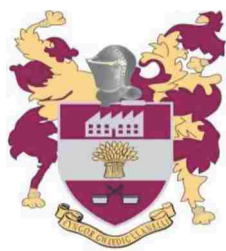
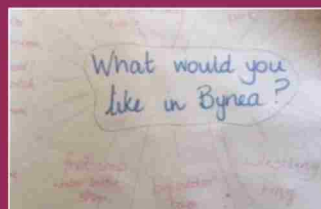
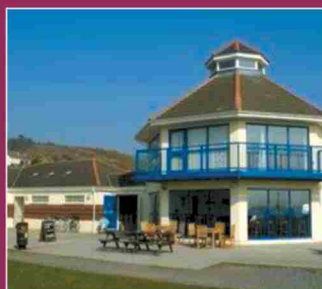




Llanelli Rural Area

Whole Place Plan - 2015 to 2030

Delivering local well-being - now and in the long term



www.llanelli-rural.gov.uk



participation Hengoes Sandy bins Communication enforcement speed
square Drug isolation locally people impact Transport
Speeding route bring affordable Post use more
quality littering Empty play eg traffic problem
Glyn health level go housing natural flooding
daytime Bynea support maintenance park
development fouling develop overgrowth dog Better
litter council Police Cynheidre area Air pride
needed presence result drainage community given
village Bus Pwll Dafen Furnace PACT parking only
events Swiss Valley needs Sylen broadband means Public office
capacity poor day sport Five Roads difficult focus
school road new service families mix facilities
Felinfoel realignment Ponthenri Pemberton local
residents around outside good Lack funding
Llwynhendy access after Pontyates club activities

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 - A Cohesive Place
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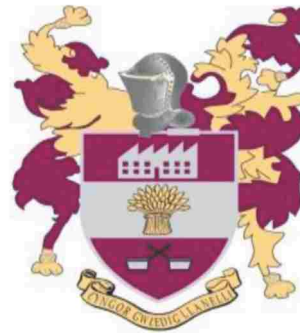
A. Place Profiles

Bynea, Dafen, Felinfoel, Glyn, Hengoed, Llwynhendy, Swiss Valley

B. Action Plan 2015-2018

C. Linkage to Council objectives and service plans

The plan was developed by Llanelli Rural Council.
For more details please contact Darren Rees on:
01554 774103, darren.rees@llanelli-rural.gov.uk
For future updates on the plan please visit our
website, www.llanelli-rural.gov.uk;
Like us on Facebook, *Llanelli Rural Community*
and follow us on Twitter, *@LrcCommunity*
**A Welsh Language version is available via the
website and our office.**



Foreword

The Llanelli Rural Area Whole Place plan has been borne out of a genuine concern by the Members of the Council to better understand the hopes, fears and aspirations of the communities we serve. As the closest tier of government, living and working in the local community, providing day to day services that help people live safe and fulfilling lives, it is vitally important that we keep connected with local people and work together with them to help improve everybody's quality of life.

Whilst we provide a limited range of services ourselves and are challenged to do this in a climate of continuing pressure to do more with less, we also have a responsibility to work closely with others to make sure the Llanelli Rural area is best placed to access the resources needed to meet our identified needs.

In addition to undertaking wide ranging engagement with local people we have worked closely and with the full support of Members and officers of Carmarthenshire County Council, Hywel Dda Local Health Board and Dyfed Powys Police in developing this plan.

The Whole Place approach we are taking is also consistent with national and international best practice in sustainable development, putting the area on the map as a place that cares about and plans for future generations. I commend this first version of the plan to you; it will keep evolving as we make progress, keep communicating and regularly reassess our shared priorities.

Ellr M V Davies

Chairman

Llanelli Rural Council

1. What is “Whole Place?”

Whole Place is a way of helping everyone work together to improve the lives of our local population, through its sustainable development. Making sure everyone has the opportunity to fulfil their potential and live in safe and caring communities is our vision for the rural area of Llanelli. The Rural Council is close to the local communities it represents and is concerned to better understand the needs of local people and take responsibility for organising a co-ordinated response to meeting those needs.

The Well Being of Future Generations Act 2015 also places a duty on publicly funded bodies to demonstrate how they contribute to a set of **national Well Being goals** through development of Local Well Being Plans.

The Llanelli Rural area Whole Place Plan and way of working is designed to provide this and complement work by the Llanelli Community Partnership and the Wales We Want in identifying local actions to improve well-being, bringing together an integrated view of the challenges facing the Llanelli area and actions to address them.

The main functions of the plan are to:

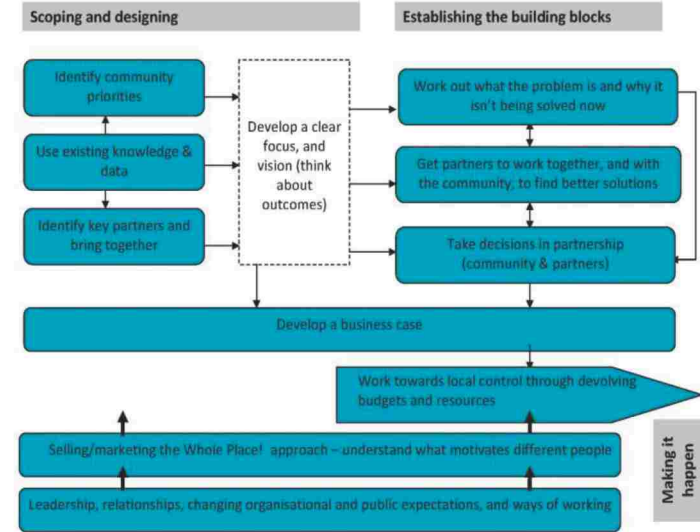
- Set out the Llanelli Rural area’s contribution to the national goals for securing sustainable development.
- Help inform the development and implementation of the Local Well Being Plan for Carmarthenshire.
- Provide a focus for Llanelli Rural Council and other partners to target service delivery at locally identified priorities.
- Support the monitoring and delivery of the Carmarthenshire Local Development Plan – helping ensure new development is supported by the necessary infrastructure, including helping to identify requirements for development contributions (including CIL, S106 and on-site design)
- Assist in helping inform planning decisions.
- Help inform the area statement proposed by the Environment Bill.
- Inform local partnership working - ensuring an agreed set of local priorities, co-ordinated actions and informing difficult decisions on where future resources should be targeted.
- Assist with external funding bids - providing evidence of local investment needs and priorities.

- Provide transparency to local communities - identifying where and how local investment is being targeted.
- Provide an area based resource of local information and evidence - designed to help inform and shape future decisions by all concerned with addressing important local issues.

