

July 2016

# Annual Report 15/16 & Improvement Plan 16/17



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

To monitor the delivery of this plan - [www.carmarthenshire.gov.uk/performance](http://www.carmarthenshire.gov.uk/performance)

## Welcome from the Leader of the Council

I can scarcely believe that a year has gone by since my election as Leader of Carmarthenshire County Council in May 2015. Becoming the Leader of such a successful Council was undoubtedly a great honour.

It's very important that we self assess and evaluate our performance and governance as a Council before we set out our plans for the year ahead and we are very fortunate that we can include an independent source to sum up our performance.

In January of this year the Wales Audit Office undertook a Corporate Assessment of the Council and highly praised us for having:

*".....a well established vision that is driven forward by a strong collective leadership from both Executive and Corporate Management Teams"*

The report stated that a clear framework of well-aligned plans and strategies has translated priorities into action.

This combined Annual Report and Improvement Plan is directly aligned to the *Integrated Community Strategy* that we have agreed with our partners. It's very important that we deliver our side of the agreement. For the five *outcomes* and 30 *goals* we signed up to, it outlines the Council's progress last year and its aims for the coming year.

The Wales Audit Office has consistently found that our public reporting of performance is *"fair and balanced"* and you will see that along with the good news, inconvenient news is also reported, although there is not much of it. *We are going to make the Council the most open and transparent Council in Wales to enable 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.

Regenerating the local economy, creating jobs and keeping young people here to fulfil their potential is my main priority. We have strengthened the *Outcome - Carmarthenshire has a stronger and more prosperous economy.*

With severe budget reductions we have achieved much and plan to achieve more, despite less funding. We will continue to consult widely on budget reduction proposals and make sure we listen to the people of Carmarthenshire who we serve. We will make better use of resources, build a better council and make sure we embed the Council's core values in everything we do.

These are challenging and uncertain times, but with uncertainty come opportunities 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](mailto:ListeningToYou@carmarthenshire.gov.uk)

**Cllr Emlyn Dole**  
Leader



**Mark James CBE**  
Chief Executive



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This plan 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, identify if anyone is better off and set out the improvements for the year ahead.

# Introduction

## Purpose:

This Annual Report and Improvement Plan (ARIP) 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.

Previous Annual Report and Improvement Plans have been recognised by our external regulators as providing comprehensive information in a fair and balanced way. In March 2016 the Wales Audit Office concluded:-

*'Public reporting of performance is fair and balanced. The ARIP is clearly laid out and presents a comprehensive picture of what the Council is aiming to achieve, the progress it is making and how its performance compares with other councils in Wales.'*

*Wales Audit Office – Annual Improvement Report March 2016*

## Legal Duty:

By law under the [Local Government \(Wales\) Measure](#) we must:

- Publish an Improvement Plan as soon as it is *reasonably* practicable after the start of the financial year i.e. April 1<sup>st</sup> and
- Publish an Annual Report on past performance by the end of October<sup>1</sup> each year.
- This document is a combined Annual Report and Improvement Plan.
- Combining these documents means that we can review what we did last year before deciding what we will do in the year ahead. We report our own results for 2015/16 and reflect on our year on year performance and assess any improvements needed.
- However, we will not be able, with the timing of this publication, to compare our 15/16 results to every other Council in Wales, until the All Wales results are published in September 2016.

## Duty to Improve:

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. Previously there had been separate partnership plans in Regeneration, Children and Young People, Health & Community Safety.

In its Corporate Assessment of the Council, January 2016, the Wales Audit Office concluded that *'The Council has a well established and effective approach to partnership working'*.

## 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.

<sup>1</sup> The report deadline in October is set to enable Councils to compare their performance to all other Welsh Councils results that are not available and audited until September.

## 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. SEPs generally contain a set of equality objectives, together with an action plan, which aim to promote equality and fairness.

Consultation is an intrinsic part of developing a new [Strategic Equality Plan](#) and, as such, public opinion was sought to strengthen the Plan. During the year, we have worked closely with our partners across Dyfed Powys and with Equality Carmarthenshire to undertake detailed consultation. A mixed methods approach was employed to seek the views and experiences of stakeholders across Dyfed Powys.

It was agreed to produce one master survey (and sister versions) and hold local stakeholder events in each of the four regions. This approach increased the robustness of collected data and facilitated comparability of results. Furthermore, the consultation survey formed part of the September 2015 mail out to Citizens' Panel (c. 600) and 50+ Forum (c. 2400) members.

Feedback from the consultation was used to prepare the Strategic Equality Objectives and will also be key in preparing the action plan for the next period of implementation.

## Welsh Language

During 2015/16 the focus has been on the preparatory work of introducing the [Welsh Language Standards](#) within the Council. We have prepared a detailed action plan for the initial phase of implementation and this will be the basis of our [Annual Report](#) for this year.

The period of preparation has been a busy one and communication has been a key element in raising awareness of the changes amongst staff. Consequently, we have received a number of enquiries from departments. This 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 preparation work, it became clear that there would be increased pressure on the Translation Unit. In order to meet our responsibilities and support a bilingual workplace, there was additional investment in the Unit's budget in order to appoint more staff and invest in systems that will support their work. The Unit has a key role to play in facilitating the Standards and in supporting departments to increase the use of the Welsh language in our workplace as we build internal capacity.

## 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	Our 2015/16 KIOP	KIOP for 2016/17
<b>Making Better Use of Resources</b>	<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</i>	<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>
<b>Building a Better Council</b>	<i>Improve Governance, decision making, openness and transparency</i>	<i>Continue to improve Governance, decision making, openness and transparency and keep under review by the Constitutional Review Working Group</i>
<b>Health</b>	<i>Support the growing numbers of older people to maintain dignity and independence in their later years</i>	<i>Promoting Independence and Well Being for Older People</i>
	<i>Improve the Council housing stock and assist local people to gain access to rented and affordable homes</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>
<b>Learning</b>	<i>Improve School Attainment</i>	<i>Improve Learner Attainment</i>
		<b>New</b> - <i>To further reduce young people Not in Education, Employment or Training</i>
<b>Environment</b>		<b>New</b> - <i>Improving the highway infrastructure network to support further economic development and connectivity</i>
<b>Economy</b>	<i>Tackle Poverty</i>	<i>Tackle Poverty</i>
		<b>New</b> - <i>Creating jobs and growth throughout the County</i>

# Key overall performance news

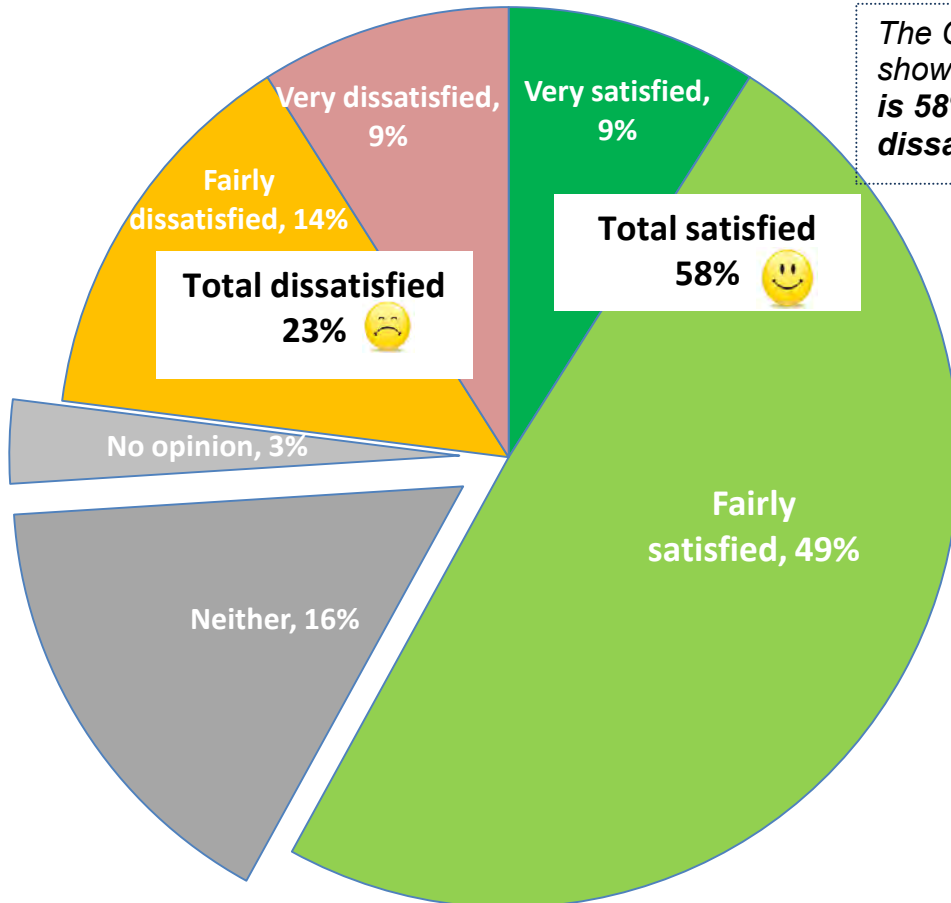
## Citizens' Verdict

In March 2014 the Citizens Panel was sent a questionnaire with the following question:-

*'Taking everything into account, how satisfied or dissatisfied are you with the services provided by Carmarthenshire County Council overall?'*

😊 **58% V 23%** 😞

March 2014 - Responses 376



The Citizens Panel Survey shows that **total satisfaction is 58%** and **total dissatisfaction is 23%**

✓ The Citizens' panel have been asked the same question previously and net satisfaction has improved this year compared to two years ago

	a	b	c	d	e	f	g	h	c-h
Citizens Panel	Very satisfied	Fairly satisfied	Total satisfied	Neither	No opinion	Fairly dissatisfied	Very dissatisfied	Total dissatisfied	Net Satisfaction#2
March 2014 376 responses	9%	49%	58%	16%	3%	14%	9%	23%	35%
April 2012 461 responses	7%	45%	52%	25%	4%	16%	3%	19%	33%
May 2010 538 responses	6%	52%	58%	19%	4%	14%	4%	18%	40%

#1 The Carmarthenshire Citizens' Panel was established in 2001 and is a joint initiative between Dyfed-Powys Police and the Council. As usual the Survey Data is analysed with the courtesy of Dyfed-Powys Police

#2 The use of net satisfaction is in line with normal market research practice and the National Survey of Wales approach

#3 Citizens Panel results may be more critical than Resident Survey results. The 2010 Residents Survey showed that 82% of residents were satisfied – the 2010 Citizens Panel results were 58% satisfied, a 24% difference.

## Regulators Verdict

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



## Wales Audit Office - [Corporate Assessment](#) - January 2016

In 2013-14 the Wales Audit Office began a four-year cycle of corporate assessments of improvement authorities in Wales. This means that, in addition to an annual programme of improvement studies and audits of councils' approaches to improvement planning and reporting, each authority receives an in-depth corporate assessment once during a four-year period. In the autumn of 2015 Carmarthenshire was examined and in January 2016 the Wales Audit Office Report was received.

The Auditor General concluded that:

*Carmarthenshire County Council, demonstrating ambition in its vision, with collective leadership and more robust and transparent governance, is delivering improved outcomes for its citizens although some out-dated approaches may limit the speed of progress.*

Overall the report was very favourable and made no recommendations for improvement. It did make six proposals for improvement and these are addressed in the *Making Better Use of Resources* and *Being a Better Council* sections of this plan.

## Wales Audit Office - [Annual Improvement Report](#) - March 2016

The Annual Improvement Report largely repeated the Corporate Assessment findings and added further comments on our Annual Report and Improvement Plan approach:

*The combined review of past performance with the actions the Council plans to take next within a single document allows the reader to form a balanced picture of how well the Council is performing. The ARIP is lengthy and detailed and there is also a useful summary, together they provide all the information the reader could need. The ARIP and summary are published in Welsh and English, with appropriate arrangements for publicity. The report is easy to find on the Council's website.*

Given this endorsement of our approach, we have decided to repeat the process for 2016/17 with some further improvements.



## How we Measure up

When we published the [Corporate Strategy 2015 - 2020](#) we set out the following outcome measures to judge our progress:-

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	✓
	Reduced staff sickness absence levels	✗
Healthier	Reduction in referrals to adult and children's social services	✓
	Increased availability of rented and affordable homes	✓
	Increased use of leisure facilities	✗
Learning	Improved educational attainment	✓
	Improved school attendance rates	✓
	Reduced number of young people Not in Education, Employment or Training	Year 11 ✗ Year 13 ✓
	Improved condition of schools	✓
Safe	Appropriate support provided to children, young people and families	✓
	Reduction in road casualties	Awaiting result
	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<sup>#</sup>** 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 2015/16, **56%** of our measures improved while **24%** have declined and **17%** remained the same; this builds on the improvement achieved in 2014/15 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)
2015/16 <sup>#</sup>	56% (23 measures)	17% (7 measures)	24% (10 measures)	32% <sup>#</sup>
2014/15	56% (24 measures)	14% (6 measures)	30% (13 measures)	26%
2013/14	59% (26 measures)	11% (5 measures)	30% (13 measures)	29%

<sup>#</sup> Please note that there is 1 result still outstanding therefore these figures will require updating

### 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 **2014/15**

****	Upper quartile results	15 Results 36%	60%
***	Upper middle results	10 Results 24%	
**	Lower middle results	7 Results 16%	40%
*	Lower quartile results	10 Results 24%	

For 2014/15 **60%** of our measures are in the upper two quartiles with **40%** in the lower two quartiles compared to approximately 50:50 split for 2013/14, an excellent achievement.

