5 jobs have been created** across Carmarthenshire via account managed / Pareto businesses. These have included within the engineering, food & dairy, manufacturing (steel and wire products) and construction sectors.
- ✓ In addition **33 new businesses have been created**
- ✓ Account managed business have **invested £6.69m** private sector investment in expansion projects during 16/17
- ✓ **192.5 jobs have been safeguarded** via business support
- ✓ We have helped local businesses by ensuring that **94.3% of invoices were paid** within 30 days (CFH/006)

Tourism/Visitor Economy

Tourism is a key component of Carmarthenshire's economy that is statistically worth £370million per annum to the County up by 2.7 per cent in 2016 with Tourism supporting 5,638 full time jobs. We continue to lead the way regionally and nationally with effective campaigns and promotion. By continuing to secure funding, we will manage and lead the way in promoting Carmarthenshire as an attractive and quality place to visit. We are committed to continuing to improve the economy through tourism, an industry, by:

- planning and carrying out strategic research that assists us for example in accommodation and hotel studies
 - acting as a catalyst and relationship builder with private, public & 3rd Sector to improve the tourism
 - ensuring Carmarthenshire is effectively & innovatively promoted as a vibrant area to visit and stay
- ✓ We will continue with the legacy from the 2016 national *Year of Adventure* by delivering new orienteering trails in Carmarthenshire
 - ✓ As part of the 2017 *Year of Legend* campaign, a series of multimedia videos and trails have been scripted and produced with ourselves coordinating the inputs from public/private partnerships. Trails have been produced to add value to the Cruise Wales and Travel Group campaigns in Wales
 - ✓ In support of the Carmarthen Town masterplan and through the town forum, tourism funding was secured through Welsh Government to deliver the *Merlin Festival* as part of the pan Wales set of actions in the *Year of Legend* campaign.
 - ✓ Launched the *Events Network Circle* that will see many more high quality and interesting events being held within the County, by improving access to information and advice for event organisers - after successfully gaining funding through the RDP Leader scheme. The Event Support Fund, funded by us, will provide financial support for any new events to the County



- ✓ The new *Parry Thomas Commercial Centre* was officially opened and has now being filled. All four ground floor commercial units and first floor restaurant are under offer and tenancies have now been signed with three of the five businesses proposing to occupy the units. *Tea by the Sea* will be the first of five businesses to move into the centre. The next phase of the project will include the new Sands of Speed Visitor centre; Eco Resort; & Visitor Enhancement Project.

The project has been selected as one of ten regionally prioritised projects - as 'must visit' tourist destinations, that will share the £27 million ERDF funded Visit Wales 'Tourism Attractor' fund. The projects are aimed at driving interest in Wales as a holiday destination. A further £1.5m Grant from Welsh Government's Targeted Match Funding has been secured and we as an authority have committed £2.5m capital funding to the project.

Supporting Entrepreneurship

- ✓ The 2017 Beacon Bursary competition was launched on 7th March, in which an offer of financial support along with office space and mentoring is available to budding entrepreneurs within further and higher education. We received a record 39 applications, with the final taking place at the end of June

Last year's winner was Martin Goddard of *360 Entertainment*. His winning proposal was to set up an entertainment agency and management company dedicated to providing live music for weddings in Wales.

Carmarthenshire Council leader, Cllr Emlyn Dole, said: *"The vision for The Beacon is to act as a leading light in nurturing and training young people's enterprise skills and to develop entrepreneur business talent to enter the private sector across Carmarthenshire and South West Wales. This competition not only offers someone the opportunity to win a fantastic business start-up but provides the vital support from a team of business mentors from both the private and public sector."*



Beacon Bursary winner
Martin Goddard

- ✓ The Beacon continues to attract new ventures and now accommodates 20 businesses across a variety of sectors
- ✓ A successful World of Work event was held with Dunbia, with action plans developed and delivered with key employers/Pareto businesses, Business In The Community and University of Wales Trinity Saint David's.
- ✓ Support has also been given to Ysgol Dyffryn Amman with their efforts in the Enterprise elements of the Welsh Baccalaureate qualifications. To date over 30 projects have been presented and judged, and with further support will identify additional enterprise and business support opportunities for the area

How do we know we made a difference? / Is anyone better off?

Our markets in Carmarthen, Llanelli, Ammanford, Llandovery and Llandeilo, launched a successful Carmarthenshire Young Traders competition for pupils from primary schools. With the aim to prove



their entrepreneurship skills, to learn more about what it's like to become a trader and to experience setting up their own business by taking part in a trade-off. Youngsters from eight schools competed against each other by developing a business idea and turning it into a profitable enterprise. The teams plan, purchase material /products, brand it and run it themselves on a stall in the outside market for a day. Over the course of the challenge, pupils improved their employability skills, gained a greater understanding of the world of work and made a positive contribution to the community they live in.

Goal: G2 Maximising job creation for all**Our Review and Evaluation for 2016/17**

As at September 2016, **74%** of Carmarthenshire's working age population (**80,500** aged 16-64) were employed. This has increased from 69.1% in September 2015 and is above the Welsh average of 71.1% and the 6th highest employment figure in Wales.

(Annual Population Survey Office of National Statistics (ONS))

The private sector supports 74.6% of the county's total employed population, emphasising the importance of enterprise and innovation to the overall prosperity and wellbeing of the county and its residents. We are a diverse county in many ways, our towns and villages have unique features; our bilingualism strengthens and defines us; our business community operates across many key emerging growth sectors.

Our tourism and leisure offering is inimitable and offers so much to residents and visitors alike. We offer strategic employment sites for business and employees to thrive. High levels of digital connectivity are now in place in Carmarthenshire for us to benefit from in both our home and work lives; and with more investment underway and planned within our transport infrastructure; our county is now extremely well connected.

During 2016/17 through our portfolio of products and services, which are designed for the needs of the Carmarthenshire business community, we created **258.5** jobs, safeguarded **192.5** jobs and improved our infrastructure to accommodate a further **28** jobs.

Creating jobs and growth throughout the County was identified as a new Key Improvement Objective Priority for 2016/17

This was due to:

- Regeneration and jobs being a key priority for our Administration
- In order for us to be able to achieve the 2016/17 milestones for the Regeneration Master plan



KEY IMPROVEMENT OBJECTIVE PRIORITY (KIOP)
Creating jobs and growth throughout the County

Carmarthenshire is a county that has seen unprecedented transformation in recent years. The Regeneration Master Plan will highlight much of the excellent work that is currently underway in terms of regenerating the county. It will showcase 6 key transformational projects that Carmarthenshire County Council and its strategic partners are intending to focus on over the next 15 years – this will create more than 5,000 new jobs and will endeavour to create an economy within Carmarthenshire which is at 90% of the UK's average GVA level.

Our economy makes up part of the pioneering Swansea Bay City Region which has already and will undoubtedly, continue to offer new projects which will benefit Carmarthenshire.

Providing secure and well paid jobs for local people is central to everything we are seeking to achieve. In the past, too many young people have been forced to leave Carmarthenshire to get jobs. Therefore, creating jobs and providing high quality apprenticeships, training and work experience opportunities is a high priority for us. In order to progress this aim when we undertake investments in new schools, care homes, regeneration schemes and housing, we will work with contractors to maximise employment and training places for local people.

Key Measures of Success

Measure	2015/16 Result	Target	2016/17 Result	Target
Job Creation (5.6.3.5)	180	91	253	299
Jobs Safeguarded (5.6.3.6)	109	120	192.5	166
Jobs Accommodated (5.6.3.7)	1,220	1024	28	32

Explanation of the above results

Having completed a European Funding Cycle in 2015/16 and about to commence a new cycle in 2016/17 key targets for the year were to secure funding and prepare projects for delivery that will realise significant economic outputs later on in the funding cycle.

Whilst the jobs safeguarded target was exceeded, results were below target in relation to Jobs Creation and Jobs accommodated. The below target performance was due to delays in completion of third party led projects and those projects will now realise outputs in 2017/18. Significant results were achieved in other areas of activity which has off-set the effect of the aforementioned delayed projects and they included the business support function, completion of Parry Thomas Centre project, and Targeted Finance Fund / Social Enterprise Support.

In addition we have had significant success in 2016/17 of securing external funding to deliver projects that will deliver job outputs later in the funding cycle.

What works?

We helped create, sustain and accommodate jobs through the following:

Business Support Carmarthen & Rural - 106.5 jobs have created via account managed / Pareto businesses sitting with Carmarthen & Rural Area Team Business Officers. In addition 83 jobs have been safeguarded.

Parry Thomas Centre, Pendine - Construction completed in June 2016 with 28 jobs accommodated. All ground floor units and the first floor restaurant are under offer. Three leases have been signed and the first tenants have opened for business.

Business Support Llanelli & Coastal Belt - 73 jobs have created via account managed / Pareto businesses sitting with Llanelli and Coastal Belt Area Team Business Officers. In addition nine new businesses have been created and 66.5 jobs have been safeguarded. The Beacon continues to attract new ventures and now accommodates 20 businesses across a variety of sectors.

Business Support Ammanford & Cross Hands - 37 jobs have created via account managed / Pareto businesses sitting with the Ammanford and Cross Hands Team Business Officers. Dialogue continues with key employers in the area and indications have been provided by the employers of robust recruitment plans through 2017 and into 2018.

Targeted Finance Fund/Social Enterprise Support - Community Regeneration continue to support our Key Account clients, complementing the Transformational Plans whilst investing and supporting emerging and existing Social Enterprises within the county. This support has improved their overall sustainability, encouraging social enterprise to reinvest profits made back into their community. To capture and highlight the success of the county's social enterprise projects and the support provided to them, we commissioned the production of a number of short promotional films. Through the funding available the Community Bureau created 36 jobs, safeguarded 50.

How do we know we will make a difference? / Will anyone be better off?