The plan has been developed following a detailed analysis of existing documents and data covering the Llanelli Rural area and extensive consultations with local communities via a series of community workshops. This has been supplemented with a street based community survey held across the area and an online survey designed to identify local priorities for change.



Whole Place! building blocks

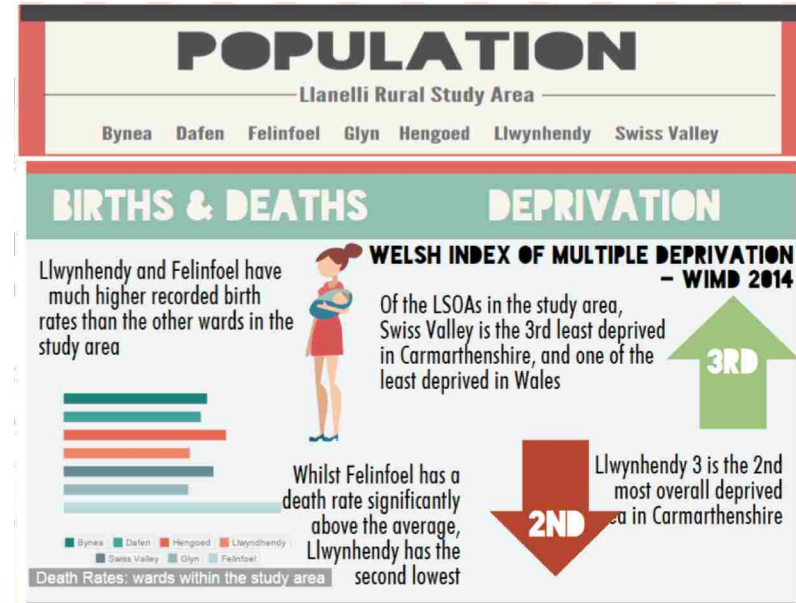
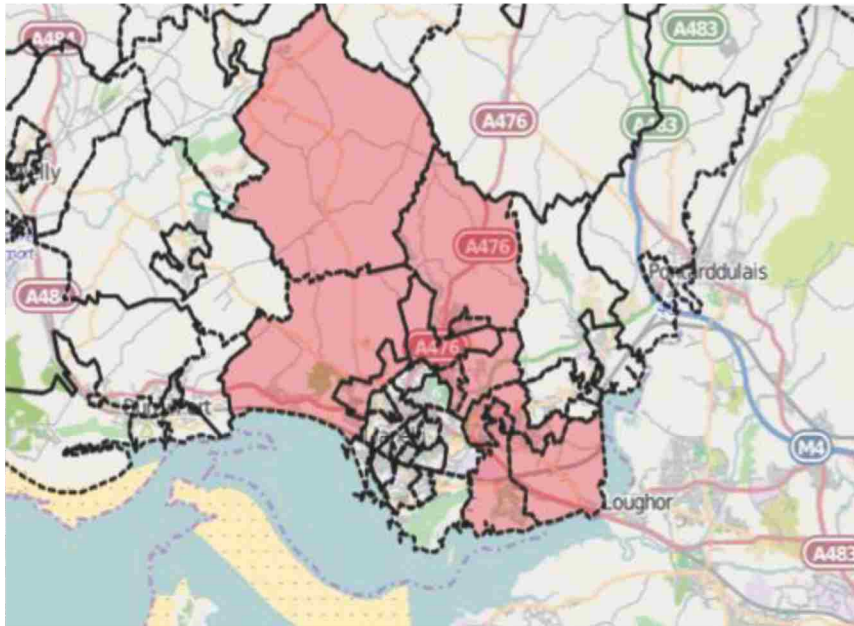


A number of key issues were identified in a majority of local areas and as a result a number of “Whole Area” interventions to be addressed through the plan have been developed, in conjunction with local partners. The business case for each intervention sets out how they add value to any existing response; the measurable outcomes they will secure; how the community will be involved in delivery and the means of resourcing each one.

2. Where we are now and where we want to be

Where we are now

The Llanelli Rural area is approximately 26.78 square miles, with a population of 22,800 and surrounds the urban centre of Llanelli. Its boundary extends from the Loughor Estuary in the east to Burry Port in the west and skirts the Gwendraeth Valley in the north. The area is made up of the villages and districts of Bynea, Cwmbach, Cynheidre, Dafen, Felinfoel, Five Roads, Furnace, Llwynhendy, Ponthenri, Pontyates (part only), Pwll, Sandy and Swiss Valley.



A combination of latest, publicly available statistics for the area and a wide ranging community engagement exercise have helped inform the current position of the area in relation to key measures of well-being. The data profile supporting this plan considers locally available data in comparison to average performance for Carmarthenshire and Wales.

The statistics paint a picture of a highly diverse set of communities in urban, semi-rural and rural settings. Some communities experience significant issues in terms of relative deprivation in health, education and employment with others experiencing a more affluent existence consistent with or above

the county average in some issues but affected by location and local environment quality.

Engagement

Statistics provide a useful signpost to the issues that may be affecting the well-being of people living in the area. Further direct contact with local people helps test their reactions to the data and consider what matters most to people living and working in the area. The on-going development of this plan has therefore been undertaken in conjunction with the wider community, initially being informed by seeking people's views on the statistics and also confirming which local issues were of greatest concern also identifying ideas to address them.

- Nine community workshops involving over 120 people have been held.
- An on-line survey has been conducted along with street based interviews seeking local people's views, with over 250 individual survey completions from a representative cross section of people by gender/age and location.
- A series of interviews have been undertaken with larger local employers located across the area.
- Targeted workshop and survey work has been undertaken to reach under-represented groups – e.g. young people, Eastern European migrants.

At the workshops and as part of the survey local people have indicated that they would wish to stay involved in the

development of the Whole Place Plan and support the actions arising from it. One of the most significant outputs from the engagement work to date has been the beginning of structured two way dialogue between local communities, the Rural Council and other agencies.



Figure 1 – Word cloud - issues raised at workshops

In the community workshops, local people were asked to identify key local issues and ideas to address and then prioritise these as a group. The word cloud in Figure 1 summarises the main words used to highlight issues.

Analysis of the workshops and survey answers to date confirms the following as the issues local people are most concerned about:

- Quality and availability of play/green spaces.
- Level of community involvement in keeping the environment clean.
- Community voice in bus routing decisions.
- Lack of local amenities.
- Loneliness, isolation and lack of socialisation.
- Local recruitment.
- Traffic/parking.
- Town centre – economic and environment renewal.
- Young people’s facilities.
- Community involvement in tackling problems.
- Flood risk and infrastructure planning in general.

