

RURAL DEVELOPMENT PLAN FOR WALES 2007 – 2013

AXES 3 AND 4 SUBMISSION CEREDIGION COUNTY LOCAL DEVELOPMENT STRATEGY

Revised October 2009

ADFWYIO CEREDIGION REGENERATION PARTNERSHIP

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business success, prosperity and high quality full employment through a high value, low carbon economy.

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Local Development Strategy 2007-2013

This strategy seeks to address the County's wide ranging rural economy and identify Ceredigion's needs and priorities for economic regeneration within a range of domestic and European funded programmes.

These needs and priorities will be met in a number of ways, some large and some small. Some will be individual actions, while others will be best tackled through 'key funds'. Others will join up with similar activities across Wales' regions into large nationally significant projects being delivered in a number of locations.

Innovative and pilot rural development activities, indigenous to the County will be undertaken using a bottom-up approach. This will be widely-based and maximise grass roots community engagement and may involve the rolling out of products and services which incorporate the distinctiveness of the area or new methods resulting in better use of the indigenous potential of the County or bringing together previously separate actors to interact and develop solutions.

The approach will be one in which the parts can only be understood in the context of their contribution to the whole and that the whole must be established first

The Partnership will prioritise and support actions that demonstrate a significant contribution to the target groups and outcomes envisaged from this Strategy. In addition, prioritised local actions will focus, where appropriate, on fulfilling regional and national strategies.

The Strategy is intended to be flexible and will be reviewed regularly. It is to be supported by an action plan and business plan to manage its implementation over the next three years. These will be reviewed and revised annually. In bringing together economic regeneration needs and priorities for a range of domestic funded programmes, it seeks to reduce duplication, promote clarity in delivery and achievement of outcomes.

It seeks to do this within a substantial policy framework set by Wales A Vibrant Economy, the Convergence Programme for West Wales and the Valleys, the Rural Development Plan, the Territorial Cooperation Programme and guidance provided to take forward the Lisbon Agenda, diversity and other cross-cutting requirements and most recently the Commission's paper 'Employment in rural areas: closing the jobs gap'.

The Strategy provides a guide to the possible prioritized activity within a project in each measure. The Partnership and Local Action Group will use this information in developing their approach to Business Plan 2 and the Expressions of Interest they consider, assess and submit as part of the revised procedures.

The Partnership wishes this Strategy to be endorsed by the Central Wales Spatial Plan Group and be available widely to inform discussion and decisions that affect the economy of Ceredigion.

CHARACTERISTICS OF THE AREA

Ceredigion is a peripheral rural county on the coast of Central Wales. It is part of the West Wales and the Valleys region, recognised as among the areas lagging behind other regions of the European Union and having Article 87 3 (a) status for the 2007 – 2013 period. The area has access to the West Wales and the Valleys Convergence Programmes as well as other European funded programmes, for example, the Ireland – Wales Territorial Cooperation Programme 2007 – 2013.

All wards in Ceredigion County are eligible for support from the Rural Development Plan for Wales 2007 – 2013 and are classified as 'Rural Wards'.

The County extends to 1783 square kilometres and has a population of approximately 78,300. Aberystwyth is the largest town and other important settlements are Aberaeron, Cardigan, Lampeter, Llandysul and Tregaron. Much of the east of the County is sparsely populated uplands.

The County's economic performance is extremely weak. There are few new job opportunities across the County and most are presently in Aberystwyth. The contraction of the rural economy has accelerated..

There are substantial opportunities for the development of successful small-scale activities under Axes 3 and 4 of the Rural Development Plan for Wales, and for these opportunities to complement the Wales wide activity supported under Axes 1 and 2.

Parts of the County suffer extreme deprivation, wage levels are the lowest in rural Wales and opportunities are limited by the increasing polarisation of the local economy.

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ANALYSIS

Substantial statistical evidence has been amassed and revised and updated extracts are attached as appendices to this Strategy. Issues have been explored and reviewed regularly by the Partnership in open forum. Originally this review took place in March 2000, again in October 2006, and then a workshop was organised in November 2008 to examine the core issues and issues across sectors in the local economy and then recently in March 2009 the Partnership together with representatives of the Local Action Group met to consider the partnership and identify priorities (note attached in Appendices). These forums have ensured that the Partnership's view of the strengths, weaknesses, opportunities and threats is current and widely accepted:

Strengths

- High quality environment
- Strong social capital
- High potential quality of life
- Diversity within manufacturing sector and growing earth, marine, environmental and land sciences knowledge based sector
- Strong tourism product
- Loyal and flexible workforce
- Substantial higher education / research sector

Weaknesses

- Peripheral to main economic centres
- ICT & Transport infrastructure often inadequate
- Labour and skills shortages
- Low productivity and income
- Lack of community capacity
- Image and perception
- Higher cost of service provision
- Declining sectors in economy
- Low population density
- Water supply inefficiency

Opportunities

- ICT and facilitation of a substantially knowledge-based economy
- Expanding business sectors compatible with rural economy including tourism and renewables.
- Supporting 'Strategic hubs' and significant centres
- Demand led growth in HE/FE
- Strong base for innovation and technology transfer both locally and to meet wider markets – FCW, IGER, AberTechnium, new and existing businesses
- Potential to retain & attract skilled workforce / entrepreneurs
- Safeguard & enhance quality of natural and built environment to promote quality of life and local economy.
- Targeted and managed infrastructure development
- Unique development of UAV sector
- Growing community capacity

Threats

- CAP reform and EU expansion
- Out migration of young & qualified
- Lack of affordable housing
- Further effects of globalisation
- Demographic imbalance
- Social exclusion & erosion of social capital
- Lack of investment in infrastructure
- Excess water supply demand
- Climate change
- Flooding from rivers and sea

Original analysis pointed to evidence that the prosperity gap in Ceredigion was predominantly, though not exclusively “productivity”, rather than “activity”, based. Recent review work has redefined the core issues in the County.

The November 2008 Workshop demonstrated that even at the end of a long period of sustained economic growth and improvement in the quality of life nationally, the County still lagged behind stubbornly. There had been significant contractions in larger

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manufacturing employers and the sectoral-pattern of the economy had become more polarised.

In an analysis presented by the Bevan Foundation, indicators demonstrated the significant risks to the County in terms of its relative prosperity, deprivation and quality of life:

Low employment rates – Lowest in Wales and noting the proportion of students raising issues indicating a smaller and very skewed labour market.

Low pay – Consistently bad; in 2008 the lowest median rate of weekly pay for full time males in rural Wales and the second lowest in the Convergence region (after Blaenau Gwent).

Housing issues – affordability, overcrowding, vacancies, standards. worst LSOA in Wales.

Poverty and Deprivation – Worst areas getting worse, 50% of household heads in social housing not in employment.

The analysis of prospects was poor:

- **Limited growth when the going was good**
- **Outlook unlikely to be better**

The Partnership had previously agreed that to correct the prosperity gap its vision for Ceredigion must focus on quality, added value, business growth and higher productivity, in order to ensure a higher quality of life for all residents.

