

A Prosperous Place

An innovative, productive and low carbon community which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

Current position and actions

While Llanelli has seen significant change in its local economy over the last 30 years it is unusual in Wales in retaining a high proportion of its employment in the manufacturing sector. The Rural area contains some significant employers situated in the heart of local communities offering local employment opportunities. There is also land designated for further employment development in some parts of the Rural area. Pockets of high unemployment and economic inactivity remain a concern, as does progress by some young people in education in secondary schools. The Communities First programme works successfully in some areas offering employment and education support. The County Council, LRC Training and Welsh Government work with local companies to help support their recruitment future development. Feedback from employers indicates some skill shortages linked to the absence/cost of job specific qualifications and some poaching of skilled labour between companies in the manufacturing sector. Further diversification of the economy, targeted employment and training efforts and better links between schools, Coleg Sir Gar and local employers are key local actions for securing future sustainability.

Proposed Intervention

Llanelli Works – The role of employment agencies in providing routes to employment has increased in recent years in a range of industries. Few however, operate with social objectives, targeting local people and supporting their continuing skills development. Llanelli Works would be a not for profit social recruitment and training agency working with or becoming a part of LRC Training. The agency would establish close relationships with Jobcentre Plus and Communities First and active relationships with key employers. The primary aims of the agency would be to support progression up the skills ladder in order to access improved wages and conditions, and link local people to local jobs. In addition to this, Llanelli Works would take a more proactive, locally focused role in organising relationships between Secondary school/college/BID/ and large employers including workshops, presentations and entrepreneurship promotion.

Community purchasing – Providing for method of businesses and communities to work together to secure better value deals in energy supply, broadband and waste management.

Partners - LRC Training would be a key partner possibly hosting the agency function, Communities First – job club clients, Jobcentre Plus, Secondary schools, Un Sir Gar (The Hub) and Coleg Sir Gar.

Measures – Reduction in above average unemployment and no qualifications rates in Llwynhendy, Felinfoel and Dafen.

Local priorities – Gestamp and Calsonic, Owens Logistics and Stradey Park Hotel.