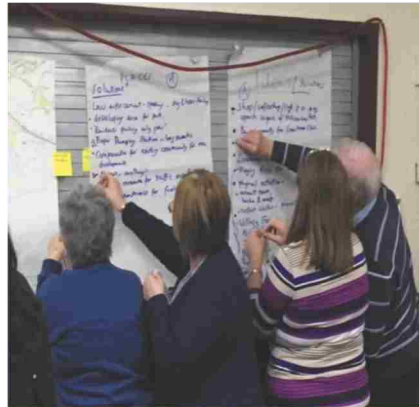
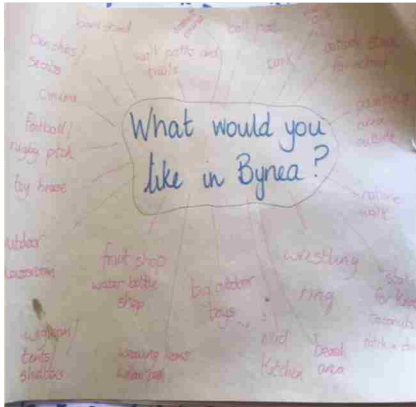
- Lack of capacity/funding to develop, deliver and sustain community facilities.
- Lack of communication and community involvement in decision making.

In addition to these issues the statistical analysis also highlights:

- A wide range of life experience in the different parts of the Rural area.
- Ageing population.
- Health and education hotspots.
- Affordable housing challenges.

As a result of this analysis a series of key “interventions” have been developed to be taken forward through the Whole Place Plan, taking account of any existing or planned response by another agency.

A comprehensive set of wholly local priorities and ideas are set out in the “place profiles” appendix and will be addressed in conjunction with local groups.



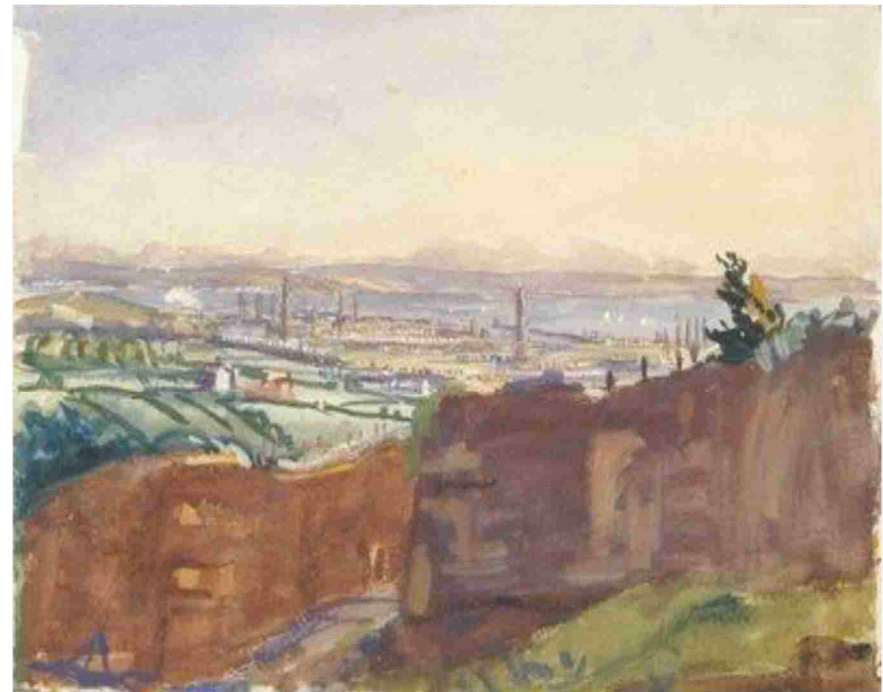
Where we want to be

The proposed interventions described in the remainder of this plan are designed to provide measurable responses to the key issues identified by the community and the data. Together they support progress towards a wider vision for the Llanelli Rural area which seeks to contribute to the goals for sustainable development across Wales set out in the Well Being of Future Generations Act 2015.

Vision

By 2030 the rural area of Llanelli will be a fairer, more equitable, sustainable and caring place, where people feel safe and more involved in change. Everyone will have good access to services and amenities, respect and value each other and the environment and will feel able to fulfil their potential.

The key interventions and the actions taken by others to help deliver this vision are set out in Well Being goal response sections described below.



Llanelli from Furnace quarry – James Dickson Innes - circa 1911

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.

A Resilient Place

A place which maintains and enhances a bio-diverse, natural environment with healthy functioning eco-systems that support social, economic and ecological resilience and the capacity to adapt.

Current position and actions

As a coastal town Llanelli faces particular challenges in meeting the threat of climate change. Rural Council areas have experienced flooding in the past and are designated as being at risk in the future. Community consultations reported concerns regarding maintenance and capacity of local flood prevention measures. The Town Council is developing a Community Emergency Plan drawing together statutory agencies and local communities to put in place clear responsibilities and local actions.

A range of local issues have also been raised regarding green and open spaces ranging from increases in the proposed charging for use, development of derelict areas for enhancing bio diversity, asset transfer and the quality of existing provision; all pointing to a need for an innovative approach in addressing this issue.

Proposed Interventions

Community flood wardens

Community Flood Wardens are members of the local community - individuals, Town and Community Councils, Neighbourhood Watch or any local community groups, and are supported by local authorities and Natural Resources Wales (NRW). The nominated volunteers will sign up with the Council and become part of a Community Flood Plan for their area. They will also receive direct flood warnings from NRW and pass these on to their neighbours.

Llanelli Open and Green Spaces Development Trust (LOGSDT)

Trusts of this type can use greater freedoms to manage the long-term success of parks and other spaces as charitable non-profit distributing organisations (NPDOs). Raising funds through fundraising and income generating uses, managing community involvement and maintaining quality would be key functions.

Partners – Town Council, Natural Resources Wales, Cynefin, Emergency services, Llanelli Flood Forum, Carmarthenshire County Council's Environment Department.

Measures - % of streets/areas covered by wardens, improved use of green space.

Local priorities – Flood - Bynea, Dafen, Felinfoel, Furnace, Pwll **Green Spaces** – Bynea -Gwndwn Mawr nature reserve, Ponthenri playing fields, Pwll children's park, Swiss Valley – older children, Felinfoel – younger children's play area, Dafen Park.

A Healthy Place

A place where people's physical and mental well-being is maximised and in which choices and behaviours which benefit future health are understood.

Current position and actions

The statistical profile of the area identifies some significant differences in the health conditions of different wards. Chronic conditions such as asthma, arthritis and heart disease are up to 50% above average in some wards. The ageing population across the area places particular pressures on primary and secondary care services in Llanelli and there is recognition that preventative work alongside the community is essential to improving outcomes. The community survey results also identified examples of people feeling isolated, partly due to their location but also due to a lack of opportunity to socialise with others, particularly during the day.