<sup>#</sup> Please see a **list of all measures** in the above tables showing the results and how they have improved, declined or whether they have remained the same in **Appendix A**. This also shows how we compare with other Authorities in Wales but mainly for 2014/15 since the 2015/16 results for all Welsh Authorities will be published by the Local Government Data Unit in September 2016.

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

## New Legislation

### The Well-being of Future Generations (Wales) Act 2015

The Welsh Government has put in place the *Well-being of Future Generations (Wales) Act* as the latest step in the journey to embed sustainable development in the public sector in Wales. The United Nations has highlighted the Act as a groundbreaking piece of legislation and noted its potential in relation to the recently agreed sustainable development global goals.



The Well-being of Future Generations Act requires most public bodies in Wales to carry out sustainable development with the objective of improving the social, economic, environmental and cultural well-being of their area. It places a well-being duty on those public bodies to set and publish objectives designed to maximise their contribution to the seven national well-being goals. They are also required to take all reasonable steps to meet those objectives. This is intended to strengthen sustainable development in these bodies through effective governance. The Act identifies five ways of working which can support the well-being of future generations – integration, collaboration, long term, involvement and prevention.

## Public Services Board

The [Well-being of Future Generations Act](#) was passed with the intention of improving the well-being of the people of Wales. The Act outlines how public bodies must work, and work together, to achieve this.

A new Carmarthenshire Public Services Board (PSB) has been set up, (as is required in all the other counties in Wales), and its role is to effectively involve citizens and the local community in making decisions.

The aim is to make a difference to improving social, economic, environmental and cultural well-being in the county.

The new Public Services Board is made up of four statutory organisations:

- [Carmarthenshire County Council](#)
- [Hywel Dda University Health Board](#)
- [Mid and West Wales Fire and Rescue Service](#)
- [Natural Resources Wales](#)

There are also several invited participants including:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• <a href="#">Welsh Government</a></li> <li>• <a href="#">Dyfed Powys Police</a></li> <li>• <a href="#">Dyfed Powys Police and Crime Commissioner</a></li> <li>• <a href="#">CAVS</a></li> <li>• <a href="#">Department for Work and Pensions</a></li> <li>• <a href="#">Coleg Sir Gâr</a></li> </ul> | <ul style="list-style-type: none"> <li>• <a href="#">University of Wales Trinity Saint David</a></li> <li>• <a href="#">National Probation Service</a></li> <li>• <a href="#">Community Rehabilitation Company</a></li> <li>• <a href="#">Brecon Beacons National Park Authority</a></li> <li>• <a href="#">Arts Council of Wales</a></li> </ul> |
|--|--|

① [Carmarthenshire Public Services Board](#) newsletter

## Publication of the Council's Well-being Objectives

As required in the Well-being of Future Generations (Wales) Act, by March 2017 the Council will publish its *Well-being Objectives* for the year ahead.

## The Social Services and Well-being (Wales) Act

The Social Services and Well-being (Wales) Act comes into force from April 2016 and creates a new legal framework for social services. The Act imposes duties on local authorities, health boards and Welsh Ministers that require them to work to promote the well-being of those who need care and support (including carers). In addition to supporting well-being, the Act seeks to put people, partnership and prevention at the centre of service development. Local authorities, health boards and NHS trusts must work more closely together to integrate health and social care. Local authorities will be expected to use assessments of need, undertaken in partnership with health boards, to arrange appropriate preventative services that reduce the need for more formal support in their area.

## 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

### Our Key Improvement Objective Priorities (KIOPs) are:

- 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

### 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 15/16 / Improvement Planned for 16/17:

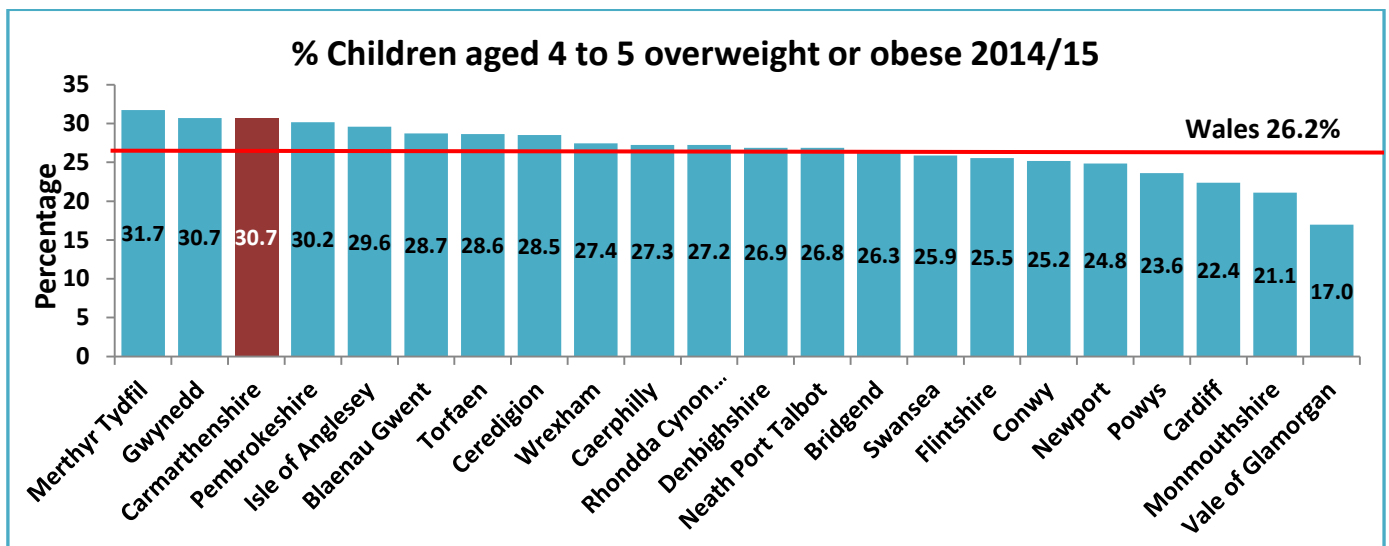
**Goal: C1 Ensuring each child has the best start in life:**

### Our Review and Evaluation for 2015/16

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 recently published its fourth release of the 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 in 2014/15.

- **Participation** in the programme has increased by more than 10% in three years, from 84.3% of all children in 2012/13 to 94.5% in 2014/15. The participation rate in Carmarthenshire has increase from 88% to 92%.
- 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 % overweight or obese in Carmarthenshire has increased from **26.2%** in 2013/14 to **30.7%** in 2014/15 moving from 9<sup>th</sup> lowest and below the Welsh average (26.5%) to **3<sup>rd</sup> highest** and well above the Welsh average which has reduced to 26.2%.
- The proportion of children who are obese continues to increase from **10.9%** in 2012/13 to 11.6% in 2013/14 and **13.6%** in 2014/15



**Childcare provision** in Carmarthenshire is delivered in partnership with private, voluntary and statutory sectors, and has continued to develop. We currently have:

- **107** registered child minders (with **553** places)
- **36** registered full day nurseries (with **1,288** places)
- **43** registered out of school clubs (with **1,294** places)
- **63** registered sessional care placements (with **1,171** places) includes Flying Start settings
- **249 Total providers**, with **4,306** registered places.

## How did we perform during 2015/16?

The **Flying Start early years programme** (a key component of the Welsh Government's *Tackling Poverty* agenda) aims to support families with children aged 0-3 who live in some of the most disadvantaged areas in the country providing a range of intensive prevention services to improve children's language, cognitive, social and emotional development and physical health, 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

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

Flying Start Key Measures		2014/15 Result	2015/16 Target	2015/16 Result	Comment
!	The % of children registered to take up the free Flying Start child care placement (9.1.8.0)	79.8%	80.0%	<b>70.4%</b>	<b>Off target but Improved</b> #See comment below
✓	The % of attendance at the free Flying Start Child Care placement (9.1.8.1)	77%	75%	<b>79%</b>	<b>On target and improved</b>
✗	The 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)	18	23	<b>17</b>	<b>Off target and Declined</b> #See comment below
✓	The % 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)	90%	90%	<b>96%</b>	<b>On target and improved</b>
✓	The % of children living in a Flying Start area that have had a needs assessment carried out using the Family Assessment Tool within a month of entry to service. (9.1.8.4)	100%	100%	<b>100%</b>	<b>On target and continues to be at maximum result</b>
✓	The % 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)	95%	93%	<b>96%</b>	<b>On target and improved</b>
✗	The number of children aged 0-4 in Carmarthenshire benefitting from the intensive Flying Start service provision (9.1.8.7)	1671	1800	<b>1570</b>	<b>Off target and Declined</b> #See comment below

#The childcare coordinator has been working closely with the childcare settings and health visitors to ensure children registered are attending regularly. This term we have found a significant drop in numbers eligible to register but this is mainly due to low birth rate numbers and therefore out of our control. (9.1.8.0)

#The number of children living outside of the Flying Start area who are able to access the Flying Start service through referral for outreach is set at 23 by WG with a 10% variance. Unfortunately due to difficulties in recruiting qualified health visitors (which is a national issue), meant we were unable to accept further outreach referrals, and were also unable to increase the capacity number. We will be shortly holding a recruitment event to try and attract interest. (9.1.8.2 & 9.1.8.7)

- ✓ Over the last year there have been 9,486 visits to the **Family Information Service** website and 40,620 page views with 67% being new visits.



A thought-provoking and inspirational storytelling event attended by more than 50 families and their children took place in February. The 'Once upon a time...why start early' event was organised by Family Information Service, Flying Start and Childcare & Play Team. The purpose to encourage family learning as shared and enjoyable activity, raise aspirations and readiness to learn.

- ✓ We have provided a full school holidays programme and family workshops at Oriel Myrddin, including a regular 'free' book club, and cross-disciplinary talks on a broad range of themes e.g. architecture, farming, poetry and archaeology
- ✓ All of our 14 secondary schools plus 2 special schools are delivering the [5x60](#) extra-curricular physical activity scheme and **100%** of primary schools are on board for [Dragon Multi-skills / Sport](#) extra-curricular activity scheme, linking in with a number of community sports clubs. 60% of our school pupils are members of a sports club
- ✓ We have provided [free swimming](#) for children (u16) at all CCC swimming pools on weekends and in school holidays, with the programme linked to the Welsh Learn to Swim pathway, [Aqua passport](#)
- ✓ [Young Ambassadors](#)' for sport are now in place in all secondary schools and 80% of primary schools, 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 to retain Bronze YA's and develop their leadership skills as they move from primary to secondary schools.
- ✓ We have provided swimming lessons to over 4,100 children during school time and over 2,000 children outside of school hours.
- ✓ 83 primary schools visited our Pendine Outdoor Education Centre to learn about outdoor adventurous activities and the environment
- ✗ Unfortunately we did not meet our target of 270,000 attendances at sporting opportunities facilitated by Sport & Leisure Officers and only achieved **197,899**. Reason for the decline and shortfall is due to having two vacant posts for a period of time, which have since been filled and our Hockey development officer has been absent from work for 5 months which has resulted in a downturn in hockey activity. Also the Rugby development partnership was ceased by Welsh Rugby Union (WRU) in October 2015. (3.4.2.8)



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

Increased partnership working with Public Health Wales has assisted in promoting the health and well being benefits of play i.e. reducing the risk of obesity in children, smoke-free playgrounds. Therefore it has been a season of summer fun at our Integrated Children's Centres with a focus on promoting 'healthy living' through exercise and sport to promote fitness and wellbeing.



Working with CrossFit, Llanelli, and the Swans Football Community Trust.



## CSSIW commented positively on our Flying Start provision in Carmarthenshire ([Annual Performance Report 2014-15](#))



*"The visit to the Flying Start service demonstrated that this is a well-run service with managers providing a sound strategic lead on service delivery with a clear focus on ensuring effective multi-disciplinary working. The service has expanded during the past twelve months with nine new areas, with a total of 17 Flying Start communities. This has significantly strengthened the preventative services available to families in line with the Welsh Government's child poverty strategy".*

[CSSIW Performance Evaluation Report 2014/15](#)

The 14 newly commissioned Families First projects have supported a total of **8,626** individuals of which **6,829** were new to service individuals. All are using a Team Around the Family approach to evidence whether the family are '**better off**' as a result of the intervention. **Results of a survey** was positive with **99%** reporting **they would recommend the service** to others. Unfortunately the Families First grant is being cut by 12% next year, and although all 14 commissioned projects will remain, service delivery will reduce across the board.

We have used the evaluation of the **Child and Family Unit (CFU)** 'reclaim social work' pilot to restructure within our long-term children's social work teams. Dinefwr Childcare Team (DCCT) began operating within a **POD** framework from September 2015. The PODs hold weekly meetings to discuss cases, with input from the Educational Psychologist, and have refined elements of the model in line with the needs of the team. Workers have received training to use the 'Outcomes Star' which will assist service users and staff to evaluate the effectiveness of input. Implementation of the model across all long-term child care teams will be completed by the end of March 2017.