Rhys Williams & Iwan Evans, aged 16, from Llanelli have been taken on by Lloyd & Gravell; Declan Pugh, aged 17, from Llanelli, & Jamie Tanner, aged 17, from Glanamman, will work for TRJ, having been crowned winners of Next Steps 2016.

Four young people are starting their construction careers after each winning a two-year paid apprenticeship with local construction firms through the 'Next Steps' scheme.

Next Steps is an annual competition that gives anyone aged 16 or over, and living in Carmarthenshire, the chance to compete for an apprenticeship in the construction industry.

It is run by *Constructing Carmarthenshire Together* – a partnership made up from ourselves, Coleg Sir Gâr & Carmarthenshire Construction Training Association Ltd (CCTAL).

These four winners take the total number of Next Steps apprenticeships offered over the last seven years to 17. Another 15 people have secured placements on Carmarthenshire's Shared Apprenticeship scheme; 13 people on Pathways to Apprenticeships courses and four more have secured traditional apprenticeships.

Cllr Hazel Evans, Executive Board Member for Environment, said: "Next Steps is one of our flagship training and apprenticeship projects which not only provides great opportunities for individuals, but also for local businesses and communities. We are fortunate that in Carmarthenshire - despite severe cuts to our budgets – that we are still able to invest heavily in our homes, schools and leisure facilities. It is wonderful to see that as part of the project we have also been able to give something back to the community" – an outdoor recreation area was developed for residents at Llys Y Bryn; and a paddling pool at Cwmaman was refurbished to bring it back into use for the community.

During 2016/17 we delivered 7 out of our 10 KIOP commitments

Last Year's Commitments	x ✓	Progress Comment
We will support opportunities to develop business growth, retention & specialisation in Ammanford and Cross Hands Growth Zone Areas; Carmarthen & Rural Areas; and Llanelli and Coastal Belt Areas through initiatives such as Pareto, Account Management, Youth Enterprise Activity, World of Work and revisiting previous projects that have received grant aid support. (12157, 12158, 12159) – Also linked to Goal G2	✓	From work undertaken to date in this area - 106.5 new jobs have been created, 83 safeguarded and £6.9m of Private Sector Investment has been undertaken. Continued engagement and support to the Pareto businesses has taken place with several potential good projects being supported resulting in job creation and private sector investment. Advice and guidance has also been given to several smaller businesses as well as some new business start-ups which have successfully set up and thriving. The partnership between CCC, Careers Wales, Coleg Sir Gar and UWTSO continues to work well in designing and delivering entrepreneurship activities to further and higher education. Some good contacts were made in the <i>Youth Skills Convention</i> in which several key employers were also present. A Welsh Language in Business event, called <i>Siariad Siop</i> was organised. 15 previous RDP 1 and 2 capital grant applicants have been revisited to monitor progress and discussed support required to grow businesses moving forward.
We will focus on maximising job creation for all in the Llanelli and Coastal Belt areas by progressing	✓	A Swansea Bay City Deal announcement was confirmed with the support of both the UK & Welsh Governments; with the Wellness Village being a key project within the overall proposal. A master plan document has been completed and instruction

<p>actions on projects including: the 'Wellness and Life Science Village'/Delta Lakes project (appointment of team and concept design); The Opportunity Street Llanelli Town Centre Project. (12160)</p>	<p>has been provided to progress with compiling an outline planning application. A formal notice has been placed on the 'Sell2Wales' website to notify and consult potential partner interests from within the private sector. A formal procurement exercise is to commence in the Summer 2017.</p> <p>A pipeline application has been approved by Wales Government (WG) with funding allocated to the Opportunity Street project in Llanelli town centre for the acquisition of targeted buildings in Market St and Park St. WG awarded £800k with the Council committing £200k of its own funding.</p>
<p>We will focus on maximising job creation for all in the Carmarthen and Rural areas by progressing actions on projects including: Launch and fully commit the £2m Carmarthenshire Rural Enterprise fund; Launch and fully commit the £3m Transformational Commercial Property Development Fund; secure and support new tenants of the new Parry Thomas Commercial Centre (12161)</p>	<p>The Rural Enterprise Fund Scheme was launched in May 2016. Seven formal offers of grant have been issued totalling £475,372 and construction has commenced on a number of those projects. A further 23 applicants have been invited to stage 2 and the fund has been fully committed at this stage.</p> <p>The Transformation Commercial Property Development Fund Scheme was launched in June 2016. Six applicants have been invited to proceed to detailed application stage. Should all projects be approved at stage 2 the project will result in: 315 jobs being accommodated; 80,000 sq ft floor space created and £5.35m of private sector investment secured.</p> <p>Parry Thomas Centre, Pendine - Construction was completed in June 2016. All ground floor units and the first floor restaurant are under offer. Three leases have been signed and the first tenant has opened for business.</p>
<p>We will focus on maximising job creation for all in the Ammanford & Cross Hands Growth Zone areas by progressing actions on projects including: providing support to private Sector Developers & Businesses Owners to bring forward key pending private sector led developments in Ammanford & Cross Hands (12162)</p>	<p>There are several property led projects in the pipeline much of which are the beneficiary of CREF and PDF monies - applicants projects are falling across more than one project year and as such will not be realised for 2016/17. The current project list sees many of the potential beneficiaries in the Ammanford and Cross Hands Growth Zone areas and will no doubt be realised within 2017/18.</p>
<p>We will focus on maximising job creation by progressing actions on projects identified in the County wide Employment & Skills Plan including: delivering the targeted finance fund; providing social enterprise support; working with 40 key account organisations /enterprises (12163)</p>	<p>36 Jobs Created, 50 Jobs Safeguarded, 1,470 individuals into Training/Education and some 1,504 enquiries were managed.</p> <p>We have supported 225 individuals into Volunteering and 64 individuals into employment, with the total cost of community investment was an impressive £10,010,875 - this includes internal and external funding secured for projects in the county.</p> <p>The Bureau continues to successfully deliver a focused Key Account Management (KAM) service for the Third Sector and focuses its efforts with key account clients - to support building and up skilling third sector capacity and to deliver economic benefits through volunteering, training and digital inclusion.</p> <p>The Bureau has successfully supported the third sector to secure a range of local, regional and national grant programmes. The Bureau also helps to deliver our commitments under the Armed Forces Community Covenant and recently secured £83,000 funding under Strengthening Local Government Delivery of the Covenant Ministry of Defence Grant Programme. The funding will allow us to appoint a Regional Armed Forces Covenant Liaison Officer who will support delivery of the Armed Forces Covenant at a regional level within Carmarthenshire, Ceredigion and Pembrokeshire.</p>
<p>Jobs created with Regeneration assistance (5.6.3.5) (2016/17 Target: 299 Result: 253)</p>	<p>253 jobs in total have been created via the Business Account Management Function, Parry Thomas Centre in Pendine, Targeted Finance Fund and Social Enterprise Support during 2016/17. The original target figure of 299 included 200 jobs created from the Private Sector Led Cross Hands West development. Following initial delays work has now commenced on site and these targets will now be realised in 17/18.</p>
<p>Jobs safeguarded with Regeneration assistance (5.6.3.6) (2016/17 Target: 166 Result: 192.5)</p>	<p>192.5 jobs safeguarded in total - through Business support activity (3 area teams) and Targeted Finance Fund / Social Enterprise support</p>

Jobs accommodated with Regeneration assistance (5.6.3.7) (2016/17 Target: 32 Result: 28)	x	28 jobs in total have been accommodated which are associated with the development of the Parry Thomas Centre, Pendine – that provides 5 new commercial units was completed in June 2016. All 5 units are under offer and tenancies have been signed with three of the five businesses. The proposed target was originally set against the disposal and re-development of the former Police Station Site in Ammanford, which has been delayed.
See Goal F3 for our LEADER and Communities First programmes also linked to this KIOP		

Goal: G3 Developing a knowledge economy & innovation

During the next few years there are many key projects being developed within the region that will require a skilled and competent workforce, many of these skills will be new to the region and will need to be introduced into the Colleges and Universities or through Apprenticeship opportunities, building a knowledge-rich, creative economy. It is critical that the region responds to new and emerging opportunities, for example within manufacturing and engineering technologies of the new projects. This will demand the highest levels of education and skills development in our entire workforce, from the youngest apprentices through to the entrepreneurial leaders of our companies.

There will be a shift in the composition of the workforce over the next few years and this will be an opportunity for the region to be ‘ahead of the game’ and increase the economic opportunities, prosperity and importantly the GVA of the region. Critical to this achievement is the on-going skills development that will be required in the region over the next few years to help deliver the City Deal.



We will do this through the collaborative [Regional Learning & Skills Partnership \(RLSP\)](#), (public and private sector members) to provide a workforce equipped to deliver many key projects being developed. The **RLSP** is a transformational partnership bringing education and regeneration partners together to help provide a better future for learners and potential learners across the south west and central Wales region.

How did we perform during 2016/17?

- ✓ The **Regional Employment & Skills Plan** was officially launched by *Julie James AM*, Minister for Skills and Science at the National Waterfront Museum in December 2016. The event brought together employers, education, public sector bodies and policymakers to help steer the skills agenda in the region. It was developed in collaboration with the key players and sets out the priorities required to address the skills deficit that will lead to high levels of employment, a skilled workforce and prosperity in the region.



From left: *Barry Liles* RLSP Chairman, *Paul Greenwood* Teddington Engineered Solutions, *Julie James AM* & *Jane Lewis* RLP Manager

The ambition is to transform the future economic success of the region through the delivery of key transformational projects, including the City Deal. This will be achieved through improved employer engagement, improving educational attainment and increasing skills in line with the aspirational projects.

- ✓ In partnership with Careers Wales the RLSP have jointly developed an exciting new resource ‘*Spotlight on South West and Mid Wales*’. The resource is an innovative tool created to highlight the employment opportunities available to young people who are about to leave school across the region.