People's mental well-being is affected by the condition of the local environment, consistent concerns regarding dog-fouling, litter and fly-tipping across the area were highlighted in community workshops and surveys.

Proposed Interventions

Caring community – Local area co-ordination

Supporting Carmarthenshire County Council (CCC) and Local Health Board (LHB) community care plans with strengthened network of community based care, support and social settings.

Active promotion of use of community centres as *information points* and outreach health clinics as well as providing more leisure daytime activities developed in conjunction with local street buddies to support early intervention.

Keep Llanelli Tidy

Area wide Community Pride programme encompassing Time Credits, community clean ups, education and enforcement.

Building on work done by Keep Wales Tidy and CCC Tidy Towns/Environmental Protection teams to deliver a wider local impact, securing greater local ownership and involvement. Greening, In Bloom, grot spots, dog-fouling, Fly tipping actions all addressed under a common ongoing brand for action.

Partners- Local Health Board locality team, community hall committees, schools, local voluntary and community groups.

Measures of progress - Increased numbers of daytime activities in community halls, community led clean ups.

Local priorities – All areas – Bynea, Dafen, Furnace lanes, Millennium Coastal Park/Pwll, Ponthenri fields.

A More Equal Place

A place that enables people to fulfil their potential no matter what their background or circumstances (including their socio-economic background or circumstances).

Current position and actions

The Llanelli Rural area contains a wide range of people experiencing different socio-economic circumstances. In areas with higher than average deprivation a range of existing programmes target their efforts to help close the gap between the poorest and more affluent communities. Communities First, Families First and Flying Start all operate in some of the Rural area wards offering programmes to tackle access to jobs, improved health and education. Lack of access to a wider network of social and work related contacts is seen as an important barrier to tackling inequality. The proximity of communities with greater social capital alongside more deprived areas enables these networks to develop across the area. Areas also expressed particular concerns regarding availability of youth service provision.

Proposed Interventions

Expansion of street/village buddies programme

Investing in creating a network of local contacts designed to improve informal advice and support and signposting to support programmes learning from the pilot approach linked to the Time Credits Programme.

Youth Facilities development programme

An Audit of provision and Youth services development programme – capital and revenue – and work with communities to develop responses in identified gap areas.

To address the perception of lack of facilities – outdoor (see Green Space Trust – page 11) and indoor in specific locations and concerns regarding drug use and anti-social behaviour, outlined on page 14.

Partners – Communities First, Spice, Carmarthenshire County Council (CCC)

Measures of progress – Number of cross-community support initiatives

Local priorities - Links to Open and Green Spaces Trust - specific concerns in Llwynhendy, Five Roads

A Cohesive Place

Attractive, viable, safe and well-connected communities.

Current position and actions

There is an understandable focus on improving the prospects of the town centre as a hub for economic opportunity and service access. The development of edge of town retail, food and leisure parks is also affecting the attractiveness and viability of district and village centres. In the more rural areas access to local shops and leisure services have been severely restricted e.g. Post Offices closing due to lack of local use.

Reduced access to public transport arising from recent changes to bus routes further reinforces dependence on car-based travel to access basic services with resulting concerns around resident parking, congestion, air quality and speeding.

Concerns regarding drug use in public and anti-social behaviour in some areas require an enhanced response.

Proposed Interventions

Llanelli Community Shops Network

Learning from success elsewhere – community shops/cafes – this intervention involves targeting the set up of a not-for-profit network of community amenities in identified areas utilising available premises. A network approach should result in economies of scale in purchasing and profit sharing.

RDP Funding and Plunkett Foundation development support will be a focus for getting things going.

Information on bus changes and local integrated transport response

Produce and publish summary of recent changes and explanation of decision making.

Community integrated transport plan (cycling, walking, and public transport) with options for service improvements.

Partners – Community groups, local people, First Cymru, Community Transport Association.

Measures of progress – Increased local spending.

Local priorities - Bynea, Five Roads, Maengwynne, Ponthenri and Pwll.

A Vibrant Culture and Thriving Welsh Language

A place that promotes and protects culture, heritage and the Welsh language and which encourages people to participate in the arts and sport and recreation.

Current position and actions

Communities struggle to create a sense of caring for the place and each other through collaborative, voluntary action. The pressures of modern life mean finding time to be part of the local community and support its collective development is at a premium. Local activists bemoan the lack of wider community ownership of local issues and action to address them.

Although there has been a considerable fall in the number of Welsh speakers in the area in recent decades, there are a large number of people who understand some Welsh in a passive way but would consider themselves to be Welsh speakers. This provides a challenge in encouraging them to change that passive knowledge into active usage at whatever ability. Building on the successful hosting of the National Eisteddfod in 2014 actions to promote use of the language in town centre businesses and workplaces can be rolled out in rural area settings.

Proposed Interventions

Time Credits Programme - Explore potential expansion of Time Credits Programme in Rural area wards – increases people volunteering to address local priorities in return for discounts for use of town centre facilities e.g. Llanelli Town Partnership – Street buddies project – an asset based approach to micro local community development.

Promoting use of the Welsh language – A focused and structured use of the Welsh language in implementing the whole place plan through:

Use of the community halls/hubs for improving learning and practice of the language;

Active recruitment of Welsh speaking volunteers in implementing the plan interventions e.g. community shops network, street buddies, bus information.

Partners – Carmarthenshire County Council, Spice, Llanelli Town Council, Llanelli Business Improvement District, Menter Cwm Gwendraeth Elli, primary schools (Ysgol Dewi Sant, Ysgol y Ffwrnes, Ysgol Brynsierfel) and Ysgol Gyfun y Strade Secondary School.

Measures of progress – Improved use of the language and increased volunteering.

Local priorities – Time Credits initiatives in new areas, areas with high proportion of Welsh speakers.

Our Place in the World

A globally responsible Llanelli. A place which, when doing anything to improve economic, social, environmental and cultural well-being, takes account of whether doing such a thing may make a positive contribution to global well-being and the capacity to adapt to change (for example climate change).

Current position and actions

This Whole Place Plan is driven by the issues concerning local communities in 2015. While there is a limited awareness of longer term challenges ahead – ageing population, climate change, a changed map of the economy - current organisational and political arrangements tend to focus on current needs without taking due regard of the needs of Future Generations. As a result a lot of individual decisions e.g. to build or not, ensuring appropriate infrastructure, reducing a specific service provision are taken without full regard being taken to their long term impact. Local communities and organisations find it difficult to assess decisions against a vision of a potential future.

At the same time there is a need for more community information about the positive benefits of adopting “green” behaviour.