The focus has now moved to supporting the identified limited opportunities for new investment and growth, by;

- Supporting existing businesses and jobs including addressing infrastructure shortfalls and gaps and other issues that militate against the County's businesses and jobs remaining competitive.
- Investing for the future to help remain competitive;
- Supporting people to help achieve this and address community cohesion;and,
- Ensuring appropriate accessibility of opportunities and the respective needs of settlements and rural areas are balanced and addressed.

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VISIONS

Ceredigion is the only county to lie entirely within the Central Wales region of the **Wales Spatial Plan**. This Plan sees a future Central Wales as:

“High-quality living and working in smaller-scale settlements set within a superb environment, providing dynamic models of rural sustainable development, moving all sectors to higher value added activities.

The community strategy ‘**Ceredigion 2020**’ sets out its vision as:

‘Ceredigion in 2020 will be a self confident, healthy, caring, bilingual community, supported by a strong local economy using the skills of its people, making wise use of the resources of its high quality environment, providing opportunities for all to reach their full potential.’

Previous economic regeneration strategies in Ceredigion developed the approach for the use of Objective 1 here included broad action themes for development to address the prosperity gap and ensure a higher quality of life for all residents by 2010. Although some progress was made, the County remained substantially disadvantaged relative to other more prosperous areas.

The Adfwyio Ceredigion Regeneration Partnership set their vision for their delivery and contribution to the Community Strategy Ceredigion 2020 as:

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STRATEGY AIMS and OBJECTIVES

To achieve this **vision**, the focus of this Strategy is to raise the economic performance and quality of life in Ceredigion by:

- Encouraging a broader range of better paid employment opportunities;
- Actions to raise economic activity rates here;
- Encouraging services that support the wider rural economy;
- Co-coordinating the development of new infrastructure and services to support business growth, including tourism and craft activities;
- Improving the physical environment of settlements and conserving the rural and natural heritage so as to support and safeguard local businesses
- Supporting community cohesion by ensuring that every Ceredigion resident has equal opportunities to access services, make the most of their talents to the full and contribute to improving Ceredigion's economic performance and contribute to social life in the community.

To this end the Partnership have developed their Strategy, as explained above, based on four objectives to target the immediate key needs within the County.

They are:

SUPPORTING BUSINESSES AND JOBS	Strategic Objective 1: Ceredigion as an attractive community in which to invest and work;
INVESTING FOR THE FUTURE	Strategic Objective 2: Knowledge and innovation;
SUPPORTING PEOPLE	Strategic Objective 3: Creating more and better jobs;
SUPPORTING PLACES	Strategic Objective 4: Focussing regeneration.

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SUPPORTING BUSINESSES AND JOBS - Strategic Objective 1 **Ceredigion as an attractive community in which to invest and work**

Theme 1 - Support and assistance for businesses to survive and grow and to foster better paid employment opportunities

- Increase sustainability of businesses and jobs
- Support opportunities for growth of local businesses and raising wage levels
- Improve businesses competitiveness
- Assist businesses to adapt to changing circumstances
- Accessible business support and assistance for all businesses

Such as:

- Mentoring / secondments
- Improve & continue business support and advice
- Enterprise facilitators to make mutually beneficial trading linkages between local businesses
- Facilitation and development of local procurement by working by raising awareness with public sector buyers and local providers to encourage compliant local procurement
- Growing the Social Enterprise sector through targeted investment.

Theme 2 - Entrepreneurship

- Increase birth rate of businesses
- Improve quality of business start-ups and entrepreneurship
- Foster a culture of entrepreneurship through mentoring, remove stigma / fear of failure
- Specific assistance for quality enterprise start-up and initial growth

Such as:

- Identify and develop young entrepreneurs in school and FE/HE
- Developing a culture of entrepreneurship
- Encouraging returners to bring new business skills into Ceredigion
- Incubator units with financial support / incentives

Theme 3 - Sites and premises

- To ensure that sites and premises are available to meet the existing, known, latent, and potential needs and demands of growing sustainable businesses and new entrepreneurs

□

Such as:

- Serviced small scale local community based facilities
- Support for sharing facilities
- Re-use of redundant buildings for business and employment safeguarding/creation including transfer of redundant public buildings into community and social enterprise use through an Asset Transfer process
- Strategic assessment of sites & premises to ensure sites and premises are available to meet needs
- Basic storage facilities and smaller affordable units for local businesses in local centres

Theme 4 - Transport

- To improve the road, rail and air infrastructure and linkages to ensure efficient and sustainable transportation to and within Ceredigion to meet the needs of local businesses
- To encourage and promote sustainable transport initiatives that meet the needs of local people accessing work and services and visitors so as to support the local tourism businesses

Such as:

- Encourage innovation
- Integration of timetables / provision (adding value to the local network)
- Subsidise public transport for young people to access work and social opportunities
- Transport audit – transport plans for individual communities, economic study of alternative approaches (costs / benefits)
- Strategic links to south (Pembrokeshire, Carmarthenshire), north and east (Powys and beyond)
- Railway enhancement – Rail Freight
- Environmental Impact assessment on any / all transport initiatives
- Extend availability and use of local bus services through incentive schemes

Theme 5 - Stronger Communities

- To develop facilities which meet the needs of the local communities to foster community cohesion and support the quality of life of the work force and the wider community
- To develop initiatives that support communities and social enterprises to manage their own assets
- To encourage communities to share information, network and develop local supply chains

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Such as:

- Access to services for all community members – equip all with the skills & confidence to use electronic access where possible.
- Support for sustainable community based economic initiatives / activities

Theme 6 - Branding and Marketing

- To support the development of saleable products and services through the development and implementation of marketing strategies that feature a clear sense of the high value of Ceredigion's distinctive environmental and cultural image
- To support 'Cardi' iconic themes, brands, and items

Such as:

- "Sell Ceredigion" - "Ceredigion Experience", local breeds and brands e.g. 'Sioe Y Cardis' Llanwenogs and cŵn defaid Cymraeg
- Pride in place and product
- Family History / National Library
- Green tourism e.g. Biosphere
- Integration – encourage existing enterprises to exploit local cultural diversity and develop cultural events

Theme 7 - Adding Value

- Add value to existing and emerging internal strengths, resources and produce new products within specific sectors including agriculture, timber, knowledge and information based industries, tourism, food manufacturing, cultural and media based sectors.