### Improvements for 2016/17

1. Despite an increase number of places purchased due to expansion, we shall aim for at least 77% attendance at the free Flying Start Child Care placement (9.1.8.1)
2. We shall aim to reduce the % of unauthorised absence at the free Flying Start Child Care placement from 6.38% to 6% (9.1.8.8)
3. We will aim to increase the number of children living outside of the Flying Start area who are able to access the Flying Start service through referral for outreach from 17 to 23 (9.1.8.2)
4. We will ensure that at least 93% of high need families living in a Flying Start area receive least a monthly contact from the Flying Start Health Visiting Service (9.1.8.3)
5. Of families with additional social welfare needs linked to poverty living in a Flying Start area, we will ensure that at least 95% receive time specified interventions from the wider Flying Start Team e.g. Social Worker or Family Support Officer or Domestic Abuse Project Worker or Midwife (9.1.8.6)
6. We will aim for at least 85% 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)
7. We will aim for at least 90% 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)
8. We will implement the Child and Family Unit (CFU) systemic model of working across children's services teams (12044)
9. We aim to increase the number of attendances per year at sporting opportunities facilitated by Sport & Leisure Officers from 197,899 to 208,000 (a 5% increase) (3.4.2.8)
10. We shall increase the % of children who can swim 25m aged 11 from TBC to TBC (3.4.2.1)
11. We shall increase the number of young people (0-16) accessing free swim sessions from TBC to TBC (3.4.2.2)

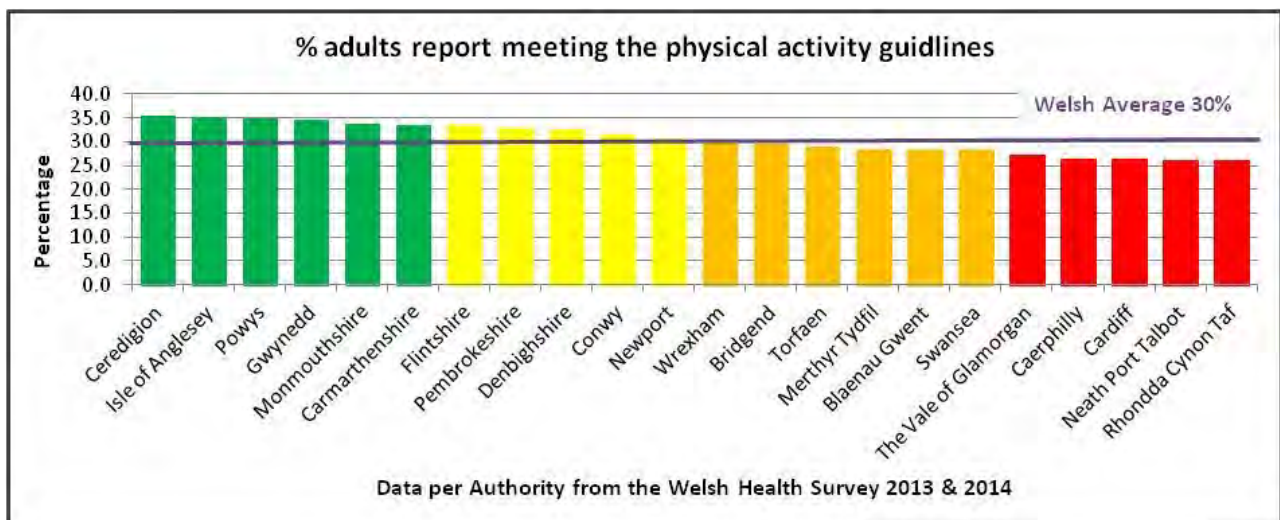
Ⓢ For further Actions please also see goal **G5 Tackling poverty and its impact on the local economy and E5 Safeguarding all people from abuse, victimisation, neglect & exploitation**

### 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 2015/16?

- ✓ The % of adults that meet the physical activity guidelines (30 minutes on 5 or more days) in Carmarthenshire have improved to 33% in 2013&14 compared to 30% in 2012&13. This is above the Welsh average of 30%.



This is a Well-being National Indicator

- ✘ The number of GP referrals for the exercise programme during 2015/16 has seen a lower number of referrals (**1,129**) than our challenging target of 1,245; this has been mainly due sickness absence of the Activity Coordinator earlier in the year which has had a knock on affect for the end of year. Despite this, we have exceeded the target of 1,008 set by our funding body of Public Health Wales. *(3.4.2.5)*
- ✘ 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 reduced from 7028 to 6905 =123 less -1.75% *(LCS/002b)*
- ✔ We have inspected **100%** of high risk premises for food hygiene and trading standards. *(PPN/001i)*
- ✔ We have exceeded our target of food establishments which are “broadly compliant” with food hygiene standards and have increased compliance from 93% to 94.98% for 2015/16. *(PPN/009)*
- ✘ Unfortunately, we have been unable to meet our target of 100% inspections for animal health premises and have completed 99%. *(PPN/001iii)*
- ✔ We have reviewed the Catering Service structure and have delivered the efficiencies agreed for 2015/16
- ✔ Almost 400,000 people have visited Pembrey Country Park during the year and over 70 people take part in Parkrun events staged every Saturday at Llyn Llech Owain

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

Figures for 2015 released from [Sport Wales](#) show that nearly **47%** of young people across the county are keeping active and taking part in sporting activities– an increase of 7 percentage points compared to 40% in 2013. There’s been a huge increase in the number of girls taking part in sporting activity three or more times a week currently at 42.9% compared to 34.5% in 2013. Carmarthenshire is up on the national average of youngsters participating in extra curricular sporting activities by over one per cent. Sporting club memberships in youngsters is also higher than the national average by over two per cent.



**Improvements for 2016/17**

1. We will ensure that at least 1,000 people are referred on to the “Vitality Scheme” (NERS – National Exercise Referral Scheme) during 2016/17. (3.4.2.5)
2. We will increase the number of % of people referred to the National Exercise Referral scheme that attend the 1st session of the programme from 49.7% to 56% (3.4.2.6)
3. We shall ensure that at least 50% of people referred to the National Exercise Referral scheme complete the 16 week programme. (3.4.2.7)
4. We will increase the % of schools achieving Phase 4 of the Healthy Schools Initiative from 59% to 60% (8.3.1.5)
5. We shall increase the number of visits to council sport and leisure centres from 6,905 to 7,251 per 1,000 population (LCS/0022b)
6. We will maintain 100% trading standards inspections for high risk businesses (PPN/001i)
7. Despite fewer resources, we will maintain 100% food hygiene inspections for high risk businesses (PPN/001ii)
8. We will maintain 100% animal health inspections for high risk businesses (PPN/001iii)
9. We will maintain the high percentage of food establishments which are broadly compliant with food hygiene standards at 93% or above (PPN/009)
10. We will develop plans for a new Llanelli Leisure Centre linked to wellness village and life sciences hub (12045)

**Goal: C5 Improving housing conditions and reducing homelessness****Our Review and Evaluation for 2015/16**

Overall, we have improved the quality of our Council housing stock through the delivery of our £200 million Carmarthenshire Homes Standard. We have increased the number of empty properties that have been returned to use and have increased the number of affordable homes to buy and to rent. Our new housing options and advice service has also helped to minimise the number of people affected by homelessness.

**How did we perform during 2015/16?**

- ✓ We have ensured that 100% of our Council homes have exceeded the Welsh Housing Quality Standard (WQHS) for tenants who agreed to have the work carried out. (7.5.2.19)
- ✓ We have ensured that all new affordable homes funded through the Social Housing Grant have met the Code of Sustainable Homes level 3 + (7.3.2.26)
- ✓ Throughout the year energy advice has been given in over 40 events in various forms including public road shows, talks to clubs & groups, mail shots & through social media.
- ✓ We have/have minimised the number of homelessness families having to spend time in bed and Breakfast at two families for 2015/16. (7.3.2.18a)

**KEY IMPROVEMENT OBJECTIVE PRIORITY (KIOP)**

**We will improve the Council Housing stock and assist local people to gain access to rented and affordable accommodation**

**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.**

In 2006, the Council started its ambitious programme to achieve then Carmarthenshire Homes Standard (CHS) by the end of 2015. We have been successful in delivering the programme, on time, to homes where tenants have agreed to have work.

We have continued to expand our Social Lettings Agency and have added an additional 12 properties during 2015/16. We have brought an additional 153 empty properties back into use as much needed family homes.

We have also delivered with our partners an additional 160 affordable homes, including 111 extra care apartments at Catref Cynnes in Carmarthen and Ty Dyffryn in Ammanford.

Key Measures of Success	2014/15 Result	2015/16 Result	Progress
% of homes that meet the Carmarthenshire Home Standard (7.5.2.7)	88.20%	100%	Complete
% of privates 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 (PSR/004)	5.45% (135/2479)	5.73% (153/2671)	Improved
The number of new additional properties managed by our internal social lettings agency (7.3.2.25)	11 Additional Properties	12 Additional Properties	Improved

By the end of 2015, we have completed the CHS to all homes that wanted work carried out.

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>CHS/WHQS</b>	<b>6%</b>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>9%</b>	<b>37%</b>	<b>52%</b>	<b>70%</b>	<b>88%</b>	😊
<b>Roofs &amp; Associated Components</b>	100%	😊	😊	😊	😊	😊	😊	😊	😊	😊
<b>Windows &amp; Doors</b>	58%	65%	74%	86%	95%	100%	😊	😊	😊	😊
<b>Loft</b>	0	0	19%	67%	89%	100%	😊	😊	😊	😊
<b>Cavity</b>	44%	53%	77%	78%	96%	100%	😊	😊	😊	😊
<b>Hard Wired Smoke Detectors</b>	37%	38%	51%	57%	63%	74%	80%	86%	90%	😊
<b>Electrical Systems</b>	28%	28%	36%	44%	53%	65%	74%	81%	90%	😊
<b>Full Central Heating</b>	73%	78%	79%	83%	86%	91%	94%	95%	97%	😊
<b>Energy Efficient Central Heating</b>	3%	6%	8%	22%	30%	52%	64%	76%	88%	😊
<b>Kitchens</b>	7%	7%	12%	20%	29%	46%	58%	71%	88%	😊
<b>Bathrooms</b>	7%	7%	12%	24%	34%	52%	64%	74%	88%	😊
<b>Security Lighting</b>	10%	10%	16%	26%	36%	48%	63%	74%	88%	😊
<b>CO Detectors</b>	10%	10%	16%	26%	36%	53%	64%	74%	88%	😊
<b>Power Points</b>	4%	7%	14%	24%	35%	51%	63%	74%	88%	😊
<b>Energy Rating (SAP &gt;65)</b>	22%	30%	40%	55%	60%	67%	68%	69%	85%	😊

## Why this is important

A safe, warm, well maintained affordable home that meets the needs of people living in it is a key determinant of health. It also forms the foundation for building inclusive communities. We will therefore continue to maintain our homes and improve them in the future through the Carmarthenshire Homes Standard (CHS) +. We have also sought to increase the number of empty properties returned to use as family homes and have reviewed the way we do this in order to maximise our resources. Our Social Lettings Agency provides an important stepping stone for people to be able to access rented accommodation which we manage on behalf of local landlords.

In April 2015, the Council left the Housing Revenue Account Subsidy System (HRAS), through which Council tenants in Carmarthenshire, had been subsidising HM Treasury for many years. Exiting the HRAS now means that we have more resources to invest in creating additional affordable rented homes in Carmarthenshire. Our [Affordable Homes Delivery Plan](#) will provide over 1000 additional affordable homes over the next 5 years.

## How we compare with others

We recognise that empty properties are a waste of housing resources but also have a wider impact on the social, environmental and economic substance of our communities such as; attracting anti-social behaviour, decreasing adjacent property values, and costing owners as much as £9,000 - £11,000 a year.

We returned 153 properties back into use during 2015/16. This was an improvement on our performance of 135 properties in 2014/15. As can be seen in the adjacent table, Carmarthenshire brought back the 6<sup>th</sup> highest number of vacant properties during 2014/15.

However, we want to do better and last year we concluded a Community Scrutiny Task & Finish Review of Empty Properties in the Private Sector. It established a list of recommendations on how to develop our approach to successfully dealing with the challenges that empty properties presents. It is hoped that these actions once implemented will further improve our performance in returning more empty properties back into use as much needed family homes.

Local Authority results for 2014/15	Empty Homes brought back into use	Number of empty homes	% Empty Homes brought back into use
Neath Port Talbot	1,153	1,681	68.59
Torfaen	165	292	56.51
Denbighshire	142	641	22.15
Swansea	456	2,101	21.70
Vale of Glamorgan	175	994	17.61
Wrexham	43	250	17.20
Isle of Anglesey	109	829	13.15
Monmouthshire	64	623	10.27
Cardiff	91	1,391	6.54
Bridgend	76	1,172	6.48
Gwynedd	68	1,193	5.70
Merthyr Tydfil	36	651	5.53
<b>Carmarthenshire</b>	135	2,479	5.45
Caerphilly	42	932	4.51
Blaenau Gwent	21	540	3.89
Flintshire	30	774	3.88
Ceredigion	27	747	3.61
Rhondda Cynon Taf	114	3,381	3.37
Newport	42	1,250	3.36
Conwy	42	1,569	2.68
Pembrokeshire	30	1,240	2.42
Powys	28	1,530	1.83
<b>Wales</b>	3,089	26,260	11.76

Many authorities and housing associations have yet to complete the [Welsh Quality Homes Standard](#). We have completed our Carmarthenshire Home Standard on time as agreed with our tenants and Members.