Proposed Interventions

Future proofing our decisions - Working with the proposed Public Service Board, the Town Council, County Council, Communities First programme and the proposed Business Improvement District we will adopt the following principles in assessing our decisions to secure economic, social and environmental development.

- **Long term** – balancing short term needs with the need to safeguard our ability to meet long term needs
- **Prevention** – Acting to stop problems occurring or getting worse
- **Integration** – How our collective objectives to deliver well-being support/complement each other
- **Collaboration** – acting together to make things better
- **Involvement** - involving everyone interested in our goals and making sure our diverse communities have an equal voice

Promoting green lifestyles – Drawing together and promoting the benefits to the community of living greener lives - highlighting practical tips to secure cost savings and health benefits in reducing energy consumption, increasing recycling, walking and cycling.

Partners – Carmarthenshire County Council, Local Service Board/Public Service Board, Llanelli Town Council, Business Improvement District, Communities First, Cynefin, Cynnal Cymru (Sustain Wales).

Measures of progress – Annual reports on progress with Whole Place Plan and deploying Sustainable Development principles.

Local priorities – As set out in place profiles.

3. Making it happen and checking it's working

Delivery - As part of the planning for the implementation of the Whole Place Plan, the Council has put in place a **designated officer** to work in conjunction with community groups and other agencies in developing and delivering the proposed interventions. Appendix C also sets out how the proposed interventions link to the Council's strategic objectives and service delivery plans.

The plan will also seek to complement the proposed actions to be taken by **Llanelli Town Council** in its community development plan.

The **Llanelli Community Partnership** is a wide ranging group of representatives drawn from across the town and rural areas who collectively seek to improve local well-being. Subject to greater involvement by groups from across the Rural area, this partnership can potentially provide the further advice or methods needed to achieve the Well Being goals and liaise with the new Public Service Board in the interests of the town and rural areas.

We are also considering the development of two further methods of enabling collective delivery:

Llanelli and District Development Trust – a not-for-profit social enterprise set up to provide support to local groups, host/support local proposals for asset transfer, funding development, business planning and innovation around viable delivery of community well-being projects. This could also act as an umbrella body for Llanelli Works and Open and Green Space Trust.

Llanelli Consortium – Building on the Llanelli Partnership approach the consortium would seek to comprise core representatives from county, town and community councils as well as businesses and community groups, it would be accompanied by regular contact with a wide network of community members from the Rural area

Its primary focus would be around communicating progress with plan interventions and encouraging wider community involvement in place plan interventions.

It may also perform a shadow/pilot function in the short term in anticipation of Welsh Government proposals to reform local governance, to test how such arrangements might work in practice.

Monitoring

There will be four key measures of progress for the Whole Place Plan that will be reported on annually to the Local Service Board /Public Service Board:

1. Progress against intervention milestones and measures set out in an action plan;
2. Progress in contributing to the national Sustainable Development indicators currently under review;
3. Annual settlement workshops to consider progress at the local level;
4. Community surveys every three years measuring progress against the baseline responses used to create this plan.

Appendix A – Place Profiles

BYNEA



Bynea is one of the largest wards in the Rural area with a population of 4,384. It has seen significant growth in population and housing development in recent years and there is a perception that physical infrastructure has struggled to keep up with this increase. Located close to the coast but also reaching up to 2km inland the area is in effect made up of four distinct communities with more self-contained new housing developments. Establishing a sense of community cohesion is proving difficult and is not helped by the absence of any local amenities where people might meet. There is a very good local primary school and a community hall which is heavily used by local groups. As is characteristic of a lot of the Rural area wards, Bynea is home to some of Llanelli's largest employers and contains a significant number of small and large "brownfield" sites. Data and consultations raise concerns regarding flood risk and the lack of quality of local greenspace. There are ambitious local proposals to develop a nature reserve and a Velodrome.

Issues

- Flood risk
- Sewage capacity and periodic overflow
- Location and impact of new housing development and continuing pressure for same
- Road access for new housing/safety
- What is the plan for Bynea?
- Lack of quality of local environment e.g. in comparison to Loughor
- Semi derelict parcels of land - council sale for receipt
- Development has cut off beach access for community
- Bynea forum vigilant in resisting new development

Ideas

- 1st priority** – Green space development at Gwndwn Mawr.
- 2nd priority** –Community shop –possibly opposite car park at Millennium park.
- 3rd priority – Equal** – Youth facilities outdoor and community events.
- Nature walks
 - Velodrome
 - Better communications on planning
 - Traffic calming, crossing review and speeding enforcement
 - Footpath maintenance
 - Link unemployment hotspots with new employment e.g. The Gate.

DAFEN



Dafen is one of the older more established communities in the Rural area with a population of 3,557. It is home to Prince Phillip Hospital, several primary schools and two secondary schools. A number of significant employers are located in the heart of the community partly due to its immediate access to A 4138. There are also large areas of undeveloped land bordering the east side of the settlement potentially offering further employment development opportunities. Community spirit is good and the area contains a large number of voluntary/community groups. The area has the highest proportion of people aged 45-64 and combined with existing over 65's the needs of this group will be a significant issue locally in the next 20 years. Drainage issues were a major concern and the area is identified as one with a higher than average flood risk. There are some pockets of acute health issues e.g. cancer and concerns regarding care for the local environment. The needs of young people in terms of careers support and accessing quality employment came to the fore in local consultations.

Issues

- Young people/level of wages – future progression
- Knowledge of assistance –rights/contracts
- Schools and community links - good music, needs to be better on sport
- Absence of children's sport participation outside school
- Older population isolation - activities for older people during the day – e.g. sheltered housing complex – something more innovative than luncheon club
- On-going liaison with police
- Health – what cancers

Ideas

- 1st priority** – Community sports groups and schools links – daytime use of park/facilities, possibly using students from Coleg Sir Gar.
- 2nd priority** – Community pride initiative to tackle local environmental quality –Time Credits to support social care/informal daytime activity.
- 3rd priority** – Careers support – money advice and rights as well as information on local opportunities e.g. engineering.
- Bryngwyn Skills Academy – FE placement support
 - Relationship to Communities First projects – Dafen school?
 - Greening derelict areas – Dafen pond – re-opening up access

FELINFOEL



Felinfoel is one of the smaller wards in the Rural area with a population of 2,095. It has a younger than average population and faces significant challenges in terms of health, education and employment deprivation. The Communities First programme is active in the area and works with key agencies to provide help and support on a targeted basis to local people. The area is used as a resource by surrounding communities centred on an excellent recreation field and community resource centre, owned by the Rural Council. The Felinfoel Partnership brings together local groups to help improve prospects for the area. The area is home to two of Llanelli's largest manufacturing employers.