Digital High Street:

- ✓ Digital shop front window vinyl displays with a digital augmented reality interaction with people's mobile phones have been installed at two commercial retail vacant properties within Carmarthen Town, followed by two tourist notice boards in Guildhall Square and St Peters car park, providing fresh new tourist and local information and Digital Augmented Reality interactions.
- ✓ A "Walled Garden" free town centre Wi-Fi has been piloted in Ammanford and Llandovery (in collaboration with Antur Teifi), with a view to setting one up in Carmarthen.

Skills Development & Community:

- ✓ The Digital Health Check questionnaire, aimed to develop assessment of Digital Inclusion capability has been distributed to businesses and third sector organisations
- ✓ As part of the wider Digital Inclusion & Exploitation drive, Carmarthenshire has joined the Online Centres Network via the Community Bureau, which allows use of on line learning resources.
- ✓ Close working relationships have been developed with University of Wales Trinity St David (GWLAD Programme) and Coleg Sir Gar (Apprenticeship programme) to develop Digital skills programmes

RDP LEADER Digital Engagement:

- ✓ A number of events have been held to raise awareness of Digital Activity and its increasing integrated use in daily service activity - focusing upon the economic benefit from increased uptake of Super-fast Broadband within business and shop retail within key town centres.

How do we know we made a difference? / Is anyone better off?

Young people from across Carmarthenshire were given a taste of different career options at *Skills Cymru Carmarthenshire*, a regional careers fair featuring more than 100 employers, which took place during Apprenticeship Week at Parc y Scarlets in Llanelli on the 9th and 10th March.

Organised by Careers Wales and Coleg Sir Gâr, with assistance from ourselves and supported by the Welsh Government and European Social Fund, the event was designed to inspire and educate visitors about the variety of different careers and vocational routes available to them.

More than 4,000 young people attended the free event over the two days, travelling from local schools and colleges.



Visitors were able to try their hand at virtual welding, creating short animations and driving a tractor using the Welsh Government's state-of-the-art 'have a go' equipment, designed to increased participation in vocational pathways. Attendees also tested their vocational skills by taking part in a range of interactive activities offered by employers who attended the event, from giving manicures and styling hair to laying bricks and making exotic mocktails!

Goal: G4 Ensuring distinctive places & competitive infrastructures

The Swansea Bay City Region comprises of a number of highly distinctive and attractive places. It is a patchwork of urban and rural areas set against a stunning backdrop of National Parks, magnificent coastlines and impressive landscapes. The richness and diversity of our environment is a real strength and we must ensure that we preserve this for the future.

Our Review and Evaluation for 2016/17

A couple of strategic infrastructure projects had been completed in 2016/17 with a number of other projects having been developed further with a view to ensuring that Carmarthenshire will preserve and develop the counties distinctive places and competitive infrastructures in future years. Projects completed in 2016/17 include: the Parry Thomas Commercial and Events Centre; and Welsh Government Town Centre Partnership schemes in Ammanford and Carmarthen. Projects underway include: Llanelli Opportunity Street; Glanamman Workshops; Carmarthenshire Rural Enterprise Fund; Transformations Commercial Property Development Fund; and Yr Egin. Exciting projects in development making significant progress include: Health & Well Being Academy & Life Science Park; Pendine Attractor Project; Cross Hands East Strategic Employment Site (Phase 2); Cross Hands East Property Development Fund; Llanelli Town Centre Loan Scheme; Ammanford Regeneration Development Fund; Jackson's Lane re-development; and Carmarthen Wetlands and Gateway Scheme.

How did we perform during 2016/17?

Ammanford and Cross Hands Growth Zone

- ✓ A *task force* has been set up to rejuvenate the economy of the Amman Valley, to focus on taking Ammanford forward and the work of the town partnership that came to an end in September 2016.
- ✓ The *former Police Station site*, which was acquired some years ago, has now been sold to a private developer with plans to provide commercial/retail opportunities on the ground floor and four 2 flats on the first floor to meet local demand. The proposal also includes the conversion of the existing Court House Building to office suites.
- ✓ The *Carreg Aman car park* entrance was relocated in order to enable a controlled pelican crossing to be installed following a road safety review.
- ✓ A *property development fund* has been set up with a modest budget of £300,000.
- ✓ *Glanamman Workshops* – work has started to refurbish the workshops with completion expected by January 2018. The refurbishment will provide 13 units with 1,000 sqft that will meet the demand evidenced by regular enquiries for this type of business accommodation.
- ✓ The *Cross Hands East Strategic Employment Site* was completed and officially opened on 6th October 2016 in the presence of the Welsh Government Minister *Jane Hutt A.M.* Following the opening, a number of companies have shown an interest in developing on the Cross Hands East Site. Phase 1 of Cross Hands East encompasses 9 plots of land for development with the potential to create 500-700 jobs in the following sectors: Energy & Environment; Creative Industries; Advanced Manufacturing; Financial & Professional; and Agri-Food Technology. The total cost of the infrastructure project, including the access road from the A48 was some £14.5 million funded via ERDF (£6.7m), the Welsh Government (£2.16m Transport & Western Valleys funding), Joint Venture (£0.54m) and our own contribution of £5m.



We have secured funding for the completion of phase 2 of the strategic employment site which itself will provide a further 17,500 sq/m of employment floor-space across 9ha of land.

Carmarthen and Rural

We have continued to work closely with the *Town Centre Regeneration Forum* to develop and deliver a master-plan for the economic regeneration of Carmarthen and linked economic areas that will cover the period 2014 – 2030

- ! *Jackson's Lane Re-Development* – after public consultation event detailed design is being finalised with funding decision delayed from Welsh Government.
- ✓ *Carmarthen Town Regeneration* – the Town Forum continues to provide an outlet for considering and driving forward the delivery of regeneration proposals for the town. Successful Events that took place included: a Vintage Event in July; a Student Lock in Event in September - was very successful with over 900 students spending over £70,000 in participating businesses.
- ✓ We have continued to assist the University of Wales, Trinity St David's in securing funding from Welsh Government for *Yr Egin / S4C* and construction has commenced on site with a view to completing in June 2018



Vintage Event

Llanelli and Coastal Belt

- ✓ *Opportunity Street* (final year 3 of 3) - renovation works to buildings 10 & 12 Stepney Street commenced in June 2016 to renovate and create two new commercial spaces on the ground floor and four new two bedroom apartments above. Works will continue into the summer of 2017, along with works to 48 Stepney Street, before spaces are offered for renting. Additional funding by Welsh Government was confirmed earlier this year for the acquisition of targeted buildings in Market Street and Park Street. The Welsh Government awarded a total of £800,000 whilst we committed a further £314,000. Negotiations with property owners have progressed very well with eight building acquisitions completed by the end of March. The total value of this project will have been well in excess of £4.3 million and with the acquisition of 15 buildings and 1 development site in the town centre.



- ✓ *Loan funding* - Llanelli Town Centre Loan funding is an initiative driven and funded by the Welsh Government with Carmarthenshire County Council securing £750,000 with the potential for it to be re-invested on a case by case basis over a 15 year period. The project was formally launched in July 2016. Following assessment, a preferred project to redevelop the Raffles Building has been allocated with work to commence late 2017 provided the 2nd stage application is approved; funding will then be released.
- ✓ *Delta Lakes Health & Well Being Academy & Life Science Park* - following the development of a masterplan, an outline planning application is now progressing. The development will be considered a 'major development' and will therefore trigger new legislations requiring a formal consultation period in advance of submitting the formal planning application. A funding request of £40m for the Wellness Village was submitted through the City Deal.

How do we know we made a difference? / Is anyone better off?

The finishing touches have been put on a new tea room at Pendine's seafront as part of the new Parry Thomas Commercial Centre, which has just been completed. *Tea by the Sea* will be the first of five businesses to move into the centre. The development of the £1million two storey building at the popular coastal resort was supported by £300,000 of Big Lottery Funding. The Parry Thomas centre is located next to Pendine's new promenade and will house four kiosk-style business units on the ground floor and a larger commercial premises on the first floor, along with new public toilets and external showers for beach users.



Tea by the Sea will be the first of five businesses to move into the centre

Tea by the Sea successfully secured £12,559 from the Carmarthenshire Rural Enterprise Fund (CREF) and will be creating five full-time jobs. CREF is a £2m capital fund that aims to assist rural businesses in Carmarthenshire with the development of new or improved businesses where jobs are created.

Executive board member for regeneration and leisure, Cllr Meryl Gravell, said: *"The key objective of the Parry Thomas Centre was to intensify and diversify economic activity within the village to help attract more visitors and encourage them to stay longer and visit again.*

"I'm pleased that the CREF Scheme has been able to support these businesses. It will be fantastic to see this landmark building in use. This scheme not only brings jobs into the rural areas but it's helping to create fantastic facilities for locals and visitors to enjoy, making the coast a desirable place to live, work and visit."

Since 2010, we have been working on a regeneration master-plan to address the physical and commercial decline of the coastal resort of Pendine. The next phase of the masterplan is being developed with a view to bringing forward the £7.5million Pendine Attractor Scheme, to provide a new Sands of Speed museum, eco resort, adventure play area, events area, exhibition esplanade, boardwalk and improved car parking provision. It is hoped this will deliver an additional economic boost to the regional economy of £3.3 million a year.

Goal: G5 Tackling poverty and its impact on the local economy

Poverty relates to a relative socio-economic position in which people lack the adequate income, resources and opportunities to enable them to have an acceptable standard of living within the context of the society in which they live. (European Council & European Commission, 2004)

As the above definition demonstrates, poverty is much broader than money. Poverty impacts upon and is impacted by social, cultural, material and emotional deprivation as well as economic and is concerned with the exclusion of individuals and communities from ordinary living patterns.

Therefore, measures such as levels of material deprivation, which looks at a household's inability to afford goods and activities typical of society, become more significant in indicating and understanding levels of poverty.