Such as:

- Support for the Agri-food sector
- Support for fishermen to encourage locally added value
- Business and biodiversity – developing and exploiting positive linkages
- Timber products – both timber and biomass
- Cooperation and exchange of ideas with other countries to develop new opportunities

Theme 8 - Environment

- Protect and enhance the natural, cultural and marine environment as a business asset and opportunity
- Improve the built environment in towns and villages and conserve rural heritage to support local businesses
- Support carbon reduction initiatives in all business sectors

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Such as:

- Co-ordinated marketing of the environment
- Developing the business and diversification opportunities within the environment
- Development of walking and cycling and other infrastructure, including access to forests, to stimulate business opportunities and activity
- Opportunities to support the development of biomass processing and marketing businesses
- Security of the volume and quality of water supplies to support local businesses and workers

INVESTING IN THE FUTURE - Strategic Objective 2

Knowledge and innovation

Theme 1 - Innovation

- To encourage innovation in the County and support diffusion in local businesses
- To encourage the development of infrastructure to support innovation to the highest standards of an 'Innovation Pole'; drawing on the existing HE / IGER, AberTechnium, ParcAberporth and Food Centre Wales bases.
- To encourage businesses performance improvement, survival and growth through innovation

Such as:

- Need for integrated working to maximise opportunities for larger organisations (CCC, UW Trinity Saint David /UA & IBERS) and the local community
- Encourage greater collaboration on innovation, research and development
- Support Food Centre Wales as a leading 'pole' in food and agri-food sector development

Theme 2 - Information Communication Technology

- Extend fibre-speed broadband access to all settlements in the County
- Ensure accessible and cost effective broadband access through out the County to support local businesses and farms
- Foster higher quality broadband infrastructure and technologies to enable the development of new technology industries.
- Rolling out wider mobile phone coverage to meet the County's needs

Such as:

- Address mobile phone 'black-spots'
- Roll-out of new broadband technologies across the County
- Local ICT centres of excellence

Theme 3 - Promote IT and Converging Technologies/Media

- To attract, establish and develop businesses in this sector
- To foster wider application of these skills and technologies in existing and new businesses in other sectors
- To ensure workforce competency and help address low wage levels
- To encourage the take up of ICT skills and technologies within communities to disseminate and exchange good practice and innovation

Such as:

- Attracting and Retaining skills
- Basic IT skills also, avoiding digital skills divide
- High level / Graduate level skills to support business growth and competitiveness

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Theme 4 - Energy

- To encourage business development and growth in the energy sector to support energy efficiency and conservation and knowledge and skills
- To encourage the use and development of renewable energy sources in all sectors.
- To ensure availability of energy supply to communities and businesses

Such as:

- Development of a local centre of excellence
- Business Networks – one businesses waste is another's raw material
- Business mentoring, advice and support to facilitate take up among local businesses during the initial stages of developing renewable energy options
- Provision of risk funding to on-farm renewable energy investments

Theme 5 – Waste Minimisation & Recycling

- To increase the efficient-use and recycling of resources in Ceredigion to reduce business costs and encourage the new business opportunities
- To develop markets for re-used and recycled products

Such as:

- Supporting initiatives to foster recycling and efficient use of resources and materials to increase business competitiveness

SUPPORTING PEOPLE - Strategic Objective 3

Creating more and better jobs

Theme 1 - Supporting the Workforce

- To increase the adaptability of workers and businesses to meet the challenges of change and increasing competition
- To develop education and skills training to meet the needs of local business and innovation especially where gaps are demonstrated in mainstream provision

Such as:

- Diversity and cohesion advice and support for businesses
- Increased child-care and child minding provision, including flexible working arrangements to support work-life balance
- Addressing the training needs of a diverse workforce to meet the needs of local businesses e.g. creative industries
- Meeting the wider needs – including housing – of a diverse workforce

Theme 2 - Capacity Building

- To increase the capacity of communities in Ceredigion to shape their future and become economic actors including developing co-operative approaches to meeting community needs.
- To encourage joint working and provide advice and support community cohesion

Such as:

- Co-ordination between all benefit and advice agencies: Jobcentre Plus, disability and carers services, and encourage benefit take-up campaigns
- Support the development of social enterprises

Theme 3 - Widening Participation in Community and Work

- Combat social exclusion and disadvantage, and encourage community cohesion by developing initiatives that support participation in work and encourage equality of access to social opportunities in the community.
- Encourage joint working and provide advice and support to those who are particularly disadvantaged
- Address 'not in education, employment or training individuals' (NEETS) and promote community cohesion

Such as:

- Better linkage with probation service for rehabilitation of ex-offenders
- Volunteering as a pathway to return to or access work opportunities
- Financial management / debt handling advice accessible both as stand alone and as part of other training.
- Support and mentoring including outreach activities to engage excluded individuals in social and training activities to provide opportunities to access more formal training and intermediate labour market schemes

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SUPPORTING PLACES - Strategic Objective 4

Focussing regeneration

This objective's themes set out a framework for spatially focussed actions across the County:

- Ensuring that both raised economic performance is achieved and quality of life addressed throughout the County, and;
- Recognising the specific roles of individual centres, areas, clusters and facilities

In achieving these themes, it is expected that activities will be underpinned by widely supported and agreed specific plans, local regeneration studies and/or action plans.

Theme 1 – Recognising areas of Need

- Tregaron Upland Settlements Communities First area
- Penparcau and West Aberystwyth Communities First area
- The Housing Renewal Areas, THI areas, TIG area(s) and areas identified for other need driven interventions such as 'Flying Start'

Such as:

- Communities First interventions
- Cylch Caron – developing and supporting the continuing role of Tregaron as a business and service centre

Theme 2 – Clusters and Themes

- Strategic employment sites in the north and south of the County
- 'Innovation Pole' elements at IBERS, AberTechnium, European UAV Centre at ParcAberporth and Food Centre Wales at Horeb.
- Supporting and developing the knowledge economy; building on the excellence of NLW, CyMal, UA and UW Trinity and Saint David;
- Visitor and leisure led opportunities; Cardigan Bay coast and the County's mining heritage

Such as:

- Coastal opportunities: water and environment
- Infrastructure for coastal and river flooding defence to safeguard local businesses and employment and develop new businesses in these sector
- Opportunities for local business creation in HE and FE
- Meeting the employment and business needs of main centres with high quality infrastructure, sites and premises to the highest environmental standards
- Food Centre Wales as a focus for regional and Welsh activities as well as international cooperation in the development of the food sector, agri-food activity and rural diversification
- Continued local sites and premises action to remedy market failure
- Flagship innovation projects e.g. UAV Centre and See3d

Theme 3 – Supporting the County’s Centres

- Local Centres for everyday services and businesses; Aberaeron, Lampeter, Llandysul and Tregaron.
- Regional centres, services, a wide range of businesses, transport hubs and linkages to strategic sites and cluster and thematic roles: Aberystwyth and Cardigan.

-
- Aberystwyth progressing developments to underpin national role
 - Cardigan progressing further development as regional centre e.g. Guildhall courtyard
 - Tregaron - reinforcing centre for surrounding rural area – Cylch Caron
 - Llandysul – supporting the local service centre role
 - Lampeter – developing the role of UW Trinity Saint David and Tai Ceredigion Ltd in the centre.

Theme 4 – Retaining the rural community

The rural community and its basic services still represent a substantial component of our economy.