The quality of the local environment and the volume of local traffic were two key issues that emerged from the community survey in Felinfoel.

The local history offer is strong with one of the oldest breweries in the UK bearing the village name and the historic mill site attracting passing visitors.

Issues

- Park Howard
- Parking at Hafan Road – 3 schools on one road
- Issues with travellers – children/animals
- Litter and dog mess
- Play area – young under 5's

Ideas

- Children's play area

GLYN (Cynheidre, Five Roads, Ponthenri, Pontyates (part of))



Five Roads – Key concerns in the community workshop and survey responses include:

- Blanket 50 mph speed limit, why?
- Viability of hall – feed in tariff – solar?
- Ratio of facilities versus new housing – level of 106 spent locally?
- Faster broadband – slow at peak times
- Dog fouling and litter – enforcement now needed
- Absence of key services/post office and shop
- Fly tipping
- Absence of pride – best village in 1983!
- Transport – frequency of 194
- Lack of statistics specifically on Five Roads and Cynheidre
- Access to training and employment support difficult
- Day time social activities for aged

Glyn contains some of the most rural communities in the Rural area with a population of 2,154. It covers the villages of Cynheidre, Five Roads, Ponthenri, and the southern part of Pontyates. The area has a significant population under the age of 45 and a higher than average proportion of Welsh speakers than the rest of the Llanelli Rural area. Its rural location is an attraction but it is challenged by access via public transport and does not have sufficient population to maintain demand for key amenities and services.

Ponthenri/Pontyates – Key concerns in the community workshop and survey responses include:

- Lack of facilities/amenities
- Quality and resulting usage of existing sports pitches
- Potholes
- Bus service cuts
- Lack of shops
- Dog fouling – anti-social behaviour
- Local democracy – lack of accountability – does not feel part of Llanelli Rural Council area
- Glyn doesn't mean anything
- Who are Councillors and what do they do
- No adult education
- Community energy/Wi-Fi
- Gritters should go further into estate
- Bus shelter on square needs attention
- Bryn stores eyesore
- Public footpath under bridge – flooded

- Youth Club
- Absence of local facilities
- Communication – what’s happening/where
- Parking – school/staff
- Park – drainage, paths, swings, toddler play area
- Village linear development
- Adoption of developments - bin collections
- Lack of affordable housing means local families leave – language use impacted – greater focus on needs of young families – parents with children at local school
- Nowhere for people to meet in Cynheidre
- Place and events to bring people together
- Develop marketing for activities in the area
- Speeding

Ponthenri ideas

1st priority – Usable pitch and re-designed/re-development of wider park area for wider community use – outdoor gym, play, MUGA.

2nd priority – Local campaign on dog fouling – signs, education, bags, enforcement.

3rd priority – Equal – Bus service reinstatement - community village hub – after school activities.

- Community shop
- Village association for better voice – Time Credits – start carnival
- LRC Training to have better local connections
- Wider use of mobile library
- Research into community energy and community Wi-Fi
- Traffic calming
- Report specifically for Ponthenri

- Myrtle hill walking/safety/lighting due to bus service change – speeding – also past school
- Buses – very poor service and no surgery in village
- No young people’s facilities
- No after school club
- Nothing to bring people together

Five Roads ideas

1st priority – Parking space for staff and parents at site next to school – ownership challenge.

2nd priority – Local shopping opportunities – community enterprise to re-open shop.

3rd priority – Local use of Facebook/twitter/community webpage.

- Country cars for access to health appointment
- Bwc-a-bus style service
- Charge for parking at Trostre/remove charging town centre to reduce car dependency
- Older persons’ activities in hall
- 20 mph zone at school
- Affordable housing at Maengwynne
- Enforcement of dog fouling regulations
- Pride In Five Roads – Five Star Five Roads
- Youth Club – new style - Outdoor play for Meithrin
- Planning/housing strategy to provide more affordable housing for young families
- Wider consultation with elderly and young people –LRC/Menter Cwm Gwendraeth Elli
- Community enterprise to re-open shop
- Llanelli Rural Community Development Officer, important bi-lingual
- Promote existing groups to residents
- Adoption of all roads on new developments/drain cricket square
- Tarmac roads to standard. Market and promote local routes/beauty spot

HENGOED (FURNACE AND MAENGWYNNE, PWLL, SANDY, STRADEY)



Hengoed covers a large part of the Rural area combining urban and semi-rural settlements. With a population of 3,683 the area spans as wide a cross-section of ages and levels of relative affluence and deprivation. Again, some significant employers are located literally on the doorstep of local communities offering employment prospects and seeking to be part of the local community. Areas such as Stradey and Sandy have seen major new house building with more planned presenting challenges for community cohesion. The area is identified as presenting significant flood risk and experiences regular traffic congestion. The coastal part of Hengoed located adjacent to the magnificent Millennium Coastal Park is a major attraction and presents opportunities for further local business development and employment. The Maengwynne area in the north of the ward is a partly isolated residential area lacking a physical focus for the community and providing opportunity for potential further housing development.

Furnace Issues

- Flooding – capacity of the drainage system a real concern, inadequate given the topography and river – focus on remediation for new houses at Stradey but changes to culverts, lack of regular inspection and maintenance means previous flooding will happen again
- Traffic around the square at busy times
- Speeding on Pentrepoeth Road
- Litter on road from Square to Maengwynne – only 1 bin in village
- Air quality – ready mix plant relocated but still a problem – poor loading practices at cement works
- Furnace heritage site needs preservation, restoration, interpretation
- Lane behind Stradey Road – litter and dog mess
- Use of valley as an area of biodiversity and natural beauty

Pwll /Maengwynne issues

- No mother and toddler group – only flying start – result local schools losing numbers – check statistics*
- Loss of facilities –library, community centre(daytime), playground, youth club, after school club
- No junior sport despite good local cricket and football – CCC charges for maintenance
- No daytime facilities for older residents
- Post office closed 9/4/15
- Loss of community facilities mean increasing isolation for newcomers and long-term residents
- More volunteers needed
- Condition/repairs at Pwll pavilion - tiles, mould, security

- Crime – no neighbourhood watch or PACT
- Drugs problem – increase in incidents
- ‘Behave or be banned’ not operated in village
- No funding from Rural Council for Christmas tree/flowers
- Lack of financial support for community events
- Local groups operate in isolation and membership can be mutually exclusive
- Transparency of local government - no Councillor surgeries, where does community chest funding go?

Furnace ideas

1st priority – Flooding – new egress point between Stradey Arms and first terrace needed – get water to run across Penyfai Lane - drain and culvert inspections needed.

2nd priority – Furnace preservation – resurrect previous proposal to restore and make most of historic Furnace site.

3rd priority –Litter – Community payback to target grotspots in liaison with local residents – Sustrans considering bins on national cycle route.