The table below shows that according to the National Survey for Wales 2016/17, **15%** of Carmarthenshire's households experience **material deprivation** equal to the Welsh average and a slight reduction to our result of the 2014/15 survey of 17%. The survey also showed that only **47%** of non-pensioners said '**they could keep up with all bills and commitments without any difficulty**', the lowest but one in Wales, with pensioners in Carmarthenshire being the lowest in Wales at **75%**.

Questions asked in the 2016/17 National Survey for Wales and available at Local Authority level	Has our result improved from 2014/15 to 2016/17			22 nd	21 st	20 th	19 th	18 th	17 th	16 th	15 th	14 th	13 th	12 th	11 th	10 th	9 th	8 th	7 th	6 th	5 th	4 th	3 rd	2 nd	1 st		
	2014/15 survey result	2016/17 survey result	Improved ↑ Standstill ↔ Declined ↓	Worst results										Best Results													
	Arrows start from our 2014/15 position (green dot) to our 2016/17 position (red dot)																										
Household in material deprivation	17	15	↑	21																						11	
Keeping up with all bills and commitments without any difficulties (<i>non pensioner</i>)	not available	51	Not applicable	47																							76
Keeping up with all bills and commitments without any difficulties (<i>pensioner</i>)	not available	75	Not applicable	75																							91

Our Review and Evaluation for 2016/17

Why tackling poverty continued to be a Key Improvement Objective Priority in 2016/17

- just over a third of households in Carmarthenshire can be defined as living in poverty, this is above the Welsh average.
- poverty limits the opportunities and prospects for children and young people, damages the quality of life for families and communities and harms the health, well-being and life expectancy of far too many.
- poverty is not only an issue which affects us here and now but also one which has a long term detrimental effect on people's lives and our society in the future.
- poverty has a detrimental impact for individuals and communities both directly and indirectly affected
- the cross cutting nature of poverty impacts across all areas of society and services delivered by the Council
- the work of the Elected Members Tackling Poverty Focus Group



KEY IMPROVEMENT OBJECTIVE PRIORITY (KIOP) Tackling Poverty

“The Council is working hard to tackle poverty, which presents a major challenge, but without its contribution the situation may be worse”

Welsh Audit Office: Annual Improvement Report 2016.

Over the past few years we have been identifying and developing the work we currently undertake across all Council departments in relation to tackling poverty.

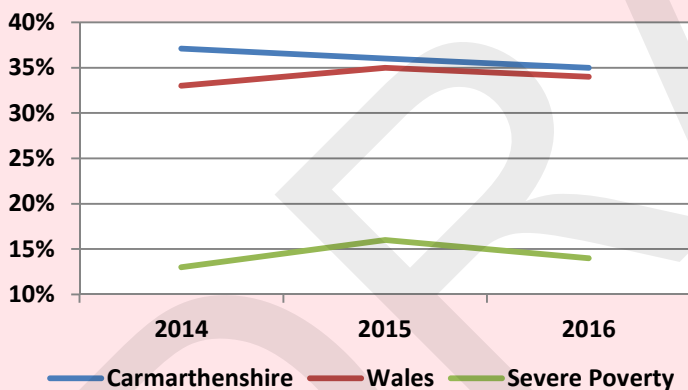
Key Measure of Success:

Household Income Figures <i>Source: CACI's 'PayCheck' data</i>						
Households Living in Poverty	2014		2015		2016	
	Carmarthenshire	Wales	Carmarthenshire	Wales	Carmarthenshire	Wales
		29,956 (37.1%)	446,586 (33.6%)	29,086 (36.3%)	459,283 (35%)	29,020 (35.9%)

Why is this measure important?

Welsh Government defines poverty as when “household income is less than 60% of the median income”. For Carmarthenshire that means a household where **income is less than £23,825 a year**.

Carmarthenshire Households living in Poverty



CACI Paycheck Data 2016

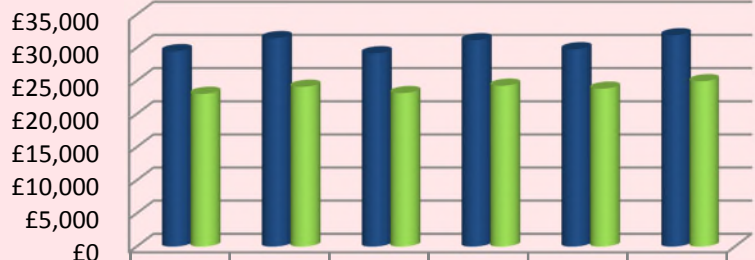
On this definition **35.9%** of all Carmarthenshire’s households can be defined as living in poverty in 2016, a decrease of 0.4% from 36.3% in 2015.

In addition the number of households living in **severe poverty** in Carmarthenshire has decreased over the last year with the number of households receiving an income of less than £10,000 a year falling from almost 16% in 2015 to 14.5% in 2016.

! Rural Poverty

Of the 29,020 households living in poverty across Carmarthenshire 56% (16,386) are located in rural areas (as defined under the Rural Development Plan 2015-20), a decrease of 2% from 2015.

Household Income CACI Paycheck Data



	2014		2015		2016	
	Carms	Wales	Carms	Wales	Carms	Wales
Mean (Average)	£29,485	£31,452	£29,160	£31,131	£29,768	£31,878
Median	£23,043	£24,108	£23,156	£24,271	£23,825	£24,944

Furthermore 90% of the County's rural wards have recorded an **increase** in average household income between 2015 and 2016. This is consistent with the trends of both Wales and Carmarthenshire as a whole where the average income has increased in the last year.

Our strategy for tackling poverty follows the Welsh Governments strategic priorities of

- Preventing poverty
- Helping people back into work
- Improving the lives of those living in poverty

Preventing Poverty

Living in poverty can significantly impact a child's life chances and there is therefore a strong correlation between being born poor and experiencing a lifetime of poverty. This intergenerational cycle of poverty is unjust and simply unacceptable. Preventing poverty is not just about intervention with children and young people but with all groups at increased risk of experiencing poverty. In providing early, targeted and holistic interventions to vulnerable individuals and groups we not only reduce the likelihood of poverty occurring in our communities but reduce the need to establish more costly responsive, mitigating programmes.

Helping People into Work

Getting people into work is one of the most fundamental and effective means of tackling poverty in all its forms. Work not only provides income, but also opportunities for social, emotional and cerebral development as well as general health and well-being. Although there is rising concern around the numbers of people experiencing in-work poverty, helping people into work and to progress within work remains a key focus as chances of experiencing poverty dramatically increase in workless households.

Improving the lives of people living in poverty

There will always be circumstances where people find themselves in poverty for a multitude of reasons that cannot always be foreseen or prevented. It is crucial that in these instances people have access to help to maintain basic standards of living, and support to firstly mitigate the daily impact of poverty and ultimately to find a route out of it.

Last Year

We delivered 15 out of our 17 KIOP commitments last year

Last Year's Commitments	Progress Comment
We will develop a Tackling Poverty Policy statement outlining the Council's overarching approach to tackling poverty. (12137)	✓ The policy statement has been developed by the newly established Tackling Poverty Advisory Panel and disseminated via key tackling poverty programmes and initiatives.
We will establish a Tackling Poverty Advisory Panel to oversee the Tackling Poverty Action Plan and support the Executive Board Member with responsibility for Tackling Poverty in executing their responsibilities. (12138)	✓ The Panel was established in June 2016 and chaired by the Tackling Poverty Champion Cllr Pam Palmer. The Panel consists of cross party and key officer representation including leads of tackling poverty programmes delivered by CCC. The group meet quarterly and have identified issues such as Food Bank support and holiday hunger clubs as key priorities to be explored further.
We will update the tackling poverty action plan to reflect priorities for 2016/17 and embed it into the KIOP. (12139)	✓ A draft tackling poverty action plan for 2016/17 was developed. The Tackling Poverty Advisory Panel discussed the draft plan at their first meeting on 11th July 2016. The Plan was subsequently updated and monitored by the Panel on a quarterly basis.
Preventing Poverty	
We will further develop the Team Around the Family (TAF) approach across the county for 0-25 year olds as a means of accessing preventative services. We will actively engage in planning for future change and sustainability in view of changes to the Families First (FF) grant & focus on reducing the need for statutory care & support. (12140)	✓ We have continued to implement and promote the TAF Model. Training & support for internal & external staff as well as on-going awareness-raising has continued during the year, and consultation days held. We have seen an increase in the number of cases now being referred to TAF - avg of 10 a week. Paperwork has been streamlined & meets the requirements of the Social Services & Well-Being Act. TAF provides the infrastructure aligning the 4 strands of the WG Tackling Poverty Agenda expanding it considerably with greater focus on training staff.