## Last Year

### We delivered 18 out of our 18 KIOP commitments last year

Last Year's Commitments		Progress Comment
In order to <b>100% complete</b> of all elements of the <b>Carmarthenshire Home Standard by 3.1.12.15</b> (excluding acceptable fails) <b>we shall complete these seven elements...</b> The final number of tenants' homes with...fuel efficient central heating systems ( <b>125</b> ), kitchens ( <b>225</b> ), bathrooms ( <b>175</b> ), carbon monoxide detectors ( <b>200</b> ), external security lights ( <b>200</b> ), additional power points ( <b>200</b> ) and hard wired smoke detectors ( <b>125</b> ) <i>(11649-11655)</i>	✓	All of these elements have been completed and the ambitious programme to achieve the Carmarthenshire Homes Standard (CHS) by the end of 2015 has been delivered on time, to homes where tenants have agreed to have work.
We will invest up to £300,000 to ensure the delivery of Local Environmental Plan projects within communities <i>(11643)</i>	✓	£300,000 of the budget has been committed on 58 different projects. These projects include demolition and removal of garages that were unsafe and causing anti social behaviour on estates. Improving and extending car parking provision on estates. Improving communal green areas on estates and encouraging community ownership. Improving alleyways, site boundaries and signage on estates.

<p>We shall evaluate the impact that the Local Environmental Plan projects have had on the local communities where a project was completed during the previous financial year. <i>(11162)</i></p>	<p>✓</p>	<p>58 projects have been completed. Projects have focused on helping tenants feel safe and secure, combatting anti social behaviour, improving the appearance of the area and improving health and well-being. Those tenants that have completed and returned the evaluation forms report 100% satisfaction.</p>
<p>We shall increase the % of Local Authority homes that have achieved the CHS as a % of Local Authority Housing Stock <i>(7.5.2.7) (Target 100%)</i></p>	<p>✓</p>	<p>The ambitious programme to achieve the Carmarthenshire Homes Standard (CHS) by the end of 2015 has been <b>completed</b>.</p>
<p>We will maintain a high satisfaction level of at least 87% on the processes for Repairs and Maintenance based on customer feedback <i>(11642)</i></p>	<p>✓</p>	<p>Due to staffing pressures it has been difficult to identify adequate resource to fully undertake this engagement process with tenants during 2015/16 which has resulted in a low number being surveyed. Despite this, the result shows consistent high satisfaction rating being achieved.</p>
<p>We will increase the number of affordable homes in the County <i>(11662)</i> (152 homes)</p>	<p>✓</p>	<p>We have delivered in partnership <b>185 additional affordable homes</b> in the county during 2015/16. This figure was made up mainly of Social Housing Grant developments, a limited number of buying back homes in private sector and developer contributions. The figure was higher than normal due to the delivery of two larger extra care schemes in Carmarthen and Ammanford with 110 homes.</p>
<p>We will develop an Affordable Housing Plan: <i>Your Homes, Your Future – Getting it right together</i>, which includes a comprehensive consultation with the residents of Carmarthenshire. This will help us to increase the supply of affordable properties within the county <i>(11663)</i></p>	<p>✓</p>	<p>An Affordable Housing Commitment Plan 2015-20 was developed after extensive consultation with the public - over 800 responses and presented to Full Council on 9/9/15. The Affordable Homes Delivery Plan which will reduce the gap between what affordable homes are needed and the supply was agreed by Full Council on 10th March, 2016</p>
<p>We will increase the number of private sector dwellings returned to occupation during the year through direct action by the local authority that had been vacant for more than 6 months. <i>(PSR/004) (Target 5.24%, 140 properties)</i></p>	<p>✓</p>	<p><b>5.73%</b> of previously vacant properties have been returned to occupation during 2014/15 this equates to 153 properties. An good improvement and our highest number to date.</p>
<p>We shall address recommendations from the Community Scrutiny Task &amp; Finish Review of the Private Sector Empty Properties which is aimed to improve the service in the future. <i>(11664)</i></p>	<p>✓</p>	<p>We have developed and are in the process of progressing an action plan which addresses the recommendations from Task &amp; Finish group</p>
<p>We will retain the low average number of calendar days taken to deliver low cost adaptation works in private dwellings where the Disabled Facilities Grant process is not used <i>(PSR/006) (Target 8 days)</i></p>	<p>✓</p>	<p>We have maintained an average of <b>8 days</b> to deliver low cost adaptations.</p>
<p>We will further increase the property portfolio of our internal social lettings agency with new additional properties <i>(7.3.2.25)</i> (12 additional properties)</p>	<p>✓</p>	<p>An additional <b>12 properties</b> were added to the internal social lettings agency portfolio during 2015/16.</p>
<p>We shall undertake a Health Impact Study to evaluate the affect the Carmarthenshire Home Standards has had on our tenants <i>(11656)</i></p>	<p>✓</p>	<p>The last tenants survey was undertaken during February/March 2016 with the results expected by June/July 2016. This will be followed by the major academic study on tenants health (analysing actual health data over the period of the CHS programme) which is due to report by Autumn 2016</p>



## Is anyone better off?

***“Positive feedback from tenants indicates that 90 per cent feel that their home now suits their needs.”***

Extract from Wales Audit Office [Annual Improvement Report](#) 2015-16  
published March 2016

We recognise that the quality of housing has a critical role to play in improving health and well-being in our communities. To help us improve our understanding of this, we have been working with experts from Cardiff and Swansea Universities for the past 5 years to set up a Health Impact Study.

Across the five years of the study, tenants of fully upgraded properties have reported fewer housing problems than those of unupgraded and partly upgraded properties. Results of the study in 2014 found that:

- Overall, tenants living in fully upgraded properties reported the highest thermal satisfaction.
- The average number of reported respiratory symptoms decreased substantially over the five years of this study.
- There was a downward trend in reported treatment for cardiovascular conditions, in particular for high blood pressure and angina

The final survey will be carried out in early 2016 and we will encourage all tenants to take part through a range of awareness initiatives.

### **David’s story - External Wall Insulation in Llangennech**

David and his family have had external wall insulation applied to his home. The work, as part of the Carmarthenshire Homes Standard, is designed to improve the energy efficiency of his home and reduce heating costs.

External wall insulation is applied to the outside of homes which don’t have cavity walls, or are not suitable for cavity wall insulation.

David has said  
*“My home is much warmer since having work done. It has also made a big difference to the appearance of the estate”.*

The wording and emphasis of the KIOP has changed slightly for **2016/17** to:-

**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**

The emphasis of the KIOP has changed to reflect the completion of Council housing stock improvement programme (Carmarthenshire Homes Standard (CHS)) and the need to address the chronic shortfall in rented and affordable homes across the county.



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	2014/15 Result	2015/16 Result	Progress
Additional affordable homes in the County (7.3.2.24)	48	185	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



You said

We did

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.

## How we plan to achieve the KIOP this year

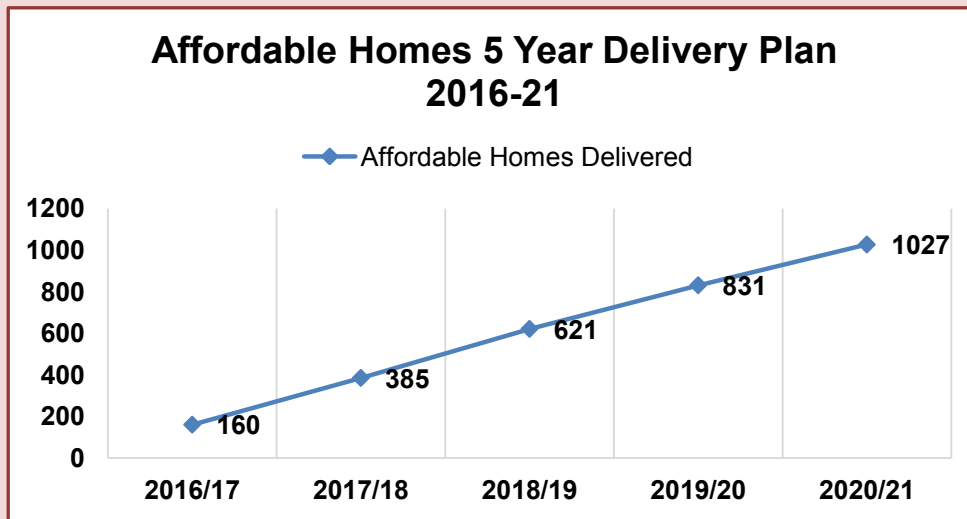
The [Affordable Homes Delivery Plan](#) sets out our five year vision to increase the supply of Affordable Homes in Carmarthenshire based on the following principles:

- ❖ 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 funding 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- <b>committed schemes</b>	59	SHG		0.5 <sup>2</sup>
Housing Association development- <b>future priorities</b>				
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 <sup>3</sup>	88	Private Finance		11.0
<b>Total</b>	<b>1027*</b>		<b>£31.0</b>	<b>£60.6</b>

\*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 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.



<i>What we will improve &amp; how we will measure success</i>	<b>2016/17 Target</b>
We shall increase the number of affordable homes in the County by delivering year one of the affordable homes plan (7.3.2.24)	<b>160 additional homes</b>
We will increase the % of additional affordable housing units provided during the year (PLA/006b)	<b>30%</b>
We shall commission a research in order to improve our understanding of housing need in rural areas. (12058)	<b>March 2017</b>

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

**Len’s story – Wireless internet in sheltered housing**

In 2015, we completed the installation of wireless internet into the communal lounges in our sheltered housing schemes.

Len from Capel Hendre is one of the tenants actively using the internet. He says:

*“Having the wireless internet available has allowed me to use my tablet at home. There are a few of us here who use it. I hope that other tenants start to see the benefits and possibly use it to keep in touch with friends and relatives and even start using it for their shopping”.*

**Other Improvements for 2016/17**

1. We shall provide help and guidance to child care leavers wherever possible to avoid homelessness (SCC/35)
2. We shall complete the Health Impact Study, looking at tenants actual health, during the period of CHS investment during 2016 (11656)
3. We will increase the percentage of private sector dwellings returned to occupation during the year through direct action by the local authority that had been vacant for more than 6 months from 5.73% (153 properties) to 6% (160 properties) (PSR/004)
4. We shall progress with the Private Sector Empty Property Action Plan 2016 which derived from the Community Scrutiny Task & Finish Review and recommendations which is aimed to improve the service in the future. (12059)
5. We shall increase the number of new additional properties managed by our internal social lettings agency from 12 to 24. (7.3.2.25)

## 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.



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

- 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 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 2015/16?****Physical Regeneration**

- ✓ Work to construct the Coastal Communities funded commercial and events building on the Museum of Speed site in Pendine, is nearing completion in spite of difficult weather conditions. The building houses four ground floor commercial units, incorporated public toilet facilities and an upper floor events / restaurant space.

**LEADER**

- ✓ In 2015, through our External Funding Team, we received formal approval from Welsh Government of our 2014-2020 LEADER Local Development Strategy and indicative LEADER budget allocation is £4,352,000.00 to allow us to deliver the LEADER programme in Carmarthenshire (though a newly formed partnership, the Local Action Group - Grwp Cwm Gwlad)
- ✓ Our LEADER team were soon open for business to open up to calls for local communities, the public, private and third sectors to access funding via our LEADER fund for support for projects centred on innovation and acting as a test-beds for trialling new ways of working.
- ✓ We have invited 6 organisations to submit detailed applications for funding support through the LEADER programme

**Community Bureau**

- ✓ Through our Community Bureau we provided a one-stop-shop for the third sector assisting communities with funding information and guidance
- ✓ Through our Community Bureau we supported organisations to achieve their potential and offered designated officer support to develop viable and sustainable projects – the Bureau alone dealt with 500 enquiries in 15/16
- ✓ We funded community projects in Carmarthenshire through the innovative Mynydd y Betws Wind Farm Community Benefit Fund addressing the key themes of recreation, culture, education, health, environment, energy efficiency and sustainability

**Communities First**

- ✓ Our Communities First (C1st) Team continues to deliver benefits to the county through the WG's Communities First Programme that provides funding within Local Authority areas to narrow economic education/skills and health gaps in the most deprived areas..

- ✓ Our C1st Team has run 5 Goals Clubs and two 'Kick Start' youth Goals Clubs per week in community venues providing support with CV writing or updating, Universal Jobsmatch support, online job applications and Universal Credit support
- ✓ We have also developed an innovative new initiative called 'Fit to Employ' - a 10 week programme for unemployed 16 – 24 year olds to raise their confidence, improve their skills, increase their employability and improve their general health
- ✓ 253 participants accessed the debt and benefit advice and support which was offered on a 1-2-1 basis in outreach venues during six sessions per week
- ✓ We successfully won a two year £90,000 RDP Tender for *Exploitation of Digital Technology in Rural Carmarthenshire*, in February 2016. The project will create a Digital Coordinator Role, Digital engagement team and a Carmarthenshire-wide Digital Partnership Strategic Stakeholder group. 12 Digital Exploitation Events will be run over the 2 year period and 5 Digital "Hubs" are planned.