- Providing additional support and encourage innovation in the delivery of basic services to meet the needs of the rural community
- Encouraging diversification of the rural economy so as to encourage a range of better paid employment opportunities to increase local economic activity and improve wage levels
- Improving the quality of life throughout the rural community and encourage wider community cohesion
- Ensuring broadband and mobile phone access throughout the County by addressing rural coverage
- Conservation and upgrading of the rural heritage so as to support local businesses

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Such as:

- Addressing barriers to accessibility
- Roll-out of new broadband technologies across the County to allow services to reach all
- Address mobile phone 'black-spots' e.g. mobile phone mast in the Pontrhydfendigaid area
- Encouraging individuals to achieve potential locally to contribute to economy and community
- Investment on Ceredigion's built heritage, e.g. Furnace
- Investment in events and infrastructure to support and develop the rural community
- Activity tourism in the Cambrian Mountains
- Investment in a community footpaths scheme
- Raising the quality of the environment
- Explore and develop new economic opportunities linked to the environment
- Ensure the integrated and sustainable management of the environment and resources
- Village based approaches to Low Carbon to support local businesses and community

PRIORITIES FOR ACTION

The Action Plan will highlight how the Partnership intends to take forward this Strategy by setting out its specific priorities for each funding programme.

Priorities for Axes 3 and 4 of the Rural Development Plan for Wales 2007 - 2013

At the outset of the Rural Development Plan 2007 – 2013, Axes 3 and 4 processes, the Partnership carefully considered its Local Development Strategy and in particular focussed on those parts that would be best delivered by the RDP rather than other sources of domestic and European regeneration funding.

- Prior to the preparation of the RDP Business Plan 2 submission, the Partnership has asked to review current projects in detail and in particular their contribution to achieving the Strategy's objectives and themes. This is in addition to regular reporting of achievement of outcomes and will lead to a thorough review of the Partnership's 'Axis 3 and 4 RDP 2007 – 2013 Action Plan' that was prepared to show time-lined priorities and activities at a higher level than individual projects at the start of the period.
- The Action Plan has already been revised in the light of discussions in the Partnership and with the Local Action Group and during a 'Partnership Planning Day' held in March 2009. The Partnership had also facilitated a workshop day to explore the impact of recession on the Ceredigion economy in November 2008 under the title 'Ceredigion Economic Prospects Challenges and Changes'.
- These days led to the identification of a number of key characteristics of the Partnership's priorities:
 - Engaging local businesses in public procurement processes
 - Sustaining and sustaining existing local businesses and jobs
 - Maximising the opportunities from the transfer of the local authority housing stock to Tai Ceredigion Ltd
 - Maximising the opportunities for regeneration in Aberystwyth
 - Seeking job creation outcomes with relatively higher pay rates
 - Renewable energy business opportunities
 - Seeking practical deliverable proposals

The Action Plan has already been revised to begin to reflect these considerations. The Plan provides an early indication of some of the likely areas of interest for the submission of Business Plan 2. It is supported by a schedule describing in more detail those activity areas that may be prioritised by the Partnership and the Local Action Group.

The Partnership will use this Action Plan as part of its assessment of projects in the Business Plan 2 process and in considering whether an activity should be supported by the Partnership. The Partnership will wish to support those projects that both fit with these priorities and are most able to deliver the outputs it seeks.

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The Partnership will review its approach to project assessment once the Welsh Assembly Government issue final detailed guidance on the Business Plan 2 process and projects. It is anticipated that the Partnership will in addition wish to consider carefully its process to decide whether to include an activity with a project.

The Partnership will, in addition to the detailed guidance issued by the Welsh Assembly Government, seek to assess activities within projects and the projects themselves on the following:

- Relevance to the achievement and delivery of one or more of this Strategy's Objectives and the agreed Priorities for RDP Axes 3 and 4.
- Involvement of and impact on specific target groups listed below.
- Measurable and additional outputs.
- Demonstration of effective and inclusive partnership involvement.
- Complementarity with other local strategies.
- Complementarity with and avoidance of potential duplication of other projects or double funding
- Their longer term viability and sustainability.
- Environmental impacts / the degree to which the sustainable development agenda is addressed.
- The degree to which the project addresses community cohesion and supports cohesion .
- Involvement of all - 'private', 'public' and 'third sector' in projects.
- Practicality and deliverability
- Proposed projects in total should have regard to the County's size and seek to achieve an appropriate geographic balance across the County.

TARGETS

Target groups for activities and projects prioritised for delivery by means of the RDP Wales 2007 - 2013 during the Business Plan 2 period will be the following:

- Women
- Young people (including young farmers),
- Micro-enterprises (including farming families),
- Farming household members
- Welsh speaking communities,
- BME groups
- The under-employed
- Local Action Group and Partnership to implement the Local Development Strategy

Projects additionally may benefit children and the elderly.

Schedule of Timelined Priorities and Activities

Local Development Strategy												Ceredigion projects in RDP Measures				Implementation									
Strategic Objectives																									
Supporting businesses and jobs								Investing for the future				Supporting people			Supporting places										
Themes								Theme					Theme			Theme				Year					
1	2	3	4	5	6	7	8	1	2	3	4	5	1	2	3	1	2	3	4	2008	2009	2010	2011	2012	2013

SCHEDULE OF PRIORITISED RDP ACTIVITY AREAS

Diversification into non-agricultural activities 311

TARGET: Farming household members

PURPOSE:

- Broader range of better paid employment for target group
- Helping raise economic activity rates in target group
- Enhancing or providing additional mainstream services to the rural economy

Project could include following activities:

- Improved energy efficiency enterprises; farming household members using locally available sustainable materials
- Diversification by members of farming households into processing, packaging and marketing of timber products, biomass fuel – private woodlands. Straw/ bracken compost (or anaerobic digestion)
- Support and aid for renewable energy enterprises established by farming household members
- Developing farming household members' businesses by using of existing bridleway, green lane networks
- 1-2-1 support for farming household members to “test market products and services” through practical frameworks, case studies and research that will encourage them to more fully develop and implement their ideas
- Resource centre to provide mentoring and support on the practicality of managing a new business venture for farming household members
- Re-use of farm out-buildings for farming household members to use as their business e.g. hairdresser, beauty salon, carpentry, workshops.

Support for business creation or development 312

TARGET: Micro-enterprises

PURPOSE:

- Broader range of better paid employment in micro enterprises
- Helping raise economic activity rates by increasing employment in micro enterprises
- Enhancing or providing additional mainstream services to the rural economy with micro enterprises

Project could include following activities:

- Renewable Energy Advice network to assist micro-enterprises through the set-up phases and provide feasibility study funding
- Establish a demonstration hydroponics scheme using the 'best-practice' project in Ynys Mon
- St Michaels Church heritage and café business

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- Work with public sector buyers to adapt procedures to support participation of local businesses in procurement and tendering processes
- Establishment of micro Enterprises to create additional rural income, not directly related to agriculture through tourism and / or improved energy efficiency using locally available sustainable materials (link to Small scale investment in village community facilities)
- Community transport, solar hot water, rainwater harvesting, support for tourist accommodation
- Target the creative industries as an area for development (as one of the biggest growing sectors in the economy)
- Support for micro enterprises in knowledge industries: Develop a new centre in Llandysul that will provide a resource in terms of language heritage awareness for school children, learners, the public sector, third sector and the private sector; and will also provide specialised language skills courses in partnership with local businesses, local guest houses and hotels, leisure and tourism facilities and the Welsh for Adults Centre etc.
- Providing micro-enterprises with practical frameworks, case studies and research that will encourage them to think around how they can increase their efficiency and effectiveness
- Customer focus development for micro-enterprises that have a new product being developed or have seen a reduction in turnover with individual clients or with the business overall. This will focus on innovating a product or service with the long term goal of business sustainability
- Website development training and on-going support to maintain currency to include where relevant ecommerce applications.
- Support for micro enterprises with successful production / operations for expansion where they are not able to access Convergence support