<p>We will continue to implement the final year of the expanded Flying Start (FS) programme, promoting early intervention for disadvantaged families with children (0-3) living in specific deprived communities. We will actively engage in planning for future change and sustainability in accordance with Welsh Government future guidance for the grant. (12141)</p>	<p>✓ 1832 children are able to benefit from the Flying Start programme across 17 geographical areas in the county, delivering an integrated multi-agency approach. This includes an enhanced health visitor service, early ante-natal provision, support through domestic abuse, dietetic advice and support, speech therapy intervention along with the centrepiece element of the programme, to provide free childcare for 2-3 year olds, from 24 different child-care venues across the county.</p>
<p>We will continue to implement the final year of the re-commissioned Families First (0-25) programme, promoting early intervention for disadvantaged families across the County. We will actively engage in planning for future change and sustainability in accordance with Welsh Government future guidance for the grant. (12142)</p>	<p>✓ Families First (FF) commissioned projects supported a total of 9,145 individuals (4,563 new individuals) during 2016/17 which is an increase on the previous year (8,626) despite a budget cut of 12% (£262k) which presented a huge challenge. We continue to fund the 14 re-commissioned projects although it placed increased pressure on services. The future work will continue to focus the prevention of Adverse Childhood Experiences (ACEs).</p>
<p>We will further develop childcare and play opportunities in line with gaps and priorities detailed in the respective Child Care and Play Sufficiency Action Plans 16/17. (12143)</p>	<p>✓ We continue to support and maintain a total of 243 registered providers of child care provision (with a total of 4,268 registered places). The 4th statutory Childcare Sufficiency Assessment and Action Plan was submitted to WG at the end of March. It identifies the need for additional full day care, childminders and out of school childcare within targeted areas within the county. The Play Sufficiency Assessment and action plan has been worked on during the year and a progress report submitted to WG in March 2017. *for further details see below.</p>
<p>% pupils that are eligible for Free School Meals who achieved the Level 2 threshold including a GCSE grade A*-C in English or Welsh first language & mathematics (5.0.3.1) 2016/17 Target: 34.20% Result: 41.47)</p>	<p>✓ The performance of pupils in receipt of eligible Free School Meals (FSM) has been improved across nearly all Key Stages from 33.69% to 41.47%. This success reflects the impact of work undertaken by schools and officers focusing directly on higher achievement for this vulnerable group. Effective use of the Pupil Deprivation Grant (PDG) funding encompassing a range of specific strategies and interventions underpins this success.</p>
<p>Helping People Into Work</p>	
<p>% of people aged 16-64 in Employment in Carmarthenshire (Oct 15-Sep16) (Source: Annual Population Survey ONS) Result: 74% (Wales Average 71.1%)</p>	<p>✓ As at September 2016, 74% of Carmarthenshire's working age population (80,500 aged 16-64) were employed. This has increased from 69.1% in September 2015 and is above the Welsh average of 71.1% and the 6th highest employment figure in Wales.</p>
<p>The % of children living in workless households (Source: Welsh Government Stats Wales - 2015) 14.6% (Wales Average 15.3%)</p>	<p>✗ During 2015, 15.3% of children in Carmarthenshire were living in workless households this equates to 4,800 children. This is an increase on the 2014 figure of 14.6% (4,200)</p>
<p>Improving the lives of those living in poverty</p>	
<p>We will deliver a campaign to raise awareness of financial advice and support available to residents. (12144)</p>	<p>✗ It was intended that CCC work with the Money Advice Service (MAS) to host a dedicated event during the MAS's national financial capability week. However we were unable to achieve this due to a change in focus at national level to aim the campaign at organisations and policy-makers, rather than consumers. This action has been rolled over to 2017/18.</p>
<p>We will support local communities to develop projects/activities to address issues of rural poverty highlighted through the rural poverty study 2015. (12145)</p>	<p>✓ The Leader team has been actively working with rural communities to identify innovative ways to address rural poverty as highlighted by the rural poverty study. A number of projects have been approved to address rural poverty as highlighted by the rural poverty study via innovation. We have successfully assisted 14 community led projects in submitting applications into the Rural Community Development Fund. These are now proceeding to the 2nd stage of the application process, which, if successful, will secure an additional £1.79m of grant for rural areas. In addition, over £2m investment has been secured via the Rural Development Plan to deliver demand responsive transport solutions in rural areas.</p>

We will retain the reduced average number of days taken to process new Housing/Council Tax Benefit claims (6.6.1.2) (2016/17 Target: 23 days Result: 21.12 days)	✓	The result has improved again on last year from 21.76 days to 21.12 days . Assessment staff were recruited to replace a number that had left and underwent a lengthy training programme and have now joined the assessment teams.
We will retain the low average number of days taken to process notifications of changes of circumstances in Housing/Council Tax Benefit claims (6.6.1.3) (2016/17 Target:5.5 days Result: 5.13 days)	✓	The 2016/17 result has improved from 5.23 days to 5.13 days .
We will retain the high % of recently calculated Housing/Council Tax Benefit claims that have been calculated accurately based on a sample check (6.6.1.9) (2016/17 Target:95% Result: 98.13%)	✓	The 2016/17 result has improved from 95.45% to 98.13% .
% of working age population in receipt of out of work benefits (Nov 15 -Nov 16) (Source: ONS) (5.6.3.4) (Result: 11.4% WA: 11.3%) Source: Department for Work and Pensions – with a snapshot of working age claimants (16-64) in receipt of out of work benefits as at particular points in time.	✓	For Carmarthenshire, as at November 2016 there were 12,520 in receipt of 'out of work benefits' this equates to 11.4% of the working age population and is a reduction on the figure in November 2015 of 11.8% (13,040).
We will help additional residents in Carmarthenshire fight fuel poverty in their communities by co-ordinating 'Fuel Clubs' to bulk purchase oil and a reduced price. (12146)	✓	Housing Services have worked in partnership with our tenants, Nest, credit unions and the Citizen's Advice Bureau to set up 17 fuel clubs in a bid to help tenants and other community members combat fuel poverty. The majority of clubs are in northern and rural parts of the county where there is no mains gas lines. The clubs are open to all so that they can order their oil together in order to maximise the available discount from the oil provider.

How do we know we made a difference? / Is anyone better off?

MORE CARMARTHENSHIRE CHILDREN TO HAVE A FLYING START

Plans were approved to extend the age range of 4 Carmarthenshire primary schools which allow children to be accepted from the age of 3 at Betws, Bynea, Pembrey and Pwll primary schools. Headteachers, governors and parents at all 4 school catchment areas were consulted about the move to extend the age range of the schools to ensure continuity of progression for pupils into school from the Flying Start programme, which targets prevention services in geographic areas of deprivation in Wales. The aim is to improve outcomes for families and prepare young children for school. Education executive board member Cllr Gareth Jones said: "It is good news for families in these catchment areas, that their local schools will now be able to offer children this opportunity."



Childcare and Play:

- 35 Registered day nurseries currently offer **1,314 registered childcare places**.
- There are currently 113 registered childminders within Carmarthenshire offering **735 registered childcare places**.
- 43 registered out of school clubs were supported and retained during 2016-17 offering **1,161 registered childcare places**.

Our three Integrated Children’s Centres (ICC’s) put on a number of family events during the Easter holidays, including arts, crafts and other activities designed to inspire children’s imaginations and enabling families to participate together.

Fuel Clubs

The number of tenants and residents that benefit from joining fuel clubs has increased and the impact over the past year has been very impressive

- ❖ Brynamman fuel club has the largest number of members, 817 to date and has **saved its’ local community £43,088 in the last 12 months by buying in bulk.**
- ❖ The **average savings** from all 17 fuel clubs amount to **£1,215 per month.**
- ❖ Current membership for the clubs is over 2500 residents.

We have also linked up with the 2 credit unions running in the County: Save Easy credit union based in Llanelli and the West Wales credit union based in Carmarthen. They have provided a number of low interest oil loans to the fuel club members



Centre hosts heaps of family fun

How did we perform during 2016/17?

Communities First

Communities First (C1st) is the Welsh Government’s flagship programme for a community focused approach to tackling poverty.

It supports the most disadvantaged people in the most deprived areas with the aim of helping to alleviate persistent poverty. The programme aims to contribute, alongside other programmes, to narrowing the education/skills, economic and health gaps between our most deprived and more affluent areas. The three areas it delivers across are:

- Prosperous Communities (Economic)
- Learning Communities (Education/Skills)
- Healthier Communities (Health)

The Communities First Programme is delivered geographically across one Cluster Area- Tyisha, Bigyn, Glanymor, Llwynhendy, Hengoed, Lledi, Ammanford, Trimsaran and Felinfoel.



Key Outcomes last year under the Communities First programme



Lift Programme - The Lift team have supported 78 new participants from workless households during 2016/2017 and provided ongoing support to existing clients. 29 Lift participants have secured employment, 25 have completed work placement and preparation to work activities and 59 have completed vocational training aligned to specific job opportunities.

Prosperous Communities - Since April 2016, the Prosperity Team have supported 250 over 25s and 31 16 – 24 yr old participants with employment advice and support. The team have run up to five Goals Clubs per week and deliver IT courses four times per week in community venues. In addition the past 12 months £44,772 of debt has been addressed in 1-2-1 sessions by the team.

Learning Communities - In 2016/17 299 participants were supported to access accredited training and a total of 373 qualifications have been achieved. 377 individuals have accessed non accredited programmes with 76 improving their numeracy skills and 362 improving their literacy skills.

Healthy Communities - Since April 2016 312 individuals have participated in healthy cooking programmes and 305 in promoting physical wellbeing sessions. 82 have accessed the Fit for Employment Gym programme, with 67 individuals reporting increased levels of physical activity and 63 reporting positive attitudes to being active.

Workways+ - Since June 2016, the Workways+ project has engaged with 200 participants who are either long term unemployed or economically inactive. The project supports participants by providing one to one mentoring, tailored jobsearch, volunteer placements, qualifications and funding for subsidised jobs. The project is currently achieving a 30% job entry rate for participants upon leaving the project.

Communities for Work - Mentors have worked with 101 participants since March 2016 and supported clients with work placements, volunteering, securing employment and training.

Community Engagement, Empowerment and Involvement - Our community involvement plan is supported by a volunteering programme and we have a large number of dedicated volunteers who are supporting the delivery of the programmes every week with over 90 events in the last year.

Fusion: Tackling Poverty through Culture - The Carmarthenshire Cluster successfully became a Pioneer Area for the Fusion Programme in 2016. Part of the programme was to establish a network to identify and develop projects. Through this strategic partnership, over 40 activities have taken place focused on tackling poverty through culture.