Llanelli people benefitting from learning new digital skills at their local library through C1st

## Is anyone better off?

### Llanelli's Antioch Centre Boosted by £488k Windfall

In March 2016, the popular Antioch Centre in Llanelli, Carmarthenshire, which hosts a food bank, debt advice service and play sessions for children, received excellent news that it is to benefit from £488,000 funding from the WG's Community Facilities Programme to refurbish the building and make it more energy efficient. The funding will replace the windows, refurbish the toilets and showers, replace sections of the roof and insulate the exterior walls to improve the community facility which provide a range of activities and services for local people.

## Improvements for 2016/17

1. We will commence a new six year regeneration cycle in 2016/17 to secure funding and prepare projects for delivery that will realise significant economic outputs later on in the funding cycle
2. We will support opportunities for the building of economically viable and sustainable communities by developing and delivering the Carmarthen & Rural key 16/17 projects, to include:
  - Fully commit Transformational Commercial Property Development Fund Pot;
  - Fully commit Carmarthenshire Rural Enterprise Fund Pot;
  - Completion of Parry Thomas Centre Capital Scheme
3. We will support opportunities for the building of economically viable and sustainable communities by developing and delivering the Llanelli and Llanelli Coastal Belt key 16/17 projects, to include:
  - Secure 'Building for the Future' funding to enable the redevelopment of Llanelli YMCA building for commercial use;
  - Delivery of final year programme of Viable and Viable Places and complete acquisition and redevelopment of town centre premises. Fully allocate Llanelli Town Centre Loan Fund
4. We will support opportunities for the building of economically viable and sustainable communities by developing and delivering the Ammanford & Cross Hands Growth Zone key 16/17 projects to include:
  - Secure European Rural Development funding (ERDF) to enable the future delivery of Cross Hands East Strategic Employment (Phase 2 Project);
  - Bring Former Police Station Site and Court House back into commercial use to contribute to the Town Centre offer
  - Repositioning of entrance to reduce congestion on Ffordd William Walker and assist overall transport and movement.
5. We will support opportunities for the building of economically viable and sustainable communities by developing and delivering the Countywide Employment & Skills Plan to feature:
  - Developing a marketing & communication plan to support community engagement
  - Linking employability projects (Cynnydd, Workways+, Communities First, C4W, LIFT, Cam Nesa, USG Hub) with relevant opportunities
  - Developing an action plan for Community Benefits in partnership with our Procurement Team
6. We will develop the Regional Engagement Team for the Swansea Bay City Region.

## 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 Key Improvement Objective Priorities (KIOPs) are:**

- 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	✓



## Our Performance & Results for 15/16 / Improvement Planned for 16/17:

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

### Our Review and Evaluation for 2015/16

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 targets being exceeded for job creation, youth enterprise activity and private sector enterprises created.

### How did we perform during 2015/16?

#### Business Development

- ✓ We have general **Account Managed 40** key or strategic employers by managing and supporting a professional and business working relationship with them. The key programme of 'World of Work' has continued with several key businesses already participating including Magstim, Morganstone and S4C.
- ✓ The Swansea Bay City Region (SBCR) Strategy recognises the need to support business growth and specifically targets the need to support large-scale existing major employers across South West Wales. A cross region group has been formed to develop the **Pareto Employers** initiative which will witness businesses across the City Region directly influence the economic direction that the region takes and will shape policy according to business need. Carmarthenshire accommodates a large number of employers in key growth sectors and dialogue continues to identify priorities. Support for employers is ongoing with all 40 strategic companies in each County clearly identified.
- ✓ We have helped local businesses by ensuring that **94.9% of invoices were paid** within 30 days (*CFH/006*)
- ✓ We have delivered a **business start up workshop**, which was attended by 25 students who were interested in setting up their own business. These students have been invited to participate in this year's Beacon Bursary competition. We will continue to support the students who wish to set up a business by offering advice and support

#### Tourism/Visitor Economy

We are committed to continuing to improve the economy through tourism, an industry that is statistically worth £342million per annum to the County, 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 & 3<sup>rd</sup> Sector to improve the tourism
- ensuring Carmarthenshire is effectively & innovatively promoted as a vibrant area to visit and stay
- ✓ We have supported 145 businesses through advising tourism and hospitality businesses on government led grant support schemes, tourism brown signs, promotional opportunities and one to one guidance on a variety of day to day issues.
- ✓ We secured £4.5million support from Welsh Government for development in Pendine, which will be one of the largest tourism projects in Wales over the next two years.
- ✓ We have been awarded £60,000 by Welsh Government to develop our 2016 plans for the Wales' **Year of Adventure** theme, to help showcase what Carmarthenshire has to offer. Businesses fully support the campaign which will celebrate the wealth of activities available to both visitors and residents including *Morfa Bay Adventure, Marros Riding Centre, Llandysul Paddlers, the National Botanic Garden of Wales, Cadw and Carreg Cennen Castle.*



## Supporting Entrepreneurship

We recognise how important young people are for the local economy, and to enable future generations to continue to develop the economy. As part of our continued commitment in supporting entrepreneurship we have delivered a number of key events to both students in secondary, higher and further education.

- ✓ The final of the 2015 **Beacon Bursary** was held last June. The two winning business proposals were *Rapid IT* and *Women's Workwear Company*. They are both making good progress, with Rapid IT having moved into an office in The Beacon.
- ✓ Six of our schools took part in the **Swansea Bay Young Business Dragons**. The two winners of our semi final were QE High and St John Lloyd schools and they went on to represent the county in the final. QE High school was given a 'Highly Commended' prize, which was a great achievement for them. An evaluation of the whole event took place, with really positive results.
- ✓ Our schools continue to participate in our **'World of Work' programme** and last November, in partnership with S4C and the University of Wales Trinity Saint David (UWTSD) an event was held to help S4C engage with local schools to highlight the potential career opportunities which would come with the new headquarters - Canolfan Yr Egin. Forty, Year 12 pupils from six schools attended the event, attending workshops on the creative sector.
- ✓ Support has been provided to 95 young people via the Prosperous Youth Mentor & the Lift Team
- ✓ As part of our support to schools and colleges for their Welsh Baccaulaureate, we have delivered presentations on business and enterprise to them



Pupils at a World of Work day

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



Cllr Meryl Gravell (Executive Board for regeneration and leisure) pictured with Nick Cvetkovic

During last years' live webcast with Sir Terry Matthews, Chair of Swansea Bay City Region, in which budding entrepreneurs from local secondary schools posted enterprise related questions to him via email and social media, one young school pupil from QE High, namely **Nick Cvetkovic** took it upon himself to go up to meet Sir Terry Matthews personally to seek his advise on setting up his own business.

Nick is in the process of setting up his business where he will be given free office space in the Beacon, and where he will create two or three jobs, during which he will also be studying for his A levels. He is being mentored by Sir Terry Matthews as well as receiving advice and support from ourselves.

**Nick explained:** "We will create brand identity for companies, logos for their websites and any other sort of graphic design for their promotions. I've done planning and research into what design businesses do and how they are run. I'm looking to employ 2-4 graduates to start off. I'm doing this on top of A-levels and there is a lot to do in school as well!"

## Improvements for 2016/17

1. **Pareto:** We will manage a professional and business working relationship with key personnel of key strategic businesses / employers in Ammanford, Carmarthen and Llanelli town centres, Cross Hands growth zone, the Rural and Coastal Belt areas
2. We will revisit previous projects in the Transformational Team area that have received Capital Grants of significance and engage with businesses with a view to supporting their growth
3. We will deliver a programme of business and youth enterprise initiatives that includes the Beacon Bursary and the 'World of Work' programme in partnership with local businesses in the Amman/Gwendraeth area through holding events and offering work experience

### Goal: G2 Maximising job creation for all

## Our Review and Evaluation for 2015/16

As at end of 2015 there were **82,600** people employed in Carmarthenshire of which 78,300 were of working age 16-64 (StatsWales (APS/LFS), March 2016). This translated to an employment rate of **70.9%** higher than the Wales average of 70.3% but remaining below the UK average of 73.5%. Of this total, 33,800 were employed within the nine Welsh Government priority sectors.

The private sector supports 75.9% 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 2015/16 through our portfolio of products and services, which are designed for the needs of the Carmarthenshire business community, we created **180** jobs, safeguarded **109** jobs and improved our infrastructure to accommodate a further **1,220** jobs.

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

This is 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 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	2014/15 Result	Target	2015/16 Result	Target	2016/17 Target
Job Creation	352	N/A	180	91	299
Jobs Safeguarded	210	N/A	109	120	166
Jobs Accommodated	100	N/A	1,220	1024	32

Overall the 2015/16 results significantly exceeded the job targets set out for the year. This is mainly due to additional projects being supported through the South West Wales Property Development Fund and higher than expected results from our business and social enterprise account management services.

The significant upturn in jobs accommodated figure in 2015/16 was due to the completion of the six year European funded projects such as: ADREF; Cross Hands East Strategic Employment Site Infrastructure Project; and the South West Wales Property Development Fund.

Having commenced a new European six year funding cycle in 2016/17, a number of the proposals identified for 16/17 are actions to secure funding and prepare projects for delivery that will realise significant economic outputs in later years, Delta Lakes (Wellness and Life Science Village) being one project that will deliver significant economic benefits across the region and beyond.

#### What works?

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

- The South West Wales Property Development Fund
- Account Management of Carmarthenshire businesses
- Llanelli Town Centre Regeneration
- Cross Hands East Phase 1 Infrastructure Project

## The South West Wales Property Development Fund

- ✓ The six year programme successfully completed in December 2015 with 15 projects having received funding to provide new office and industrial buildings across the South West Wales area. On completion the fund had achieved the following regional outputs:
  - ❖ Total investment into the region of **£26.6 million**;
  - ❖ **750** jobs accommodated;
  - ❖ **228,970 sq ft** of premises created.



**Council Chairman Peter Hughes Griffiths with Developer Andrew Bassett at the opening of the South West Wales Property Development Funded Office Development in Carmarthen**

The opening of commercial premises in the centre of Carmarthen has been described as one of the final pieces of the jigsaw in the redevelopment of that part of the town. The Coracle Offices in St Catherine Street were built with the support of the South West Wales Property Development Fund. It has achieved a BREEAM Excellent rating for sustainability and is self sufficient for energy. It is therefore very important that small to medium sized businesses are able to find suitable accommodation in Carmarthenshire so that they can help build the local economy.

## Account Management of Carmarthenshire Businesses

- ✓ All 40 **Pareto** businesses are now being managed with key intelligence being gathered. Key programme of World of Work is continuing with several key businesses already participating including Magstim, Morganstone and S4C.
- ✓ The **Community Bureau** is actively supporting a number of exciting and ambitious social enterprises which have growth plans in line with the South West Wales Economic Regeneration Strategy and Regional Learning Partnership Delivery Plan

## Llanelli Town Centre Regeneration

- ✓ The **Adref** programme including Property Development Fund and Town Improvement Grant projects have been delivered successfully resulting in the following outputs: 116 jobs accommodated; 31,807 sq ft of premises created / improved and investment of £1.3m secured into the county in 2015/16
- ✓ The **Opportunity Street** project to regenerate properties along Stepney Street in conjunction with Welsh Governments Vibrant and Viable Places Funding has commenced with the acquisition and development of number 31 which is now occupied by Steps

### Cross Hands East Strategic Employment Site

- ✓ The project to infrastructure a new **Strategic Employment site** in Cross Hands was completed in June 2015. The project which developed 8.5ha of land for employment use will accommodate 700 jobs and secured an investment into the county of £2.09m in 2015/16.

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

#### Delta Lakes - Wellness and Life Science Village

The multi-million pound Council-led project will be the first of its kind and is being developed through ARCH – A Regional Collaboration for Health - an initiative by Abertawe and Hywel Dda Health Boards and Swansea University. ARCH provides a new model for delivering healthcare specifically planned for today’s increasingly complex needs.



Economy Minister Edwina Hart meeting representatives from ARCH and the council on a visit to the proposed site at Delta Lakes.