Encouragement of tourism activities 313

TARGET: Population focused on micro and small enterprises, Welsh speaking communities, BME groups, the elderly, the under employed

PURPOSE:

- Providing openings for future economic development of tourism
- Extension of the tourism season
- Developing green tourism opportunities
- Small scale infrastructure recreational infrastructure – access
- Development / marketing of tourism services relating to rural tourism

Project could include following activities:

- Development of family friendly facilities/ projects
- Mynachdy'r Graig Coast Hostel development
- Activity related tourism, particularly in the Cambrian Mountains
- Maritime Heritage, focused on Cardigan's history as a port and shipbuilding centre with roll out along the coast as to how coastal communities have been shaped through maritime activity
- Using the Welsh language and culture as a marketing tool through focusing on particular communities and their traditions, for example: Tregaron y Dref Gymraeg
- Development of festivals and high profile events as a means of attracting/increasing tourism

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- Utilisation of vacant premises for tourism or community projects
- Investment in IT infrastructure, access to new technology
- Links / development to existing initiatives/events/festivals to build on success and attract more tourism (cost effective development as working from existing base)
- Local Brand - Establish a Partnership to promote cultural tourism in the county by building on current good practice, (for example in Aberaeron and Tregaron), and highlight the value of the Welsh language to attract visitors. Three possible approaches could be to provide advice for local businesses, establish an agency for Welsh language entertainment, and develop new holidays.
- Investment in small scale environmental tourism that maximises use of Ceredigion's rural environment, for example developing package holidays in the Biosphere for green low carbon holidays.
- Utilising local products and services “local badging / recognition scheme”
- The advancement of the sustainable tourism in the Lower Teifi Valley and the Ceredigion Rural Events Programme projects by enhancing their current provision to attract high quality tourism, cultural and environmental tourism, those interested in active sports and leisure breaks as well as the development of higher profile festivals and events
- Further development of the “Aberystwyth Sense Of Place” project through marketing and branding initiatives for Aberystwyth.
- Improving the riding product in Ceredigion by developing a strategic network of approximately 200km of horse riding routes throughout Ceredigion’s countryside

Basic services for the economy and rural population 321

TARGET: Population focused on Welsh speaking communities, BME groups, the elderly, the under employed

PURPOSE:

- Enhancing or providing additional services for the rural population and economy
- Addressing social exclusion by improving by access to a range of services and developing better links with remoter areas

The project could include following activities:

- Addition or incorporation of wellbeing alongside ‘healthy lifestyles’ ie the idea of mental/social health as well as physical health – could include creative arts or arts projects with health groups.
- Mobile phone /broadband mast for the Pontrhydfendigaid area
- Improvements to Rural settlement street lighting as part of heritage improvements
- Swyddfynnon Old School / Ystrad Meurig Youth Club
- Rural Hubs development – linked to amalgamation of small schools into central schools
- Asset Transfer Officer to act as mentor for groups looking to acquire redundant community buildings
- Extending provision and demand of rural bus services through incentive schemes
- Small scale investment in basic services that contribute to the wellbeing of the rural population in Ceredigion.
- Community Resources initiative - build on the directory and again support the sharing of existing resources and encourage joint procurement
- Small scale investment in innovative or community led transport initiatives that help to counter rural peripherally.

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- To explore and pilot solutions to identified rural transport problems, create feeder links and links between private transport and main public transport hubs, shared drivers, cooperative tenders for services
- Investment in IT infrastructure, access to new technology, including broadband, wireless, etc
- Intergenerational partnership projects
- Wellbeing: Expand the provision of mobile services for rural communities (Fan Hyn Fan Draw).
- Improve access for local communities to third sector agencies.
- Provide some sort of mechanism that lead emergency services to rural areas e.g farms accurately.
- Create a magazine or website of all the activities in the rural areas rather than several different magazine across the county.
- Llangeitho village renewable energy project

Village Renewal and Development 322

TARGET: Population and businesses focused on Micro and small enterprises (including farming families), Welsh speaking communities, BME groups, the elderly, the under employed

PURPOSE:

- Renovation of buildings
- Environmental upgrading

The project could include following activities:

- Intergenerational reminiscence projects
- Small scale investment in Ceredigion's built heritage.
- Links to 'Diversification on farm into non agricultural businesses'
- Targeted initiatives that address climate change and its impact on Ceredigion's environmental footprint.
- Lampeter Memorial Hall development
- Cardigan Guildhall Courtyard Improvements to be an attractive central focus and public open space for the town
- Support for whole village approach to low Carbon community – pilot one showcase in Ceredigion (opportunity to match with WAG Low Carbon Communities scheme)
- Targeted initiatives that promote use of non-agricultural land that is either unused or under threat of becoming unused.
- Support and development of community gardens, allotments, garden exchange schemes, play areas
- In order to restore rural heritage it might be possible to allocate allotments and teach people to grow their own food in order to be self-sufficient and sustainable.
- To identify and develop 'sense of place' in villages and settlements within the 'Cambrian Mountains Initiative'
- Increase the number of farmers markets, seafood festivals and food festivals in Ceredigion to market the produce in the County. Provide funding to improve local facilities e.g village halls for organisations within the community to use especially for Young Farmers Clubs which is an essential organisation in rural areas for keeping young people in Ceredigion.
- Skills and training centre for youth

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Conservation and upgrading of the rural heritage 323

TARGET: Population: Welsh speaking communities, BME groups, the elderly, the under employed

PURPOSE:

Natural

- Environmental awareness
- Investment in Maintenance restoration upgrading of natural heritage development of high natural value sites

Cultural

- Studies and investment in Maintenance restoration upgrading of cultural heritage of village or rural landscape

The project could include following activities:

- Community woodland development at Betws Bledrws
- Organisation of walks around rural areas, along public footpaths with a tour guide explaining the history of the area.
- Extension and roll out of the Community Paths scheme currently being piloted as part of WAG's ROWIP implementation programme
- Furnace interpretation and infrastructure – visitor centre that signposts to RSPB reserve, CADW's Furnace building, and nearby heritage mine sites
- Exploiting the existing historic built environment within the Cardigan area through partnership action between the various Trusts that are active within the town.