Preventing Poverty

- ✓ Communities First has run a successful event offering useful advice and enjoyable activities for parents and expectant parents at Llanelli Leisure Centre on St. David's Day. The event included sessions on language and play, baby massage, an Energy Best Deal session, feeding and nutrition advice, financial advice and much more relaxation tasters, a soft play area and much more.
- ✓ 962 children have engaged in activities delivered by the Communities First Learning Programme with 517 showing an improvement in attendance, 881 showed an improvement in academic performance and 98% showed a behaviour improvement
- ! Although the overall number of workless households has reduced from 11,200 (Dec14) to 10,800 (Dec15) the number of children living in workless households has increased from 3,900 (Dec14) to 4800 (Dec15)



Helping People Back / Into Work

- ✓ A series of employer events to look at skills gaps and job seekers' views of certain types of jobs was held in 2016. Looking at how roles within the tourism sector, retail sector, domiciliary care and contact centres can be made more attractive to those seeking employment the events sought opinions, feedback and skills requirements from employers which was used to deliver the sessions within schools, employability projects and other employment related schemes, with the view to support those seeking employment into these roles and to raise awareness of the types of careers that can be achieved within the sectors. Daniel Thomas, who trained within the transport department, said: *"I feel very fortunate - I was stuck in a career I didn't want to be in, and now I've got an NVQ in business administration and gained a position in the council's department for communities."*
- ✓ Took Yr Hwb on tour around the county offering residents in rural communities the same access to all the advice, information, education, voluntary and employment opportunities offered by Un Sir Gar in it's one stop shop; "Yr Hwb" in Llanelli.
- ✓ Supported Carmarthenshire Tourism Association to run a recruitment fair for local tourism industry. A variety of seasonal or part-time jobs were up for grabs from local tourism businesses looking to fill the crucial roles and attendees got the opportunity to meet with prospective employers, talk about role expectations, meet teams and collect recruitment information.
- ✓ The Workways+ project has returned to Carmarthenshire to help long-term unemployed people in Carmarthenshire and neighbouring counties. The scheme offers training and paid work experience opportunities to long term unemployed people to help get their lives back on track.

Improving the lives of those living in poverty

- ✓ Over 2,000 gifts were collected for under privileged children for Christmas as part of the Toy Box Appeal 2016. The generosity of the people of Carmarthenshire was overwhelming once again and allowed the Youth Service to provide 662 children with gifts and 257 families with Christmas Hampers.
- ✓ Drop-in sessions held in Capel Hendre tenant resource centre with the housing officer and a representative from Menter Cwm Gwendraeth providing tenants and residents with advice on energy efficiency and saving money.



- ✓ The work of Carmarthenshire Trading Standards to support the wellbeing of vulnerable people has been recognised with a national public health award. A poster illustrating the team's innovative Financial Exploitation Safeguarding Scheme (FESS) won the top award at the Wales Public Health Conference earlier this month. By linking in with banks and other organisations the scheme has so far prevented £434,000 leaving victims' bank accounts and returned over £70,000 to local victims.



- ! According to WIMD 2014, 88% of the Carmarthenshire LSOAs in the top 30% most deprived areas in Wales for access to services are located in rural parts of the county including three LSOA's that are within the 10% most deprived areas in terms of access to services in Wales.

Goal: G6 To build a bilingual economy and workforce

Our Review and Evaluation for 2016/17

Sectors, Sites, Seaside & Shwmae – We are a diverse county in many ways, our towns and villages have unique features; our bilingualism strengthens and defines us; our business community operates across many key emerging growth sectors. The makeup of our economy is a mixture of elements all enhanced by strategic employment sites; businesses in varied sectors; a bilingual and connected economy that is unique and presents outstanding opportunities. Carmarthenshire has an offering for all, with a lifestyle, heritage and sense of place that is traditional, modern and welcoming.



According to the 2011 Census, there are nearly 80,000 Welsh speakers in Carmarthenshire. Considering that the population of the County is 183,777, nearly 1 in every 2 customers speaks Welsh. As a local authority we have a duty to encourage the use of our Welsh language services. This principle forms an important part of the Welsh public sector's efforts to contribute towards the prosperity of the Welsh language as a unique, minority but living language.

There is a business advantage to using Welsh

Offering a language choice to customers is good practice in customer care and shows respect to the customer and respect to the Welsh Language.

Welsh Language Standards detail how we are supposed to treat the Welsh language when providing our services.

The standards which have been passed by the Welsh Government are placed on us by the Welsh Language Commissioner and from April 2016 we are required to comply with the new standards. The standards require us to 'treat the Welsh language *no less favourably* than the English language', and to 'promote and facilitate the use of Welsh in the county'.

Safonau Iaith Cyngor Sir Gâr
Carmarthenshire County Council
Welsh Language Standards



How did we perform during 2016/17?

- ✓ **Welsh language and local businesses:** A project that received LEADER funding which is being delivered jointly by Coleg Sir Gar and the Mentrau, will engage with employers within rural Carmarthenshire to establish the route that students can take to gain employment into Welsh speaking roles with a view to having student placements within the businesses.
- ✓ Promoting the Welsh language in our county has continued during the year, and the publication of a [Promotion Strategy](#) at county level, as part of the Welsh Language Standards (with support from the Member Advisory Panel and the Strategic County Forum for the Welsh language) has set ourselves a clear direction and challenge for the next few years. We have ensured that this Strategy builds upon the work accomplished following the 2011 Census results, while considering policy developments on a national level.

- ✓ Likewise, the work of introducing the Welsh Language Standards has been positive, and our departments continue to improve as far as workforce and service planning is concerned. Introducing the Standards has presented a golden opportunity for us to look at our work and where we are at it in regard to ensuring compliance. Over the next year we will continue to raise awareness of the Standards and encourage our customers to use their Welsh when contacting us.
- ✓ A Welsh Language in Business event, called *Siarad Siop* was organised in March. The event, which took place in Llanelly House was attended by over 60 people, representing 35 businesses as well as other key partner organisations.



Businesses in Llanelli have heard how using Welsh in their business can improve services for their customers. The evening was aimed at Welsh speakers of all abilities, as well as non-Welsh speakers and those lacking confidence in using the language in their day to day trading and marketing. Improving customer experience and adding value to their businesses was a fundamental objective of the evening. The message was that businesses could do more than simply displaying bilingual signs and literature, but about making an effort to speak Welsh to customers and suppliers and to make them feel comfortable and valued. It is hoped other *Siarad Siop* events will take place at other key towns within the county soon.



Siarad Siop

The following are results of the 2016/17 National Survey for Wales available at local authority level, but not all of these are attributable to the Councils performance. Where the same question was asked in the previous survey (2014/15), the table below shows whether we have improved our performance and our rank position.

	Questions asked in the 2016/17 National Survey for Wales and available at Local Authority level	Has our result improved from 2014/15 to 2016/17			22 nd	21 st	20 th	19 th	18 th	17 th	16 th	15 th	14 th	13 th	12 th	11 th	10 th	9 th	8 th	7 th	6 th	5 th	4 th	3 rd	2 nd	1 st	
		2014/15 survey result	2016/17 survey result	Improved ↑ Standstill ↔ Declined ↓	Worst results											Best Results											
		Arrows start from our 2014/15 position											to our 2016/17 position														
1	Whether agree council provides high quality services	58	51	↓	24																						61
2	Whether agree council lets people know how it is performing	42	35	↓	21																						48
3	Whether agree council does all it can to improve the area	37	36	↓	24																						53
4	Whether feel can influence decisions affecting the area	21	19	↓	12																						28
5	Whether contacted councillor in the last year	15	16	↑	10																						24
6	Of those that had contacted their councillor - Whether understand what councillor does	63	48	↓	40																						77
7	Of those that had contacted their councillor - Whether councillor works closely with local community	59	44	↓	37																						72
8	Satisfaction with child's primary school	not available	93	Not applicable	81																						99
9	Satisfaction with education system (All aspects of the education system) (Score 1-10 worst - best)	6.6	6.0	↓	5.7																						6.5
10	People feeling safe (at home, walking in the local area, and travelling)	not available	79	Not applicable	57																						91
11	Have a sense of community	not available	48	Not applicable	37																						67
12	Belonging to local area	84	70	↓	63																						82
13	People in area from different backgrounds get on	87	68	↓	62																						87

APPENDIX A

Questions asked in the 2016/17 National Survey for Wales and available at Local Authority level	Has our result improved from 2014/15 to 2016/17			22 nd	21 st	20 th	19 th	18 th	17 th	16 th	15 th	14 th	13 th	12 th	11 th	10 th	9 th	8 th	7 th	6 th	5 th	4 th	3 rd	2 nd	1 st	
	2014/15 survey result	2016/17 survey result	Improved ↑ Standstill ↔ Declined ↓	Worst results											Best Results											
				Arrows start from our 2014/15 position											to our 2016/17 position											
14	People in area treat each other with respect	83	72	↓	56																					87
15	Household in material deprivation	17	15	↑	21																					11
16	Keeping up with all bills and commitments without any difficulties (<i>non pensioner</i>)	not available	51	Not applicable	47																					76
17	Keeping up with all bills and commitments without any difficulties (<i>pensioner</i>)	not available	75	Not applicable	75																					91
18	Whether household has internet access	76	83	↑	77																					89
19	Participating in any activity excluding walking	not available	55	Not applicable	39																					60
20	Participating in any indoor game or activity	not available	38	Not applicable	25																					47
21	Participating in any outdoor game or activity	not available	30	Not applicable	19																					33
22	Participating in any outdoor pursuit	not available	54	Not applicable	25																					54
23	Participating in any sport	not available	66	Not applicable	45																					70
24	Agree there's a good Social Care Service available in the area (<i>elderly, children, disabled and carers</i>)	53	56	↑	44																					68
25	Yes can speak Welsh	not available	40	Not applicable	9																					75