- Safer crossing on Old Road at Furnace bridge
- Stop Pentrepoeth Road being used as a through road
- Marketing of community centre
- Tie area with the St Illtyd’s walk –pilgrimage route to Margam Abbey
- Take on PACT/neighbourhood watch – canvass to gauge support
- Clarification from Rural Council – what can Furnace claim for community projects
- Community news – The Star
- Develop new community event – winter fayre to bring groups together

- More pride in the area tackling dog fouling – withdrawal of bins – keep outside home free from litter
- Better lighting might discourage littering at night
- Absence of local elderly downsize accommodation
- Volume and speed of traffic – impact of roadworks – constant
- Poor public transport – less frequent, no late service and no Sunday service
- Tatty/unsafe bus shelters

Pwll/Maengwynne Ideas

1st priority – Rural Council to take over park - highlight the overall benefits/potential to the community of doing this.

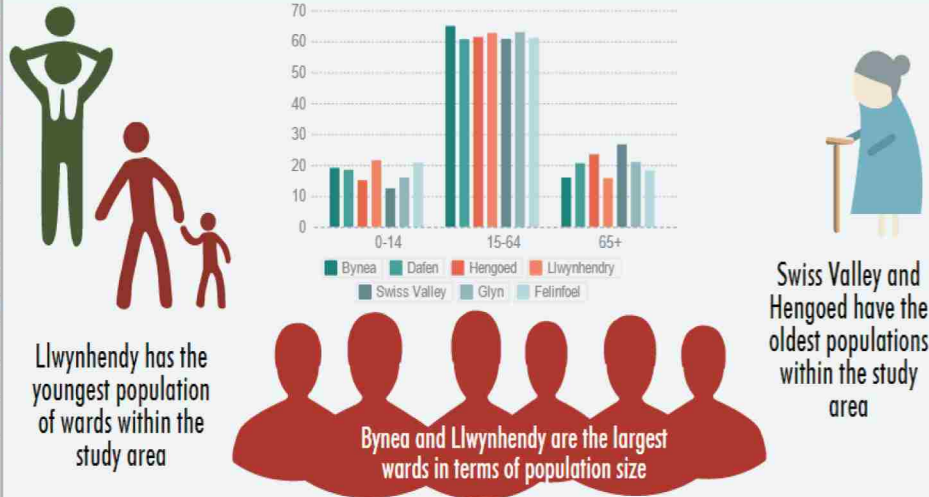
2nd priority – Conversation/dialogue with bus companies.

3rd priority – Greening /flowering of Pwll.

- Re-open play area in better location nearer pavilion
- Employment potential of harnessing tourism, encourage people to stop and spend
- Move post office to another location or mobile option?
- Best communities first provision for toddlers extended to other people
- Community events to foster greater sense of community, wider participation
- Time Credits – article in Pwll Magazine to encourage more community involvement
- Location for new mother/toddler group – Bethlehem vestry?
- Lighting on cycle track and around pavilion/open up lake for water sports
- Identifying potential sites for sheltered accommodation/elderly housing
- Average speed cameras at either end of the village, mini roundabout at entry to Pavilion
- Community facility re-open and community growing – Maengwynne

LLWYNHENDY

AGE PROFILE: WITHIN THE AREA



Llwynhendy is another high population area which has evolved over time and as a result of new development into three distinct areas. One of the areas benefits from the Communities First programme as it experiences higher rates of health, education and employment deprivation. As the area with the overall youngest population issues connected with the development and safety of young people were highlighted in the local community workshop and in survey responses. The area is located close to the shopping facilities at Trostre and Pemberton and Parc y Scarlets is an immediate neighbour. Incidences of drug use in public and anti-social behaviour were key issues – encouraging the organised/safe use by young people of the outdoor facilities that did exist and providing new indoor provision for young people was the identified means of responding at the community level.

Recent bus route changes had caused significant inconvenience for older people and a need for more residents' parking areas was highlighted.

Issues

- Parking – Brynsierfel Road, school and Parc y Scarlets match day – problems
- Transport - bus route realignment causing isolation
- Police station closure – library presence/temp closure of library?
- Lack of community facilities (youth, daytime activities)
- Littering including glass in play areas!
- Overflow of recycling bins
- Socio-economic position of area affects way in which service decisions are made e.g. – housing allocations – can't speak up so closures and concentrating "difficult" cases results

Ideas

- 1st priority** Youth facility.
- 2nd priority** Bus routing via older persons' complexes.
- 3rd priority** Tenancy monitoring – three strikes and out.
 - More regular collections from recycling containers
 - Green verge parking possible using innovative surfaces?
 - Match day parking enforcement
 - Community transport services
 - Information on route decisions – consultation?
 - Community responses to fear of crime
 - Anti-social behaviour enforcement at hotspots
 - Community education

- Village grown substantially in recent years
- Drug use and related illness/community impacts
- Training for drug support agencies
- Concentration of challenging individuals in the area
- Ability to learn and claim affecting participation and achievement
- Lack of affordable out of school childcare/clubs
- Affordability of broadband
- Anti-social behaviour
- Low confidence of anonymity in reporting – PACT participation/responsiveness to issues?
- Bus route realignment cutting older people off
- Communication of activities/events in the area is poor – e.g. Llwyn yr Ynys activities not publicised outside

- Better publicity of safe needle collection contact number
- Quality, frequency of police response
- Restorative justice
- Training for drug support organisations
- Personal advice for training for single parents
- Affordable and flexible childcare
- Local free Wi-Fi hotspot
- Internet cafe/library digital courses
- Volunteer service to help organise activities
- Awards for all grant would help pay for excursions, activities and bus to pick people up from their homes?
- Better news coverage of activities/facilities in Llwynhendy in local press
- Taster session – arts/crafts, swimming

SWISS VALLEY



Swiss Valley – located in the north of the Rural area and benefiting from access to adjacent countryside and magnificent views of the Loughor Estuary, Swiss Valley is home to 2,525 people – it has the oldest population in the Llanelli Rural area presenting specific issues into the future in terms of access (the area is on a very steep gradient) and provision of caring services. Mainly residential, the area borders Felinfoel’s two major employers (Gestamp and Calsonic) and one of the main roads into Llanelli passes through the community with resulting impacts on air quality at specific times.

Keeping the area clean and encouraging greater community involvement in tackling local issues were identified as priorities for attention through the whole place plan process.

Issues

- Children’s play park – safety of equipment and quality of general area (improvement planned summer 2015)
- Displaced youngsters – be given design of new park
- Shop front – lack of attractiveness
- Ravine condition – environmental quality
- Drainage/sewerage issues
- Legacy of poor planning - absence of space for residents’ parking
- Petty theft – ornamental lights
- Post office gone
- Bus routes – time taken to get to town - 5.45pm last bus from town
- Main road – increased volumes and speed of traffic – air quality?