The Wellness and Life Science Village on development land at Delta Lakes, Llanelli, aims to transform the way the region delivers care and promotes wellbeing – partnering first-class health, research and life science, with innovative leisure opportunities to help people live healthy lives

Proposals will include: a health & wellbeing academy, business and enterprise, infrastructure, Institute of Life Science, hotel/health tourism and primary care provision. Through a joint funding package (including EU/external funds), this project could realise an initial development in excess of £100M and has the potential to create between 800 and 1,000 jobs. *The project will therefore deliver significant economic benefits across the region and beyond.*

### How we plan to achieve the KIOP this year

What we will improve & how we will measure success	2016/17 Target
We will focus on the ‘Wellness and Life Science Village’/Delta Lakes project by concluding the Business Case, appointing a team to develop the project moving forward, secure funding for the project concept and establish technical designs	<b>March 2017</b>
We will launch and fully commit a new £2m Carmarthenshire Rural Enterprise fund, which will provide assistance to owner occupiers to develop new and improve existing commercial buildings where jobs are to be created	<b>On-going Scheme fully committed</b>
We will launch and fully commit a new £3m Transformational Commercial Property Development Fund to enable the acquisition and development of key strategic buildings and sites to bring forward future commercial opportunities, where new jobs and economic growth result.	<b>On-going Scheme fully committed</b>
We will through targeted finance fund and social enterprise support, work with 40 key account organisations/enterprises to deliver on jobs & growth opportunities	<b>Jobs created - 23 Jobs safeguarded - 46</b>
We will provide support to private Sector Developers and Businesses Owners to bring forward key pending private sector led developments in Ammanford and Cross Hands	<b>Jobs Created – 200 Jobs Accommodated - 32</b>
Through property acquisition we will refurbish targeted premises within Llanelli town centre for commercial and residential use	<b>Jobs created - 4</b>
We will identify and provide business support to the proposed new tenants of the new Parry Thomas Commercial and Events building on the Museum of Speed site in Pendine	<b>Jobs created 12</b>
We will manage a professional & business working relationship with key personnel of key strategic businesses/employers across the 6 transformational project areas	<b>Jobs Created – 60 Jobs safeguarded – 120</b>
See <b>Goal F3</b> for our LEADER and Communities First programmes also linked to this KIOP	

### Goal: G3 Developing a knowledge economy & innovation

In a digital age, it is very difficult to play catch up but the perfect time to leap frog. February 2016 saw the Swansea Bay City Region (SBCR) submit a ground-breaking 'Internet Coast' City Deal bid, in excess of £500m over 20 years, to the UK and Welsh Governments. Spearheaded by SBCR Chair, Sir Terry Matthews, Wales' first billionaire high tech entrepreneur who has founded and funded over 100 high tech communications companies to date, this is a proposition that harnesses the transformational power of digital connectivity to accelerate growth not only for the region but also across the whole of Wales and the UK.

The proposal is based upon the development of **three integrated strands**: the *internet of energy*, the *internet of health and wellbeing* and the *internet of economic acceleration*. In essence the SBCR aims to innovate, test, trial and commercialise internet based solutions that will transform the future of these sectors in much the same way as the internet has transformed communications and telephony.



In doing so, alongside related developments in advanced engineering, the SBCR aims to create high technology jobs both through start-ups and by attracting inward investment in high growth areas and become a circa £15bn economy by 2035 with productivity levels at 90% of the UK level. We will continue to further develop the Internet Coast proposal during 2016.

#### Regional Learning Partnership (RLP)

The RLP 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.



It acts as a facilitation body to ensure that publicly-funded learning providers and associated organisations work collaboratively, effectively and efficiently across the areas of education and regeneration to meet the needs of the learners and the regional economy. Part funded by the Welsh Government, the partnership is made up of key representatives from local government, higher education, further education, the third sector, private sector, Careers Wales & Job Centre Plus.

#### Regional Delivery Plan for Employment and Skills (RDP):



**VISION: To increase productivity and grow higher value jobs by addressing barriers, developing employability, skills and progression pathways**

The aim of the RDP is to motivate growth in the economy by transforming the learning experience for individuals and employers to create a sustainable, dynamic, entrepreneurial and innovative culture, responsive to future business opportunities. Utilising the potential of our assets whilst promoting equality, diversity and the Welsh Language, is key to responding to the challenges of the diverse economy, demographics and geography of the region.

Employers are essential in this process - to increase productivity and deliver economic success in the region, businesses need to invest in increasing the skills of the workforce and inspire young people to achieve by offering them real-world experiences and meaningful work-placements.

- ✓ The Regional Development Plan for South West & Central Wales has been updated and submitted to Welsh Government, followed up by a consultation period with industry training providers and employers by July 2016

- ✓ The RLP undertook a **Demand & Supply Assessment** on behalf of the Welsh Government which was to be used to support the implementation of the Regional Delivery Plans and influence the delivery of skills training in the region in line with skills needs. The initial assessment focused on the four key areas of: Energy & Environment, Financial & Professional Services, Tourism, and Health & Social Care.
- ! There have been delays on the Workways+ project caused by waiting on Welsh Government approval for the project

## LEADER

LEADER is the term used to describe a local development approach in rural areas which is implemented by local partnerships. LEADER support will be centred on innovation, networking and acting as a test bed for trialling new ways of working. Responsibility for the management and delivery of LEADER has been devolved to local partnerships, known as a Local Action Group (LAG). The existing rural partnership, 'Grwp Cefn Gwlad,' will undertake this role in Carmarthenshire.



- ✓ In early September, the LAG received formal approval of a budget of over £3m of RDP investment which will be available to support the piloting of innovative ideas and new ways of working in rural Carmarthenshire over the programme period (2014-2020).
- ✓ In November 2015, the team began specifically seeking projects in our communities that address certain priorities identified by the LAG. 18 Expressions of Interest were received, of which 6 were approved by the LAG to proceed to the 2nd stage of the application process.
- ✓ We successfully completed delivery of the European funded the Workways partnership project (employment skills) and have been successful in securing further European funding to support the delivery of the next round Workways+ project in the county up until 2020
- ✓ We won a two year £90,000 LEADER funded contract for the exploitation of digital technology in rural Carmarthenshire to run digital exploitation events and set up digital hubs in key strategic market towns.
- ! There have been delays on approving the Rural Development Plan (RDP) by Welsh Government which has had a knock-on effect on delays approving relevant projects

## Improvements for 2016/17

1. We will maximise the Digital Connectivity of key settlement Rural Towns and maximise the Economic Benefit for key business and service areas and visitor attraction experience, to include Volunteer & Pilot programmes, along with Wi-Fi and Walled Garden test installations
2. We will through the Workways+ programme increase the employability of Economically Inactive and Long Term Unemployed people aged 25 and over, who have complex barriers to employment
3. We will continue to support the development of the bold and ambitious SBCR City Deal proposal 'Internet Coast'
4. We will continue to manage the delivery of the LEADER programme throughout 2016/17 and ensure linkage with wider developments within the area regeneration teams to develop innovative ways of working with our people, communities and other public sector partners
5. We will commence delivery of the 'Innovation Within the Social Enterprise Sector' project
6. We will, along with other neighbouring Local Authorities, gain approval and begin to develop European funding bids for two projects which are specifically aimed at improving the skills base of our people
7. We will prepare an Employment and Skills Plan in association with Employers in the Region for presentation to Welsh Government to influence the delivery of skills training in the region
8. We will facilitate and implement the Regional Delivery Plan for employment & skills together with supporting the 'Skills pillar' of the Swansea Bay City Region



## 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 2015/16

A number of strategic infrastructure projects that had been developed over the past 6 years were completed in 2015/16. The Cross Hands East Strategic Employment Site, South West Wales Property Development Fund and Llanelli Town Centre Adref Projects were all completed in June 2015 with significant economic benefits for both the County and City region. In Pendine works continued on the Parry Thomas Commercial and Events Centre, whilst future proposals to redevelop the 'Museum of Speed' site have received a boost with the scheme being one of 10 schemes prioritised to potentially receive funding from Visit Wales Attractor Destination Project. Town Centre Partnerships in Carmarthen and Ammanford continued to make progress with delivery of Welsh Governments Town Centre Partnership scheme whilst the Opportunity Street project in Llanelli made significant progress with the acquisition and renovation of empty town centre properties

This has led to:

- Attracting over £28.7m external funding / private sector investment
- Developing 162,447 sq ft of employment space
- 180 jobs being created and 1,220 jobs being accommodated

### How did we perform during 2015/16?

#### Ammanford

- ✓ *Town Centre* activities are continuing as part of the Welsh Government Town Centre Partnership funding scheme, with a footfall counter having been installed to provide weekly data to monitor how effective activities and interventions have been
- ✓ *Foundry Row Site* - interests have been sought, with a preferred developer identified
- ✓ *Cwmamman Road* - the site has been marketed and developers have shown an interest
- ✓ *Glanamman Workshops* - scheme options have been explored with future funding avenues being investigated



#### Cross Hands East: Strategic Employment Site



- ✓ Construction works are complete with 8.5ha of land transformed into a fully serviced employment site incorporating primary site infrastructure, landscaping and flexible development plateaus. There has been significant interest for the site, with over 12 ongoing enquiries. The site will provide the necessary infrastructure to create a high quality commercial environment to deliver significant job opportunities. It is a key strategic employment destination within the county and is well placed to serve the region. It is anticipated that the development would accommodate 600 jobs.

- ✓ An application for funding is currently being drafted, requesting approximately £5m of ERDF grant for the South West region.

## Carmarthen

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



- ✓ The Welsh Government Town Centre Partnership Funded Scheme which commenced in 2014 continues to be delivered. Projects delivered include – 3 new events including the Vintage Festival; footfall counter in King Street; interpretation signage improvements in Nott Square and King Street; a mobile, external projection system to display images on key buildings; trader tourism ambassador training and the launch of new branding
- ✓ We have continued to assist the University of Wales, Trinity St David's in relation to preparation of information for a bid to WG to identify gap funding for the relocation development of Canolfan Yr Egin / S4C
- ✓ The Carmarthen 'Business in the Community' (BITC) scheme continues to grow from strength to strength and now has 13 national retailers participating in Carmarthen
- ✓ Work has commenced on the designs for both the Jacksons Lane and King Street elements of the master-plan proposals, these are expected to be completed by July 2017

## Llanelli



- ✓ **ADREF (Adfywio Tref Llanelli)** – *Linkages*: we have completed or upgraded/new shared cycle pedestrian paths to and from the town centre; *Gateways*: completed improvements to key roundabouts (e.g. Trostre, Sandy) to create a better welcome to the town centre; *Property Development Grant*: through the grant, have created a new base in Carmarthenshire for Wales Air Ambulance.

## Pendine



- ✓ Work to construct the Coastal Communities funded commercial and events building on the Museum of Speed site is nearing completion in spite of difficult weather conditions. The building houses four ground floor commercial units, incorporated public toilet facilities and an upper floor events / restaurant space.

## Pibwrlwyd

- ✓ The team continues to work closely with Coleg Sir Gar to develop a master-plan for a strategic site that offers potential for: the consolidation and re-development of the existing elements of Coleg Sir Gar

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

### Llanelli (Vibrant & Viable Places – Tackling Poverty: Opportunity Street)

Three properties have been bought as part of a £1.5m Opportunity Street project to further regenerate Llanelli town centre. The vacant premises 10, 12 and 31 Stepney Street were acquired with assistance from the Welsh Government [Vibrant and Viable Places](#) funding. Llanelli was allocated £1million under the programme over three years 2014/17. The main aim of the fund is to tackle poverty by creating jobs, encouraging skills development, improving housing, providing facilities and helping people into work.



The intention is to refurbish the properties to bring them back into use, for affordable housing units as well as commercial/service space in Llanelli Town centre. The project focuses upon the principles of preventing poverty and helping people out of poverty, and aims to provide solutions to the local housing need, training, earning and learning opportunities; and the commercial/ service space will hopefully attract new retail interests. Purchasing these properties is a direct way for us to help with the vacant property issue because by taking control, it can bring them back into beneficial uses and help to improve Llanelli town centre.

- ✓ Renovation of the ground floor of 31 Stepney Street for use as a pop-up shop for the Christmas trade was completed; this also gave an opportunity for the STEPS Social Care Social Enterprise Project to utilise the space to trade, as it provided them with a more accessible outlet and the opportunity for wider promotion of the STEPS project.
- ✓ For the refurbishment of 10 & 12 Stepney Street a planning application was submitted and a contractor appointed at the end of March.
- ✓ Additional WG funding has also been approved to purchase other vacant properties which will contribute to the project aims.

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

### Improvements for 2016/17

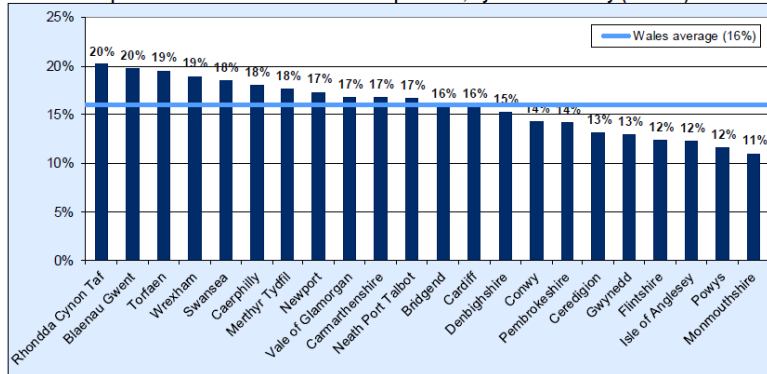
1. We will continue development and letting of the new Parry Thomas Commercial & Events building units on the Museum of Speed site
2. We aim to secure funding and commence preparatory design works to enable the commencement of construction in September 2017 of Development of International Visitor Attraction Facility in Pendine
3. We aim to complete detailed designs for the Jackson's Lane, Carmarthen improvement project and secure funds to deliver phase 1 of the project to provide an external video screen and retail kiosks
4. We aim to complete detailed designs to be able to secure the relevant traffic order to implement a pedestrianisation scheme for King Street, Carmarthen
5. We will deliver the final year of the Vibrant and Viable Places – Opportunity Street Programme and complete the property acquisition and refurbishment of targeted premises within the town centre for commercial and residential use
6. We will bring back into use the Llanelli YMCA building via the Welsh Government Building for the Future initiative, to enable the building to be used for commercial purposes
7. We will bring the former Ammanford Police Station Site and Court House back into commercial use to contribute to the Town Centre
8. We will reposition the entrance to reduce congestion at Ammanford's Carregamman Car Park and assist overall transport and movement
9. We will fully allocate the Llanelli Town Centre Loan Fund and actively market and release the loan fund to interested parties to incentivise property refurbishment and new build projects
10. We will secure ERDF funding to enable the future delivery of Cross Hands East Strategic Employment (Phase 2 Project)

**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.

Chart 30: Proportion of households in material deprivation, by Local Authority (revised)



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. According to the National Survey for Wales, 17% of Carmarthenshire's households experience material deprivation which is slightly above the Welsh average of 16%.