APPENDIX B

The measures published by all councils in Wales	Has our result improved from 2015/16 to 2016/17		How good is our 2016/17 result?	22 nd	21 st	20 th	19 th	18 th	17 th	16 th	15 th	14 th	13 th	12 th	11 th	10 th	9 th	8 th	7 th	6 th	5 th	4 th	3 rd	2 nd	1 st	
	Our 2016/17 result	Improved ↑ Standstill ↔ Declined ↓	★ = Bottom (Worst) ★★ = Bottom to Middle ★★★ = Middle to top ★★★★ = Top (Best)	Worst results										Best Results												
	Arrows start from our 2015/16 position to our 2016/17 position																									
13	% Pupils leaving with no qualification (EDU/002i)	0.2	↓	★★																						
14	% Pupils in care leaving with no qualification (EDU/002ii)	0.0	↔	★★★★																						same joint
15	% Pupil attendance in primary schools (EDU/016a)	94.8	↓	★★																						
16	% Pupil attendance in secondary schools (EDU/016b)	94.5	↑	★★★																						
17	% Of statements submitted < 26 weeks incl exceptions (EDU/015a)	43.9	↑	★																						
18	% Of statements submitted < 26 weeks excl exceptions (EDU/015b)	71.4	↓	★																						
19	% achieving Welsh (first language) Key Stage 3 (EDU/006ii)	42.2	↓	★★★★																						same
People who live, work and visit Carmarthenshire are safe and feel safer																										
20	% Looked-after children changing school (SCC/002)	3.4	↑	To follow																						
21	% Children in care with 3 or more placements in the year (SCC/004)	11.17	not comparable with previous year	To follow																						
Carmarthenshire's communities and environment are sustainable																										
22	% Change in average Display Energy Certificate score (CAM/037)	-0.3	↓	★★																						
23	% Highways inspected for high/acceptable standard (STS/005b)	98.6	↓	★★★																						
24	% Municipal wastes sent to landfill (WMT/004b)	4.73	↑	★★																						
25	% Municipal waste reused, recycled or composted (WMT/009b)	66.23	↑	★★★★																						
26	% Reported fly tipping cleared in 5 working days (STS/006)	85.92	↓	★																						
27	% Adults aged 60+ with a concessionary travel pass (THS/007)	81.4	↑	★★																						
28	% (A) (B) & (C) roads that are in poor condition (THS/012)	9.2	↑	★																						

Measures 10 & 11 - Our results are the same as the Welsh Government publication which is based on school Year 11 cohort and includes children educated other than at school (EOTAS) which is not truly comparable with the previous year. This differs to the Local Government Data Unit publication of data on 13th September 2017 based on the 'pupils aged 15 at the start of the school year' cohort and excludes children educated other than at school (EOTAS) or Independent schools which can be compared with the previous year but still shows an improved results for Carmarthenshire with 590.6 and 64.5% respectively.

APPENDIX C

The following tables provide detailed measure by measure profiles for performance measures that are measured by all Councils in Wales

Our Key Measures of success – 2016/17 results								
Definition / Measure Reference	How well have we done?		How well are we doing?					
			See explanation of performance			All Wales Comparative Info.		
	2015/16	2016/17	2016/17	2016/17	2016/17	2016/17	2016/17	2016/17
	Our Result	Target	Final Result	Target Met ☺ or ☹	Did we improve ▲ or ▼	Welsh Best Quartile	Welsh Median	How we compare in Wales * to ****
<p>Key measure(s)</p> <p>LCL/001b The number of people using Public Library Services during the year per 1,000 population</p>	7,203	7,274	7,646	☺	▲	5,828	4,835	****
An explanation of performance is provided here when off target or poor comparative performance, otherwise it's at the discretion of the service area.								

Definition: What we are measuring?
A brief description of the performance measure

Our target set for 2016/17

Did we meet our 2016/17 Target?
☺ (Yes) or ☹ (No)

The minimum performance level required to be amongst the top 5 Welsh councils

The mid-range performance within Wales

How did we perform during 2015/16?

Our final result for 2016/17

A comparison between our 2015/16 result, and our 2016/17 performance. Did we improve?
▲ (Yes) or ▼ (No)

How does our result compare with other Local Authorities?
* Worst Quartile to
**** Best Quartile

APPENDIX C

Performance measures that are measured by all Councils in Wales for 2016/17

	How well have we done?	How well are we doing?							Improvement Plan Theme
		See explanation of performance when off target or poor comparative performance. Otherwise a comment is at the discretion of the service area.					All Wales Comparative Info.		
Definition / Measure Reference	2015/16	2016/17							Improvement Plan Theme
	Our Result	Target	Final Result	Target Met ☺ or ☹	Did we improve ▲ or ▼	Welsh Best Quartile	Welsh Median	How we compare in Wales * to ****	
1 CHR/002 The number of working days/ shifts per full time equivalent (FTE) local authority employee lost due to sickness absence.	10.1 days	9.6 days	10.8 days	☹	▼	9.7 days	10.4 days	**	Building a Better Council
The number of sickness days lost during 2016/17 of 10.8 days is off target and has increase by 0.7 days on last year. There continues to be an increase in sickness due to stress, mental health and fatigue which equates to over a quarter of the total sick days (26%). The second highest cause of sickness is Musculo-skeletal problems which has also increased from 15% to 18%. Human Resources are working with the Heads of Service to develop plans for improvement, this includes on-going attendance management briefing sessions at Departmental Management Team meetings. We also attend the Primary and Secondary Head Teacher meetings to discuss sickness performance and the support available. The in-house support for stress is being highlighted and managers are encouraged to undertake individual assessments if there's a cause for concern, this covers bereavement, anxiety depressions and other mental health conditions and includes home and work related stress absence. A new framework for attendance management has been developed with a the new Attendance Forum chaired by the People Management Executive Board Member, using the data to select the Head of Service to attend. It is also hoped that departmental targets will be introduced. Due to various departmental structural changes it is difficult to compare these year on year but the three highest average number of sickness days within service areas during 2016/17 are Environment Department - Waste & Environment services at 20.6 days, Communities Department - Regional Complex Needs and Transition Service at 18.8 days and Chief Executives – Information Technology at 17.5 days. Some of these figures include long term sickness cases of which are being managed through the process.									
2 LCS/002 The number of visits to local authority sport and leisure centres during the year where the visitor will be participating in physical activity, per 1,000 population	6,905	7,251	8,289	☺	▲	9,056	8,374	**	People in Carmarthenshire are Healthier
3 PPN/009 The percentage of food establishments which are 'broadly compliant' with food hygiene standards	94.98%	93.00%	97.50%	☺	▲	96.52%	95.04%	****	People in Carmarthenshire are Healthier

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Definition / Measure Reference	2015/16	2016/17							Improvement Plan Theme
	Our Result	Target	Final Result	Target Met ☺ or ☹	Did we improve ▲ or ▼	Welsh Best Quartile	Welsh Median	How we compare in Wales * to ****	
4 PSR/002 The average number of calendar days taken to deliver a Disabled Facilities Grant	232 days	220 days	167 days	☺	▲	190 days	235 days	****	People in Carmarthenshire are Healthier
5 SCA/001 The rate of delayed transfers of care for social care reasons per 1,000 population aged 75 or over	New measure 2.40	2.30	2.30	☺	New measure	to follow	to follow		People in Carmarthenshire are Healthier
	This result is different to the old Delayed Transfer of Care measure for 2015/16 (SCA/001) as the new Social Care Act guidance states that the numerator should only include adults aged 75+ (now mirrors the Denominator - population aged 75+). The rate of 2.30 equates to 45 patients (aged 75+) were kept in hospital while waiting for social care during 2016/17.								
6 PLA/006b The number of additional affordable housing units provided during the year as a percentage of all additional housing units provided during the year.	8%	30%	34%	☺	▲	50%	38%	**	People in Carmarthenshire are Healthier
	The numerator is data from the affordable Housing data collection return for the year ending 31 March 2016. The denominator is data from the Newbuild data collection return for the year ending 31 March 2016 which does not only cover data from Local Authority Building Control (LABC) but also National House-Building Council (NHBC) and other Authorised Inspectors. There has been a large increase in the number of affordable housing units provided during 15/16 and a reduction in the total number of units provided during that year and therefore shows a substantial percentage increase on the previous year. This result does differ from the Councils other Affordable Housing return as this result does not include the affordable homes provided through social lettings.								
7 PSR/004 % of private sector dwellings that had been vacant for more than 6 months at 1 April that were returned to occupation during the year through direct action by the local authority.	5.73%	6.00%	6.53%	☺	▲	11.77%	6.41%	***	People in Carmarthenshire are Healthier
8 EDU/003 % of pupils assessed at the end of Key Stage 2, in schools maintained by the local authority, achieving the Core Subject Indicator, as determined by Teacher Assessment	88.2%	88.7%	89.0%	☺	▲	89.9%	88.9%	***	People in Carmarthenshire fulfil their learning potential
	The result continues to improve year on year and it the Authority's best result to date. The School Improvement Team will continue to support and challenge all schools with regard to increased outcomes at the end of the Key Stage 2. National arrangements to support accuracy of Teacher Assessment have been implemented and will continue to support work in our schools.								
9 EDU/004 % of pupils assessed at the end of Key Stage 3, in schools maintained by the local authority, achieving the Core Subject Indicator, as determined by Teacher Assessment	85.1%	85.6%	86.3%	☺	▲	88.2%	86.5%	**	People in Carmarthenshire fulfil their learning potential
	The result continues to improve year on year and it the Authority's best result to date. The School Improvement Team will continue to support and challenge all schools with regard to increased outcomes at the end of the Key Stage 3. National arrangements to support accuracy of Teacher Assessment have been implemented and will continue to support work in our schools.								