Training and Information for Economic actors operating in fields covered by in Axis 3 331

TARGET: Economic actors in rural Wales

PURPOSE:

- Complement and support LDS implementation/delivery
- Broader range of better paid employment
- Helping raise economic activity rates
- Enhancing or providing additional mainstream services to the rural economy
- Enhancing or providing basic services for the rural economy
- Providing openings for future economic development including tourism and craft activities
- Improving the physical environment of villages and conserving the rural heritage
- Addressing social exclusion by improving by access to a range of services and developing better links with remoter areas

Project could include following activities:

- Inclusion of creative industries alongside knowledge industries (ie to include design, film, digital media, performing and visual arts)
- Targeted skills training to create employment opportunities and reduce economic exclusion.
- Support for digital services for home workers/micro-enterprises
- Improve image of farming as a career, support for school/college farm visits & links, info days, targeted careers advice/promotion, community links with farms, etc

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- Traditional skills training eg hedge-laying, stonewalls, coracles, etc
- Sustainable/vernacular building training – using Cardigan Castle as training/trial site
- Initiatives that seek to improve healthy lifestyles in Ceredigion.
- Support & development of community gardens, allotments, garden exchange schemes
- Broadly available healthy lifestyle advice for all ages – links with other healthy lifestyle initiatives/activities
- Additional incomes: Increase Welsh in the Workplace courses to increase the employability of local individuals.
- Increase enterprise among voluntary & community groups by supporting local communities, community groups and voluntary organisations to evaluate the needs of their community and identify opportunities for sustainable local development.
- Identification and development of training opportunities for various demographics within the community.
- Add career development as a strand on its own

Skills Acquisition and Animation to prepare and implement a local development strategy 341

TARGET: Partnerships and partners involved in the development and implementation of local development strategies

PURPOSE:

- Development of skills to support and strengthen partnership working and engagement with communities
- Promote cooperation among local groups and developing self sustainable solutions

Project could include following activities:

Review of the LDS and the implementation of activities arising

Implementing local development strategy with a view to achieving the objectives of one or more of the other 3 axes 41

TARGET: Local Action Group

PURPOSE:

- Strengthening partnership working
- Promoting local co-operation
- Encouraging self-sustainability

Project could include following activities:

- Development of the LAG as a multi purpose local implementation partnership with the LEADER approach as its centre piece.
- Engagement - use of the LEADER approach in achieving community engagement to define local needs e.g. broadband 'black-spots' brought forward through local partnership engagement.

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- Capacity building – Identifying and developing local actors to animate the territory e.g. community link-persons. Improving local; governance to develop local potential.
- Innovation – testing new ideas and ways of working in the area, e.g. community groups coming together to develop and manage an activity

Implementing cooperation projects involving the selected objective 421

TARGET: Local Action Groups

PURPOSE:

Increase cooperation between LAGs within and beyond Wales

Project could include following activities:

Developing cooperation activities between LAGS e.g. to develop the capacities of Communities First Partnerships.

Running the Local Action Group acquiring skills and animating the territory 431

TARGET: Local Action Group

Project could include following activities:

Deliver the LAG and implement the LDS in respect of Axis 4 LEADER activity in Ceredigion.

LINKS TO OTHER POLICIES, PROGRAMMES AND INITIATIVES

Community Strategy Ceredigion 2020 and the Local Service Board

The approach adopted in Ceredigion has been to embed the Local Development Strategy within the community strategy process. The Partnership is one of the thematic partnerships supporting the community strategy partnership, Ceredigion 2020. The Chair of the Adfywio Ceredigion Regeneration Partnership is a full member of the community strategy partnership. The Ceredigion Local Action Group also acts as the 'Stronger Communities' Thematic Group and importantly for the 'LEADER' approach has the cross-cutting responsibility within the Community Strategy for community engagement.

This revision of the Local Development Strategy has been widely discussed within the Community Strategy Ceredigion 2020 thematic groups and partners. Input and ideas for prioritisation have been sought and the LDS revision proposals were discussed and endorsed by Ceredigion 2020 partners in the Ceredigion Local Service Board workshop on 24th September 2009.

The LDS was originally endorsed by the Ceredigion 2020 Community Strategy Partnership and Local Service Board at its meeting on January 22nd 2007.

In developing this approach the Adfywio Ceredigion Regeneration Partnership involved all other partnerships and thematic groups within the 'community strategy family' both by inviting attendance at meetings and by sharing agendas and papers and by active involvement in the networks supporting these partnerships. This continues and has been a significant driver in this current revision.

Wales Spatial Plan and linkages to the Convergence Programmes

The Partnership has sought to develop and review this Strategy in conformity with the Spatial Plan and welcomes the opportunity for the Central Wales Group to consider it. The Strategy seeks to guide regeneration funding in Ceredigion from many sources. The fourth Strategic Objective of this Strategy – SUPPORTING PLACES - seeks to reflect the Wales Spatial Plan and give effect to it.

This Strategy continues to be an important input into the Central Wales Spatial Framework and a vital link in communicating local needs, aspirations and wishes with the frameworks of the Convergence Programmes. It also has had a role in informing discussions on the thematic frameworks of those programmes. It identifies a number of themes where substantial activities are now being addressed by projects under the Convergence programmes. Convergence projects such as Genesis 2 have important linkages with this Strategy and are coordinated through this Partnership and others with the Community Strategy family, for example CYPP.

Communities First Partnerships

There are two Communities First Partnerships in Ceredigion. Linkages have been built into the proposed approaches and Partnership representatives are actively involved in the Ceredigion Local Action Group. Further linkages between the delivery of Axes 3 and 4 and Communities First in working at the 'grass-roots' level and developing capacity

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within the community can be achieved because of the common line management of the 'Lead Body' functions within the same management group of the County Council. Of great significance for the implementation of this Strategy and the role of the Communities First partnerships are the emerging cooperation activities between all Communities First partnerships in rural Wales. The opportunity was originally identified by WAG officials following a review of the Communities First programme throughout Wales and is now being developed as a cooperation project by the lead body for the Ceredigion LAG. It brings together delivery in the following Communities First partnerships areas:

Lleyn Peninsula
Rural North Flintshire
Dyfi Valley, and;
Upland Villages in the Tregaron area

This Strategy will be reviewed regularly by the Partnership in the light of the progress and changes in external circumstances. This will provide an opportunity for all interested parties to participate in the implementation and delivery of the economic regeneration within Ceredigion.

This review process is co-ordinated by the Adfywio Ceredigion Regeneration Partnership and takes into account the development of other strategies and the evolving role of the Wales Spatial Plan

EXPERIENCE OF THE ADFYWIO CEREDIGION REGENERATION PARTNERSHIP, LOCAL ACTION GROUP AND LEAD BODY

The Partnership, previously called the 'Ceredigion Economic Regeneration Partnership', oversaw the delivery of the former Objective 1 Programme in Ceredigion.

It draws together many partners who have been active in delivering previous European and domestic funded programmes. These include organisations involved in the previous Objective 5b and LEADER 1 and LEADER 2 programmes. The Partnership includes those who delivered initiatives such as the RCA programme -Cynnal Ceredigion and individual projects many with relevance to Axes 3 and 4.

It has now acted as the umbrella for Axis 3 and Axis 4 in the County since 2007 and has successfully embarked on the delivery of 17 projects. The Lead Body has brought together a team of experienced officers and established systems to ensure compliant delivery and payment which meet the required standards and support the work of the Partnership. One project is now nearing physical completion.