- Quarry use – enforcement of restrictions?
- Empty homes – overgrowth – affecting image of area
- Apathy – level of participation in residents’ association

Ideas

1st priority – open up school fields – project for wider use/sports by older children.

2nd priority – Better greening and maintenance of shop front area.

3rd priority – Encouraging greater community involvement – providing local amenities/ community clean up – promotion of Time Credits approach.

APPENDIX B – WHOLE PLACE HEADLINE ACTION PLAN

Theme	2015	2016/1 st half	2016 / 2 nd half	2017/1 st half	2017/2 nd half	2018
A Prosperous Place	Llanelli Works - Develop business case and business plan for company	Consult with employers and Jobcentre Plus about model and adapt based on feedback	Launch agency	Review progress of agency		
		Identify route to launch via LRC or partnership with existing agency or new entity	Liaise with local secondary schools regarding career support needs	Community purchasing pilot	Further community purchasing opportunity	
		Community purchasing research	Invite local companies to offer support to schools against menu of options	Delivery of employer/schools support	Evaluate schools /business programme	
A Resilient place	Community Flood (CF) wardens - Liaise with Llanelli Town Council re pilot	Llanelli Open and Green Spaces Development Trust (LOGSDT) – Identify locations for future development	LOGSDT - Sustainable revenue plans for each asset	CF Wardens Evaluate pilot and roll out into other areas		
	Agree additional area Rural – Furnace, Bynea or Dafen	LOGSDT - Assess governing documents for Trust	LOGSDT - Funding applications for asset improvement			
	LOGSDT – Map existing assets	LOGSDT - Recruit trustees				

Theme	2015	2016/1 st half	2016 / 2 nd half	2017/1 st half	2017/2 nd half	2018
A Healthy place	Keep Llanelli Tidy (KLT) – Identify target areas	KLT - Implement local projects				
	KLT - promote/organise local solutions		Publicise good practice – competitions etc			
	Caring Communities (CC) Compile directory of local groups	CC- Develop programme of opportunities	CC - Promote programme to target community	CC - Match make users with opportunities		
A More Equal Place	Street buddies – map existing network	Street buddies – learn lessons from previous programme	Develop Rural area role description			
	Youth facilities Identify areas like Llwynhendy which are not covered by CCC – arrange meeting	Youth facilities Set up a youth-led forum for areas lacking current provision and address concerns, assess the demand and need.	Recruit buddies			
	Collate and list the various youth activities on offer in Rural and surrounding areas	Gather case studies: Dr Mz (Carmarthen), Llandysul Paddlers, Urdd	Set up new youth clubs/facilities			

Theme	2015	2016/1 st half	2016 / 2 nd half	2017/1 st half	2017/2 nd half	2018
A Cohesive Place	Community shops (CS) - Build portfolio of Case Studies (e.g. iSmooth Community Café, Brechfa shop)	CS - Identify project lead(S)	CS - Business Planning	Bid development (subject to suitability)		
	CS - Public Meeting and raising awareness	CS - Register enquiry with Wales Co-operative Centre	CS - Open bank account			
	Bus – Meet First Cymru/CCC	Bus - Produce information on regular basis of any updates to community	CS - Apply for funding /finance	Community Transport strategy		
A Vibrant culture and thriving Welsh language	Time Credits – assess potential expansion	Time Credits – launch new Time Credit zones	Targeted service responses	Review take up		
	Time Credits – source funding					
	Welsh language- monitor progress of MCGE project	Welsh language - Roll out Menter Cwm Gwendraeth Elli approach in Rural areas			Welsh language - Review take up	
Our place in the World	Greener lifestyles - Gather local information on health, reducing energy, increasing recycling, walking, cycling etc.	Future proofing - Sign a memorandum of understanding with mentioned partners outlining the need to consider the principles for on-going and future project planning				
		Greener lifestyles - Advertise local opportunities/ initiatives in community halls, notice boards, shops, surgeries				

Theme	2015	2016/1 st half	2016 / 2 nd half	2017/1 st half	2017/2 nd half	2018
Making it happen	Develop Llanelli partnership – membership and remit	Feasibility study for Llanelli and district development trust	Develop/assess membership of pilot area board		Subject to agreement - Launch area board	
	Whole Place Plan measurement framework					
	Local area priorities	Local area priorities		Local area priorities		Local area priorities

Appendix C – Links to council objectives and plans

Well Being Goal	LRC Strategic Plan	LRC Service Plans	Whole Place Plan intervention
A prosperous community	<ul style="list-style-type: none"> - Community development - Local voice - Serving the public - Local economy 	<ul style="list-style-type: none"> - Community services - Training services 	<ul style="list-style-type: none"> - Llanelli Works - Community purchasing
A resilient community	<ul style="list-style-type: none"> - Community development - Local voice - Serving the public - Quality of Life - environment 	<ul style="list-style-type: none"> - Community services - Recreation and Leisure 	<ul style="list-style-type: none"> - Community flood wardens - Open and green space development trust
A healthier community	<ul style="list-style-type: none"> - Community development - Local voice - Serving the public - Quality of Life – well-being 	<ul style="list-style-type: none"> - Community services - Recreation and Leisure 	<ul style="list-style-type: none"> - Caring community – Local Area co-ordination - Keep Llanelli Tidy
A more equal community	<ul style="list-style-type: none"> - Community development - Local voice - Serving the public - Quality of Life – social inclusion 	<ul style="list-style-type: none"> - Community services - Recreation and Leisure - Training services 	<ul style="list-style-type: none"> - Street/village buddies - Youth Facilities development
A cohesive community	<ul style="list-style-type: none"> - Community development - Local voice - Serving the public - Quality of Life – social inclusion - Sports, leisure and cultural activities 	<ul style="list-style-type: none"> - Community services - Recreation and Leisure - Training services 	<ul style="list-style-type: none"> - Llanelli community shops network - Public transport information
A vibrant culture and thriving Welsh language	<ul style="list-style-type: none"> - Community development - Local voice - Quality of Life – social inclusion - Sports, leisure and cultural 	<ul style="list-style-type: none"> - Community services - Recreation and Leisure 	<ul style="list-style-type: none"> - Time Credits - Promoting use of the Welsh Language
Our place in the world	<ul style="list-style-type: none"> - Community development - Local democracy - Partnership working - Communication 	<ul style="list-style-type: none"> - Community services - Recreation and Leisure - Training services 	<ul style="list-style-type: none"> - Future proofing our decisions - Promoting greener lifestyles

NOTES

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