Source: National Survey for Wales (Revised)

**Our Review and Evaluation for 2015/16**

**Why tackling poverty continues 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 three years we have been identifying and developing the work we currently undertake across all Council departments in relation to tackling poverty.

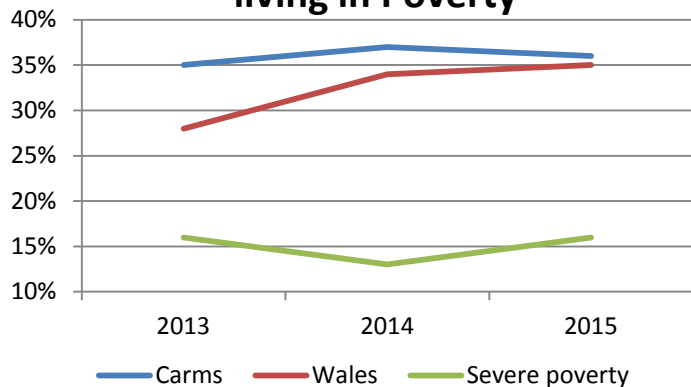
**Key Measure of Success:**

Household Income Figures Source: CACI's 'PayCheck' data						
Households Living in Poverty	2013		2014		2015	
	Carmarthenshire	Wales	Carmarthenshire	Wales	Carmarthenshire	Wales
	28,543 (35%)	368,119 (28%)	29,956 (37.1%)	446,586 (33.6%)	29,086 (36.3%)	459,283 (35%)

### 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 £16,673 a year**.

### Carmarthenshire Households living in Poverty



CACI Paycheck Data 2015

On this definition **36.3%** of all Carmarthenshire’s households can be defined as living in poverty in 2015, a decrease of 0.8% from 37.1% in 2014.

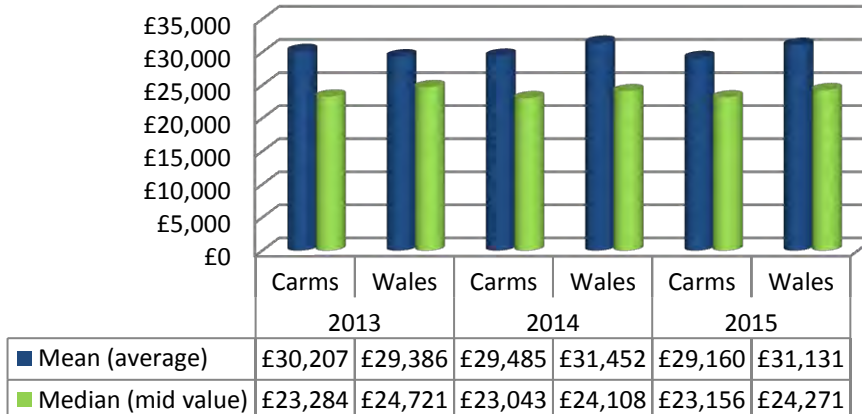
**!** However the number of households living in **severe poverty** in Carmarthenshire has increased over the last year with the number of households receiving an income of less than £10,000 a year rising from 13% in 2014 to nearly 16% in 2015.

### ! Rural Poverty

Of the 29,086 households living in poverty across Carmarthenshire 58% (16,766) are located in rural areas (as defined under the Rural Development Plan 2015-20).

CACI Paycheck Data

### Household Income



Furthermore 59% of the County’s rural wards have recorded a **decrease** in average household income between 2014 and 2015.

This is consistent with the trends of both Wales and Carmarthenshire as a whole where the average income has decreased 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 10 out of our 12 KIOP commitments last year

Last Year's Commitments		Progress Comment
We will undertake a study of Rural Poverty in Carmarthenshire to identify need / hidden poverty in rural communities (11825)	✓	The Rural Poverty study was conducted on behalf of the Grŵp Cefn Gwlad rural development partnership. The study undertook a full assessment of need within rural communities in respect of issues such as prosperity, education and housing. Existing statistical information was used, together with original survey research of over a 1,000 rural households. This produced a highly credible and unique view on the issues of rural poverty in Carmarthenshire which is being used as a solid evidence base on which funding decisions are being made. The LEADER team are engaging with local people to identify innovative solutions to some of the issues raised which could potentially be piloted under the new programme.
We will formulate a tackling poverty action plan for Carmarthenshire, monitoring headline actions (11826)	✓	An action plan has now been formulated and will be updated annually to capture any new or updated tackling poverty activity. This action plan will form the basis of the Tackling Poverty KIOP for 2016/17 (see <i>How we plan to achieve the KIOP this year</i> )
<b>Preventing poverty</b>		
% 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) <b>Target: 31.60%</b>	✓	The performance of pupils in receipt of eligible Free School Meals has been improved across nearly all Key Stages with <b>33.69%</b> achieving the Level 2 threshold inclusive measure which is an improvement on 28.85% for the previous year. This success reflects the impact of work undertaken by schools and officers focusing directly on higher achievement for this vulnerable group.
<b>Helping people into work</b>		
% of people aged 16-64 in Employment in Carmarthenshire (Oct 14 - Sep 15) (Source: Annual Population Survey ONS) (Previous Year Result: 68.6% WA: 69.5%)	✓	The % of people aged 16-64 who are in employment in Carmarthenshire has steadily risen over the last three years from 66.7% in September 2013 to 68.6% in September 2014 and <b>69% in September 2015</b> . Although employment figures are consistently below that of the Wales average, unemployment rates continue to be less than 1% point lower in Carmarthenshire than for Wales as a whole.
The % of children living in workless households (Source: Welsh Government Stats Wales - 2014) (Previous year Result: 20.4% (Wales Average 16.5%))	✓	The % of children living in workless households in Carmarthenshire has reduced dramatically from 20.4% at December 2013 to <b>14.8% at December 2014</b> a reduction of over 2000 children.
We will continue to work to support interventions which address the issue of NEETs (16-25) (11827)	✓	Work is on-going to deliver the Welsh Government's Youth Engagement & Progression Framework (YEPF). The following are some actions put in place to help reduce the number of young people becoming NEET; Year 11 Information Advice and Guidance from Job Centre Plus staff; Careers Events; Year 11 AS level entry requirements of GCSE Maths & English; Common Area Prospectus and Application Process (CAP) – similar to UCAS university process; 11-19 Education Review in Carmarthenshire; Closer links with our Regeneration team

<p>The % of Year 11 leavers (aged 15/16) that are known not to be in education, employment or training (NEET) (5.1.0.1) <b>Target 3.0%</b> (previous year 3.4%)</p>	<p>✘</p>	<p>Unfortunately there has been a slight increase in the % NEET for year 11 leavers to <b>3.5%</b> but the number has remained the same at 69 pupils for the last two years. Due to the decrease in total of year 11 leavers the % result has increased. The Youth Service has been subject to considerable financial and staffing uncertainty over the past year which has affected the capacity of staff to support young people effectively. Restructuring of the Youth Service is now complete and it is hoped that approval will finally be gained for the Cynnydd project, bringing an additional £2.2M of European Social Fund (ESF) to support young people at risk of becoming NEET.</p>
<p><b>Improving the lives of those living in poverty</b></p>		
<p>We will reduce the average number of days taken to process new Housing/Council Tax Benefit claims (6.6.1.2) <b>Target: 24.5 days</b></p>	<p>✓</p>	<p>We have exceeded our target for reducing the average time for processing housing/council tax benefit claims by over 2 days in the last financial year. Our target was a reduction from 26 to 24.50 days however our average time for processing claims at March 31<sup>st</sup> 2016 is <b>21.76 days</b>.</p>
<p>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) <b>Target 5 days</b></p>	<p>✘</p>	<p>There is a slight decline in the number of days taken to process Housing and Council Tax change of circumstances and the average at end of 2015/16 was <b>5.23 days</b>. There has been a conscious change of approach with resources and processes focusing on New Claims processing, with a resultant significant improvement in that measure. This has however meant results for Change in Circumstances have slipped very slightly. Nevertheless the result is still well within the top quartile of the latest available all-Wales comparative data.</p>
<p>We will retain the high % of recently calculated Housing/Council Tax Benefit claims that have been calculated accurately based on a sample check at 94% or above (6.6.1.9) <b>Target 94%</b></p>	<p>✓</p>	<p>During 2015/16 <b>95.45%</b> of the calculated claims were correct based on a sample check which has exceeded our target and showing an improvement on the previous year of 93.94%</p>
<p>% of working age population in receipt of out of work benefits (Nov 14 -Nov 15) (Source: ONS) (Previous Year Result: 12.5% WA: 12.7%)</p>	<p>✓</p>	<p>The % of the working age population in Carmarthenshire in receipt of out of work benefits has reduced in 2015 to <b>11.1%</b></p>
<p>We will continue to raise awareness of welfare reforms, particularly the roll-out of Universal Credit affecting Housing Benefit recipients' and engage with partners to ensure that both customers and landlords are properly supported (11794)</p>	<p>✓</p>	<p>Universal Credit (UC) rollout in Carmarthenshire for single claimants began in Oct15 consequently only very limited numbers have gone onto UC. Information in relation to UC is on the website. The new Delivery Partnership Agreement (DPA) with the Dept Work &amp; Pensions (DWP) is in place for 2016/17 whereby the Authority will provide (amongst other things) budgeting support and supporting digital access where required. The Welfare Reform Partnership Steering Group involves a number of our services as well as key partners are currently preparing impact mitigation actions to consider going forward.</p>
<p>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. (11164)</p>	<p>✓</p>	<p>Fourteen fuel clubs now exist across Carmarthenshire introducing residents to cheaper fuel options in the form of community bulk oil orders and credit union services. Fuel club coordinators have received training to become energy champions within their community to encourage fellow residents to engage in energy saving opportunities. (see below for further information)</p>

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

Fuel poverty can have serious detrimental impacts on the health, wealth and well-being of individuals and communities. Fuel poverty is often concentrated in rural areas where cheaper fuel options such as mains gas is not readily available. As a largely rural county many of Carmarthenshire's residents are dependent on more expensive sources of fuel and Carmarthenshire County Council's housing services department have been working with residents for a number of years to support people experiencing fuel poverty or struggling to meet energy bills.

Run by volunteers a number of money saving fuel clubs have been set up which see residents come together to place bulk orders with local fuel providers, taking advantage of significant group savings.





There are now fourteen clubs across Carmarthenshire some with an excess of 500 members making substantial savings on their energy bills and reducing the cost of heating their homes. Members of the Drefach Felindre Fuel Club for example save £20 per order and £750 for the community in total per month amounting to £9,000 per annum. These savings are mirrored across the County's clubs with some of the larger clubs saving as much as £50,000 per annum.

The scheme has received national recognition at two prestigious awards this year. At the Feel the Heat awards 2016, run by Carmarthenshire fuel poverty charity National Energy Action (NEA), Carmarthenshire Fuel Clubs received runners up position and was the only Local Authority winner at the Welsh Housing Awards 2015 receiving first place in the New Idea of the Year category.



### How we plan to achieve the KIOP this year

What we will improve & how we will measure success	2016/17
	Target
We will develop a Tackling Poverty Policy statement outlining the Council's overarching approach to tackling poverty. (12137)	August 2016
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)	August 2016
We will update the tackling poverty action plan to reflect priorities for 2016/17 and embed it into the KIOP. (12139)	July 2016
<b>Preventing Poverty</b>	
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, in accordance with the implementation of the SSWB Act (2014). We will actively engage in planning for future change and sustainability in view of changes to the Families First (FF) grant and focus on reducing the need for statutory care and support. (12140)	March 2017
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)	March 2017
We will continue to implement the final year of the re-commissioned Families First (FF) (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)	March 2017
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)	March 2017
% 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) 2015/16 Target: 31.60% Result: 33.69)	34.20%
<b>Helping People Into Work</b>	
% of people aged 16-64 in Employment in Carmarthenshire (Oct 14-Sep15) (Source: Annual Population Survey ONS)	-
The % of children living in workless households (Source: Welsh Government Stats Wales - 2014)	-
	14.8% (Wales Average 14.6%)



<b>Improving the lives of those living in poverty</b>	
We will deliver a campaign to raise awareness of financial advice and support available to residents. (12144)	
We will support local communities to develop projects/activities to address issues of rural poverty highlighted through the rural poverty study 2015. (12145)	<b>ongoing</b>
We will retain the reduced average number of days taken to process new Housing/Council Tax Benefit claims (6.6.1.2) (2015/16 Target: 24.5 days Result: 21.76 days)	<b>23 days</b>
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) (2015/16 Target: 5 days Result: 5.23 days)	<b>5.5 days</b>
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) (2015/16 Target: 94% Result: 95.45%)	<b>95%</b>
% of working age population in receipt of out of work benefits (Nov 14 - Nov 15) (Source: ONS) (Previous Year Result: 12.5% WA: 12.7%)	<b>-</b>
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)	<b>Mar 2017 &amp; ongoing</b>



<p><b>It was sometimes difficult to get through to the Housing Benefit team by telephone</b></p>	<ul style="list-style-type: none"> <li>• Supervisors have been reminded of the importance of monitoring call volumes regularly and will adjust call team staffing levels as required.</li> <li>• Additional lines are also opened at peak times</li> </ul>
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## How did we perform during 2015/16?