The membership provides a vital link in joining up its work with all the other partnerships in the County both directly and indirectly through the Ceredigion 2020 Community Strategy Partnership and the Local Service Board.

The Local Action Group ...

The Lead Body/ Secretariat team actively network with the partnerships and their appropriate lead officers through the Partnership Integration Group and the Data Sharing group. They have substantial experience in supporting many community led projects, many of them of considerable size. They have a range of skills in dealing with problems and in assisting groups to find their own solutions to problems as they arise.

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**Adfywio
Ceredigion
Regeneration**

**Cadeirydd Annibynnol
y Bartneriaeth**

***Independent Chair of
Partnership***

Vacant

**Cadeirydd Dros Dro y
Bartneriaeth**

***Interim Chair of
Partnership***

Cllr Eurfyl Evans

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Partneriaid y Sector Chymunedol / Voluntary Partners		Partneriaid y Sector Gwirfoddol / Community Partners		Partneriaid O'r Sector Cyhoeddus / Public Partners		Y Sector Breifat & Partneriaid Cymdeithasol arall / Private Sector & other Social Partners	
Aelod Llawn Full Member	Aelod Llanw Alternate Member	Aelod Llawn Full Member	Aelod Llanw Alternate Member	Aelod Llawn Full Member	Aelod Llanw Alternate Member	Aelod Llawn Full Member	Aelod Llanw Alternate Member
Cymdeithas Mudiadau Gwirfoddol Ceredigion/CAVO		Un Llais i Gymru / One Voice Wales		Cyngor Sir/County Council		Twristiaeth / Tourism	
Hazel Lloyd	Teleri Davies	Cllr Ben Davies		Cllr Eurfyl Evans	Allan Lewis	Dee Reynolds	
Addsyg Uwch / Higher Education		Asiantaeth Fenter/ Enterprise Agency		Llywodraeth Cynulliad Cymru / WAG		Undebau Llafur – Cyngor Undebau Llafur / Trade Union (TUC)	
Gaynor Hughes	Ian Roffe	Dewi Williams		Peter James	Sarah Deaves	Geraint Davies	
Grwp Amgylcheddol/ Environmental Group		Partneriaeth Leol (De)/ Local Partnership (South)		Ieuenctid / Youth		Amaethyddiaeth a Physgodfeydd / Agriculture and Fisheries	
Vacancy		Greg Evans		Ann Sweeting		Ruth Davies	Owen Jenkins
Coleg Ceredigion		Partneriaeth Leol (Gogledd)/ Local Partnership (North)		Forestry Commission		Siambr Fasnach Ceredigion Ceredigion Chamber of Commerce	
Jacqui Weatherburn	Luned Jones	Gwennan Davies	Ann Ffrancon	Vacancy		Rod Pritchard	Julian Beynon-Lewis
Ymlaen Ceredigion		'Stronger Communities' Local Action Group				Celfyddydau a Diwylliant/ Arts & Culture	
Bob Jacques		Gareth Lloyd	Eirwen Williams			Louise Amery	Dilwyn Davies
Ieuenctid/Youth							
Phil Layton							

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Adfywio Ceredigion Regeneration Partnership Contact Details (as at 12th October 2009)

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Ceredigion County Council

Penmorfa, Aberaeron, SA46 0PA 01545 572063

email: ewro@ceredigion.gov.uk

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Appendix 1 Ceredigion Profile

POPULATION ESTIMATES

	Ceredigion (numbers)	Wales (numbers)	Great Britain (numbers)
2000	74,900	2,906,900	57,203,100
2001	75,400	2,910,200	57,424,200
2002	75,900	2,919,800	57,626,900
2003	76,200	2,931,100	57,854,700
2004	76,700	2,946,400	58,135,500
2005	77,000	2,953,600	58,514,000
2006	77,200	2,965,900	58,845,700
2007	77,800	2,980,000	59,216,200
2008	78,000	2,993,400	59,608,200

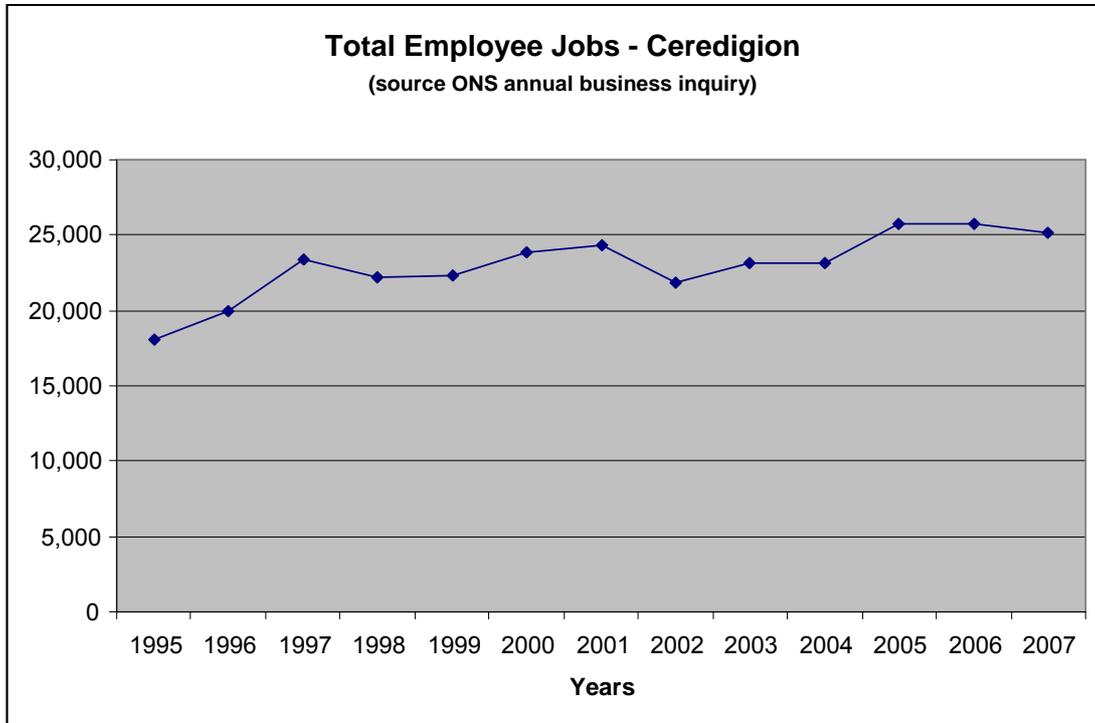
Source: ONS midyear population estimates

ECONOMICALLY ACTIVE - All people - In employment - Self employed

	People	Ceredigion (%)	Wales (%)	Great Britain (%)
Apr 05-Mar 06	8,100	15.3	8.6	9.2
Jul 05-Jun 06	7,500	13.9	8.6	9.2
Oct 05-Sep 06	8,400	15.2	8.6	9.2
Jan 06-Dec 06	8,600	15.9	8.6	9.2
Apr 06-Mar 07	9,300	16.6	8.6	9.3
Jul 06-Jun 07	9,700	17.7	8.7	9.3
Oct 06-Sep 07	9,400	17.2	8.6	9.3
Jan 07-Dec 07	9,000	16.5	8.6	9.3
Apr 07-Mar 08	8,800	16.3	8.7	9.4
Jul 07-Jun 08	8,800	16.2	8.8	9.4
Oct 07-Sep 08	8,900	16.6	8.9	9.3
Jan 08-Dec 08	9,100	17.0	8.8	9.2
Apr 08-Mar 09	8,400	15.6	8.8	9.1