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Definition / Measure Reference	2015/16	2016/17							Improvement Plan Theme
	Our Result	Target	Final Result	Target Met ☺ or ☹	Did we improve ▲ or ▼	Welsh Best Quartile	Welsh Median	How we compare in Wales * to ****	
10 EDU/011 The average point score for pupils aged 15 at the preceding 31 August, in schools maintained by the local authority	580.3	581.0	596.0	☺	▲	555.6	534.5	****	People in Carmarthenshire fulfil their learning potential
	This result continues to improve and it the best ever result for the Authority and the best in Wales. This is due to an increase in rigour of tracking and challenge from the Local Authority and ERW Consortium (Education through Regional Working). The School Improvement team will continue to challenge and support schools' and monitor performance throughout the academic year in order to meet pupil, school and Local Authority targets.								
11 EDU/017 % of pupils aged 15 achieving 5 GCSEs at grades A*-C, or equivalent, including English or Welsh first language and Maths	61.1%	61.6%	65.1%	☺	▲	65.0%	60.1%	****	People in Carmarthenshire fulfil their learning potential
	This result continues to improved year on year with strong improvement during 2015/16 academic year. Challenge, support and intervention strategies implemented by the School Improvement Team working in partnership with senior leaders in schools (including targeting specific departmental performance) have contributed greatly to this success. The School Improvement team will continue to challenge and support schools' and monitor performance throughout the academic year in order to meet pupil, school and Local Authority targets.								
12 LCL/001b The number of people using Public Library Services during the year per 1,000 population	7,203	7,274	7,646	☺	▲	5,828	4,835	****	People in Carmarthenshire fulfil their learning potential
	Due to increased school and young person engagement steady improvements have been made in the use of online digital resources provided by the library service. Constant promotion and marketing of the corporate website and a continued investment in digital online services aims to improve these figures further in future years.								
13 EDU/002i % of All pupils (including those in local authority care) in any local authority maintained school, aged 15 as at the preceding 31 August who leave compulsory education, training or work based learning without an approved external qualification.	0.0%	0.0%	0.2%	☹	▼	0.0%	0.1%	**	People in Carmarthenshire fulfil their learning potential
	This measure is off target and has declined compared to the previous year. Three Carmarthenshire pupils left compulsory education without a qualification. All pupils were targeted for additional interventions via the Vulnerability Assessment Profile and received additional support from their School, Educational Welfare and Childcare teams. However, due to case sensitive situations, the three pupils did not achieve a pass in an externally recognised qualification. All three young people are currently being supported by the Youth Support Service. The aim is to always ensure that pupils leave full time education with appropriate qualifications. This is achieved by targeting those pupils at risk and providing targeted appropriate intervention.								
14 EDU/002ii % of pupils in local authority care, in any local authority maintained school, aged 15 as at the preceding 31 August who leave compulsory education, training or work based learning without an approved external qualification.	0.0%	0.0%	0.0%	☺	At maximum result	0.0%	0.0%	****	People in Carmarthenshire fulfil their learning potential

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	Our Result	Target	Final Result	Target Met ☺ or ☹	Did we improve ▲ or ▼	Welsh Best Quartile	Welsh Median	How we compare in Wales * to ****	
15 EDU/016a % of pupil attendance in primary schools	95.2%	95.4%	94.8%	☹	▼	95.3%	94.9%	**	People in Carmarthenshire fulfil their learning potential
<p>Despite continued improvement in previous years there has been a slight decline in pupil attendance in primary schools during 2015/16 academic year. The All Wales comparative data shows that we have moved down from 5th place to 13th place.</p> <p>Analysis shows that we had a 0.1% increase in absence was due to pupil illness and a 0.3% increase in agreed family holiday. Continued improvements will be sought through increased support and challenge of schools. We will particularly consult with Headteachers to consider how to improve the two highlighted area's.</p>									
16 EDU/016b % of pupil attendance in secondary schools	94.2%	94.4%	94.5%	☺	▲	94.5%	94.3%	***	People in Carmarthenshire fulfil their learning potential
<p>The pupil attendance at secondary schools continued to improve during 2015/16 academic year and the comparative ranking shows us in 8th place which is an improvement on last year (9th) and above the Welsh average of 94.2%. Our expected ranking, based on the % of Eligible Free School Meal pupils per Local Authority is 11th, which we have exceed by 3 places with this result.</p> <p>Restructuring of the Education Welfare Service has improved engagement from Headteachers coupled with more accurate and regular data monitoring and sharing which has assisted in improving attendance. We aim to maintain this high level of attendance through continued challenge and support for schools.</p>									
17 EDU/015a % of final statements of special educational need issued within 26 weeks including exceptions	34.8%	40.0%	43.9%	☺	▲	99.1%	84.5%	*	People in Carmarthenshire fulfil their learning potential
<p>Results again reflect the difficulties experienced by Health. The Hywel Dda Health Board have had continuing problems with retaining paediatricians and administrative staff, leading to delays in receiving medical assessments and further delays in typing of reports after medicals are completed. Health report having other priorities on their resources.</p> <p>Following a restructuring within the Local Health Board it is our intention to meet with the new managers in order to address our concerns. Internally we will continue with a range of measures to address this matter.</p>									
18 EDU/015b % of final statements of special education need issued within 26 weeks excluding exceptions	80.0%	90.0%	71.4%	☹	▼	100.0%	100.0%	*	People in Carmarthenshire fulfil their learning potential
<p>All cases that missed the target were cases that presented with complex social and economic dynamics/issues. They were also predominantly cases where there were challenges in resolving the appropriate provision for the child.</p> <p>The Education and Child Psychologist Service kept the Additional Learning Needs Service informed of the challenges of some of these cases and it was agreed that the quality of the process was more important than reaching the target so that the best outcome for the child was achieved.</p> <p>We are also receiving an influx of requests for statutory assessments from parents, which is resulting in increased work in terms of statutory and dispute resolution processes.</p>									

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19 EDU/006ii % of pupils assessed, in schools maintained by the local authority, receiving a Teacher Assessment in Welsh (first language) at the end of Key Stage 3	43.2%	43.7%	42.2%	☹	▼	19.4%	12.9%	****	People in Carmarthenshire fulfil their learning potential
	Despite a continued improvement over the last few years there has been a slight decline during 2015/16 academic year. The Local Authority and School Improvement Team continue to work proactively with schools, governors and parents to enhance progression along the Welsh continuum. Our ongoing Modernising Education Programme (MEP) activity supports this measure effectively.								
20 SCC/002 % of children looked after at 31 March who have experienced one or more change of school, during a period or periods of being looked after, which were not due to transitional arrangements, in the 12 months to 31 March	3.9%	5.0%	3.4%	☺	▲	to follow	to follow		People who live, work and visit Carmarthenshire are safe and feel safer
21 SCC/004 % of children looked after on 31 March who have had three or more placements during the year.	New measure	13.5%	0.11	☺	New measure	to follow	to follow		People who live, work and visit Carmarthenshire are safe and feel safer
	The definition for this measure has changed from 2016/17 to include any episodes of respite care for a continuous period of more than 24 hours and therefore cannot be compared to previous years.								
22 CAM/037 The percentage change in the average Display Energy Certificate (DEC) score within local authority public buildings over 1,000 square metres.	7.2%	1.1%	-0.3%	☹	▼	4.1%	3.1%	**	Carmarthenshire's communities and environment are sustainable
	This result is reported retrospectively by all authorities in Wales due to delay in availability of energy consumption data from utility companies. Therefore this is the % change in the DEC score between 2014/15 and 2015/16. Whilst there is a small negative % change (increase) in the DEC scoring between 14/15 and 15/16, the 2014/15 % change result was classified as 'outstanding' at 7.2%; consequently, a difference in the year on year result was inevitable. The result is attributable to individual buildings not performing as well as in the preceding year – principally 3 Spilman Street, Carmarthen and the Municipal Offices, Llandeilo.								
23 STS/005b The percentage of highways and relevant land inspected of a high or acceptable standard of cleanliness	98.9%	92.0%	98.6%	☺	▼	98.6%	96.0%	***	Carmarthenshire's communities and environment are sustainable

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	Our Result	Target	Final Result	Target Met ☺ or ☹	Did we improve ▲ or ▼	Welsh Best Quartile	Welsh Median	How we compare in Wales * to ****	
24 WMT/004b % of municipal wastes sent to landfill	5.25%	10.00%	4.73%	☺	▲	2.37%	4.54%	**	Carmarthenshire's communities and environment are sustainable
Despite a year on year improvement, there has been a comparative decline against other authorities, there are two reasons. The Authority has experienced problems with the export of Refuse Derived Fuel (RDF) to European facilities due to matters beyond council control, meaning an increase in residual waste to landfill for a short period as a contingency arrangement. In addition many authorities in the last year have awarded contracts to divert waste from landfill to Energy from Waste (EfW) to ensure they meet landfill diversion targets meaning that most authorities in Wales are now far less reliant on landfill.									
25 WMT/009b % of municipal waste collected by local authorities and prepared for reuse and/or recycled, including source segregated biowastes that are composted or treated biologically in another way	63.52%	62.00%	66.23%	☺	▲	65.72%	64.89%	****	Carmarthenshire's communities and environment are sustainable
26 STS/006 The percentage of reported fly tipping incidents cleared within 5 working days	87.24%	98.63%	85.92%	☹	▼	98.22%	96.85%	*	Carmarthenshire's communities and environment are sustainable
27 THS/007 The percentage of adults aged 60+ who hold a concessionary travel pass	80.6%	79.0%	81.4%	☺	▲	92.4%	85.5%	**	Carmarthenshire's communities and environment are sustainable
28 THS/012 The percentage of principal (A) roads, non-principal (B) roads and non-principal (C) roads that are in overall poor condition	10.7%	9.5%	9.2%	☺	▲	5.3%	6.7%	*	Carmarthenshire's communities and environment are sustainable
The Local Government Borrowing Initiative (LGBI) funding (2012-2015) and the targeted investment of Capital funding in recent years can be seen to make a direct impact on improving the combined overall condition of our A, B, and C classes of road network. The figure of 9.2% shows an improvement from 10.7% last year and is significantly below the peak in 2012/13 at 17.2%, showing a reversal of the general trend i.e. a decrease in the overall proportion of the network that is classed as being in poor condition. Following the cessation of LGBI, reductions in revenue and low levels of Capital highway infrastructure investment, Carmarthenshire is likely to remain in the bottom quartile without significant additional financial investment in the highway Asset.									



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