### 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, Lliedi, Ammanford, Trimsaran & Felinfoel

## Key Outcomes last year under the Communities First programme



**Prosperous Communities:** We run five Goals Clubs and two 'Kick Start' youth Goals Clubs per week in community venues providing support with CV writing or updating, Universal Jobsmatch support, online job applications, Universal Credit support, IT courses and debt & benefit support.

**Lift Programme:** The programme supports people who have been out of work for six months or more from households where no adult is in work, to find sustainable training and jobs.

**Healthy Communities:** Since April 2015, participants who are experiencing mild and moderate mental well-being issues including anxiety, low self confidence and low self esteem have been supported through our wellbeing programme.

**Learning Communities:** We have delivered numerous accredited training courses to increase participant's employability including; Emergency First Aid, Retail, Customer Service in Hospitality, Health and Safety in Construction and Food Hygiene.

## Preventing Poverty

- ✓ Our 'innovative and engaging' financial education website, [Money Wise \(Synnwyr Arian\)](#) was named Best Local Authority Exhibitor at the [Chartered Trading Standards Institute](#) National conference in July 2015. The website is now available to all of Carmarthenshire's primary schools and trials are also taking place in alternative settings including family centres and youth groups. Thousands of children across the County have completed the programme which has helped them to build essential life skills for preventing poverty. "Children are really engaged with the resource. It is very visual and they especially loved finding out the salaries of various jobs!" Laugharne CP School.
- ✓ Free advice event held for parents and expectant mothers in Llanelli Leisure Centre by Communities First. Sessions including language and play, baby massage, sewing workshops, and much more were held giving parents an important opportunity to pick up all sorts of useful advice on things like good nutrition, keeping down the family's energy bills, and making sure their children are safe in the car.
- ! Only 70.4% of children eligible for free flying start child care placements were registered for take up in 2015/16.
- ! There are 4,200 children living in 11,200 workless households across Carmarthenshire



## Helping People Back / Into Work

- ✓ Ten further apprenticeship opportunities were made available during the year as part of the Work Ready Programme which provides a diverse range of employment and work experience in a local authority setting. 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."*
- ✓ Jobs fair hosted by Un Sir Gar in partnership with the Department for Work and Pensions (DWP) and Communities First attracted more than 500 attendees to meet with over 15 local employers in order to secure jobs or training opportunities.
- ✓ We launched a 15 week rugby pilot programme to support young women in the Ammanford area who are not in employment, education or training (NEET) and who are not engaged in an active lifestyle. 25 places were supported through the programme to help young people between the age of 16 and 25 develop skills and to keep fit and healthy.
- ! The Workways programme came to an end in 2014/15 but during the last 12 months work has been undertaken with our neighbouring Local Authorities to set up a New Adult Employability project 'Workways +' under the new EU programme. It has now been approved with an official announcement from Jane Hutt AM (WG Minister for Finance/Governance & Business) made on 16<sup>th</sup> February 2016. Project mobilisation began on April 1<sup>st</sup> 2016 and will operate until November 2018



Council apprentices with representatives of the council's Executive Board and staff

## Improving the lives of those living in poverty

- ✓ We have supported 4,857 customers as part of the Universal Support Delivered Locally (USDL) trial to help citizens with the transition to the new Universal Credit Welfare Benefit system. Despite the trial ending in August 2015 all elements of the trial have been embedded into business as usual ensuring ongoing support in accessing financial and digital advice.
- ✓ Housing Options teams in partnership with Shelter Cymru launched dedicated homelessness advice sessions to address the increased number of cases usually experienced following the Christmas period. In the first three weeks of the scheme twenty four households came forward looking for support, thirteen of which were found to be at real risk of becoming homeless and received additional support from the teams.
- ✓ Trading standards officers have been working closely with Police colleagues to identify and visit residents potentially vulnerable to mail, internet and telephone scams. The pilot has been running in the Ammanford area and is now being extended to Llanelli.
- ! 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.

## Other Improvements for 2016/17

1. We will link the Mobile Library service with Un Sir Gar (the Hub) to provide employability and Digital support services across the county - linking in with the Carmarthenshire 'Do It Online' campaign. (12150)
2. We will replicate the 'hub' arrangements in other areas at premises within or close to the Town Centre. (12151)

**Goal: G6 To build a bilingual economy and workforce****Our Review and Evaluation for 2015/16**

*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 2015/16?**

- ✓ We have undertaken detailed preparatory work for the introduction of the Welsh language Standards. This includes promotional / explanatory messages for staff and detailed guidelines to support them in their day to day duties
- ✓ We have invested in our Translation Unit to ensure that we are able to support officers to work bilingually and that all documentation from the council is to a high standard
- ✓ We have continued to tailor our Welsh in the workplace provision for staff. One of the key successes is a specialist course for individuals who provide care for older people. This reaffirms our commitment to the 'More than Just Words' strategic framework for the Welsh language in Social Care and Social Services.

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

The Carmarthenshire Welsh language Forum has developed and published a series of guidance for Businesses across the county, in order to support them to promote the Welsh language in their day to day work.

The guidance gives practical support on steps that can be taken by businesses to increase the use of the Language and explains the advantages of working bilingually. This includes:

- A higher public profile, wider support base as businesses increase the size of their target market, and promote customer loyalty

- Language is an important part of every person's identity
- The Welsh Language (Wales) Measure 2011 gives the Welsh language an official status in Wales
- A person can express themselves more effectively in their chosen language
- Providing bilingual services and contributes to equality and good practice
- Respecting the language choice of Welsh speakers and non-Welsh speakers
- Contribute towards protecting the county's intrinsic language and culture
- Research shows that being bilingual promotes the ability to solve problems and learn other languages
- Win instant rapport with clients

**See also Goal F7: *Ensuring the promotion of the Welsh language and Welsh culture in the Sustainable Outcome***

### **Improvements for 2016/17**

1. We will strengthen the position of the Welsh language in Carmarthenshire by implementing the recommendations of the 'Welsh Language in Carmarthenshire' report of March 2014.  
*(12152)*
2. We will increase the % of businesses trading bilingually through our business account management function with businesses and the third sector by encouraging businesses to see the value of doing business bilingually.
3. We will require all applicants in receipt of an offer of third party grant funding to have a Welsh Language Policy in Place (Target of 30 businesses).

## Appendix A

# This report only shows the measures relevant to Community Scrutiny

There is a suite of **National measures** for all council's in Wales, where we are required to collect them, to set performance targets and publish both our target and performance in our Annual Report/Improvement Plan

There are two main ways of measuring improvement:-

- Year on year improvement – shown under 'A' in the table below
- How we compare with other Authorities in Wales – shown under 'B' in the table below – the majority of the comparative data is for 2014/15 other than some of the Education data which is for 2015/16 and marked with #. All 2015/16 results for all Welsh Authorities, will be published by the Local Government Data Unit in September 2016.

A			B																								
The 41 measures published by all councils in Wales and our results for <u>2015/16</u> and whether they have improved on 2014/15			How our results rank compared to 21 authorities in Wales and our change in position																								
	Our 2015/16 result and change		22 <sup>nd</sup>	21 <sup>st</sup>	20 <sup>th</sup>	19 <sup>th</sup>	18 <sup>th</sup>	17 <sup>th</sup>	16 <sup>th</sup>	15 <sup>th</sup>	14 <sup>th</sup>	13 <sup>th</sup>	12 <sup>th</sup>	11 <sup>th</sup>	10 <sup>th</sup>	9 <sup>th</sup>	8 <sup>th</sup>	7 <sup>th</sup>	6 <sup>th</sup>	5 <sup>th</sup>	4 <sup>th</sup>	3 <sup>rd</sup>	2 <sup>nd</sup>	1 <sup>st</sup>			
			Worst results										Best Results														
			Arrows start from our 2013/14 position to our 2014/15 position																								
<b>People in Carmarthenshire are healthier</b>																											
2	Visits to Sport & Leisure facilities per 1000 population (LCS/002b)	6,905 ↓																									
4	Days taken to deliver a Disabled Facilities Grant (PSR/002)	232 ↑																									
8	% New affordable housing units/all new housing units (PLA/006b)	8 ↔																									
9	% Private sector dwellings returned to occupation (PSR/004)	5.73 ↑																									
<b>People in Carmarthenshire fulfil their learning potential</b>																											
16	No. of visits to Public Libraries per 1,000 pop. (LCL/001b)	7,203 ↑																									

## Appendix B

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

**Reference Number:**  
3 letters = Nationally set measure (e.g. SCA/001)  
**Definition:** What we are measuring?  
A brief description of the performance measure

How did we perform during 2014/15?

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

Is the 2016/17 performance target set to improve on the 2015/16 result?  
✓ (Yes) or ✗ (No)

Our final result for 2015/16

A comparison between our 2014/15 result, and our 2015/16 performance. Did we improve?  
▲(Yes) or ▼(No)

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

Our Key Measures of success – 2015/16 results and targets for 2016/17										
	How well have we done?	How well are we doing?							Improvement	
		See explanation of performance				All Wales Comparative Info.				
	Definition / Measure Reference	2014/15	2015/16							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 ****	Target Set	Target Set to improve against Actual Result ✓ or ✗
<b>Key measure(s)</b>	6.18	5.77	4.69	☺	▲	TBC	TBC	TBC	4.51	✓
<p><b>SCA/001</b> The rate of delayed transfers of care for social care reasons per 1,000 population aged 75 or over</p>	<p>An explanation of performance is provided here when off target, poor comparative performance and/or future target has not been set to improve.</p>									

Our target set for 2015/16

Did we meet our 2015/16 Target?  
☺ (Yes) or ☹ (No)

The mid range performance within Wales (only applies to National measures) **these will be available in September 2016**

Our 2016/17 performance target

APPENDIX B

**Performance measures that are measured by all Councils in Wales for 2015/16**

**2015/16 results and targets for 2016/17**

	How well have we done?	How well are we doing?							Improvement		
		See explanation of performance				All Wales Comparative Info.					
Definition / Measure Reference	2014/15	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 ****	Target Set	Target Set to improve against Actual Result ✓ or ✗	
<p><b>2</b> <b>LCS/002 (NSI)</b> 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</p>	7,028	7,100	6,905	☹	▼	TBC	TBC	TBC	7,251	✓	People in Carmarthenshire are Healthier
<p>There was a significant shortfall in attendances during quarter one largely attributable to an early Easter which proved too much to make up over the year despite an early Easter at the end of this financial year. Therefore, there has been a slight reduction of just under 2% when compared to last year.</p>											
<p><b>4</b> <b>PSR/002 (NSI) &amp; (PAM)</b> The average number of calendar days taken to deliver a Disabled Facilities Grant</p>	252 days	235 days	232 days	☺	▲	TBC	TBC	TBC	220 days	✓	People in Carmarthenshire are Healthier
<p><b>8</b> <b>PLA/006b (NSI)</b> The number of additional affordable housing units provided during the year as a percentage of all additional housing units provided during the year.</p>	8%	9%	8%	☹	▼	TBC	TBC	TBC	TBC	✓	People in Carmarthenshire are Healthier
<p>This result is published by Welsh Government and is based on data from the previous year's returns (2014/15) for affordable Housing data and New build data collection which does not only cover data from Local Authority Building Control but also National House-Building Council and other Authorised Inspectors. There has been a slight increase in the number of additional affordable housing in Carmarthenshire for 2014/15 of 47 compared to 40 in 2013/14 but due to a higher increase in the number of additional housing units provided of 579 from 471 the % result has remained constant. Longer term differences are also due to the lack of financial strength of local housing associations. We therefore get fewer homes completed without the use of Social Housing Grant than is achieved in many other parts of Wales. We will be addressing this issue in our Affordable Housing Plan for Carmarthenshire, which will see a much greater role for the County Council in the delivery of new affordable homes. The 2016/17 result should increase as it will be based on delivery of 160 affordable homes through these schemes during 2015/16.</p>											



**APPENDIX B**

Definition / Measure Reference	2014/15	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 ****	Target Set	Target Set to improve against Actual Result ✓ or ✗	
<b>9</b> PSR/004 (NSI) % 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.	5.45%	5.24%	5.73%	☺	▲	TBC	TBC	TBC	6.00%	✓	People in Carmarthenshire are Healthier
<b>16</b> LCL/001b (NSI) The number of people using Public Library Services during the year per 1,000 population	6,806	6,840	7,203	☺	▲	TBC	TBC	TBC	7,274	✓	People in Carmarthenshire fulfil their learning potential

An excellent improvement during 2015/16, various improvements during the year have contributed to this such as our new website; people counters installed in Carmarthen & Ammanford Libraries which has resulted in more accurate visitor figures being collected; Crosshands & Kidwelly Libraries have re-opened and refurbishments and modernisation in a number of locations which has improved service delivery.