Source: ONS annual population survey

EMPLOYEE JOBS



Manufacturing employee jobs

Year	Count	Ceredigion (%)	Wales (%)	Great Britain (%)
2000	2,400	10.1	18.6	15.0
2001	1,800	7.6	17.5	14.1
2002	1,300	6.1	16.8	13.3
2003	1,200	5.3	16.0	12.6
2004	1,300	5.4	15.2	11.8
2005	1,400	5.4	14.2	11.1
2006	1,200	4.6	13.5	10.9
2007	1,400	5.5	13.6	10.6

Source: ONS annual business inquiry employee analysis

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Construction employee jobs

Year	Count	Ceredigion (%)	Wales (%)	Great Britain (%)
2000	600	2.5	5.3	4.5
2001	1,100	4.4	4.6	4.5
2002	600	2.7	4.5	4.5
2003	800	3.3	4.2	4.4
2004	700	3.1	4.6	4.5
2005	1,000	4.0	4.7	4.6
2006	1,400	5.4	5.3	4.8
2007	1,300	5.1	5.0	4.9

Source: ONS annual business inquiry employee analysis

Tourism-related employee jobs

Year	Ceredigion	Ceredigion (%)	Wales (%)	Great Britain (%)
2000	2,400	10.1	7.7	7.6
2001	3,100	12.9	8.2	7.8
2002	1,800	8.3	7.8	8.0
2003	2,900	12.5	8.1	8.1
2004	2,300	10.0	8.7	8.2
2005	3,500	13.5	8.4	8.1
2006	3,400	13.4	8.9	8.3
2007	3,400	13.4	8.8	8.2

Source: ONS annual business inquiry employee analysis

Public administration, education and health employee jobs

Year	Ceredigion	Ceredigion (%)	Wales (%)	Great Britain (%)
2000	9,200	38.8	30.4	24.0
2001	9,600	39.6	31.4	24.3
2002	9,700	44.3	31.8	24.9
2003	10,200	43.9	33.0	26.0
2004	10,600	45.7	32.8	26.4
2005	10,800	42.2	32.7	26.9
2006	10,500	40.7	32.2	26.9
2007	9,800	38.9	32.6	26.9

Source: ONS annual business inquiry employee analysis

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Earnings by year and LA area

Gross weekly pay (FT workers) source – NOMIS ONS Crown Copyright reserved.

item name	Full Time Workers							
	Median		Weekly pay - gross		Standard error as a percentage of the figure			
pay								
confidence								
local authority: county / unitary	2002		2004		2006		2008	
	pounds	conf %	pounds	conf %	pounds	conf %	pounds	conf %
Anglesey	315.4	12.0	409.1	7.8	401.9	7.7	427.9	7.7
Blaenau Gwent	285.3	9.0	315.8	6.9	344.6	7.9	362.2	11.0
Bridgend	351.5	6.9	408.4	6.2	413.3	7.1	430.0	8.0
Caerphilly	321.8	5.9	349.8	4.5	393.1	4.0	398.9	6.1
Cardiff	381.7	5.1	410.2	4.1	421.8	4.3	451.9	4.9
Carmarthenshire	344.6	7.1	334.4	7.1	379.8	6.2	425.2	7.6
Ceredigion	326.8	9.2	336.8	13.0	360.3	9.5	370.1	7.8
Conwy	344.5	7.4	387.3	8.6	369.4	5.8	437.4	6.7
Denbighshire	370.2	8.8	368.4	9.2	365.0	6.8	392.0	6.9
Flintshire	404.1	5.1	405.5	6.5	455.0	5.0	440.9	6.1
Gwynedd	313.3	9.4	356.6	8.9	400.1	6.0	389.9	8.2
Merthyr Tydfil	310.2	8.0	351.3	11.0	363.4	8.5	418.1	6.7
Monmouthshire	412.5	8.5	415.1	7.5	465.9	8.5	541.8	9.8
Neath Port Talbot	353.9	6.3	387.3	7.1	439.5	5.8	443.0	7.0
Newport	378.8	6.0	394.3	6.3	412.6	6.4	416.9	6.9
Pembrokeshire	288.2	8.3	331.6	13.0	367.5	12.0	413.9	11.0
Powys	342.5	8.3	376.4	7.1	379.4	5.0	384.6	7.9
Rhondda, Cynon, Taff	336.1	4.6	378.1	4.8	391.5	4.8	411.9	5.2
Swansea	358.2	5.8	379.2	4.8	399.2	5.1	421.9	6.3
The Vale of Glamorgan	380.5	8.4	421.7	6.5	485.0	8.4	467.2	8.4
Torfaen	354.6	7.8	398.4	6.4	436.9	8.1	434.0	8.7
Wrexham	363.6	7.6	374.0	7.1	402.8	6.9	452.8	6.1
	-	-	-	-	-	-	-	-

VAT registered businesses

A. Stock (at end of year)

Year	Ceredigion (businesses)	Wales (businesses)	Great Britain (businesses)
2000	3,850	79,940	1,720,480
2001	3,900	80,780	1,741,290
2002	3,940	81,040	1,762,435
2003	3,920	82,015	1,799,425
2004	3,975	83,555	1,832,465
2005	3,960	85,050	1,870,775
2006	3,975	86,215	1,907,710
2007	3,955	87,335	1,964,920

Source: DTI Small Business Service - vat registrations/deregistrations by industry

VAT registrations and de-registrations are the best official guide to the pattern of business start-ups and closures. They are an indicator of the level of entrepreneurship and of the health of the business population.

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B. New registrations

Year	Ceredigion (businesses)	Wales (businesses)	Great Britain (businesses)
2000	180	6,305	174,320
2001	190	6,055	165,620
2002	205	6,405	172,620
2003	220	7,220	187,660
2004	225	7,090	179,770
2005	190	6,720	177,935
2006	195	6,525	177,615
2007	185	6,820	201,315

Source: DTI Small Business Service - vat registrations/deregistrations by industry

C. Deregistrations

Year	Ceredigion (businesses)	Wales (businesses)	Great Britain (businesses)
2000	200	5,505	144,935
2001	140	5,215	144,810
2002	170	6,145	151,470
2003	240	6,245	150,670
2004	165	5,550	146,725
2005	205	5,220	139,625
2006	180	5,365	140,680
2007	205	5,700	144,100

Source: DTI Small Business Service - vat registrations/deregistrations by industry

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Appendix 2
November 2008 workshop report

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Ceredigion: Challenges and changes

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December 2008



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EXECUTIVE SUMMARY

- Ceredigion's idyllic image is belied by some emerging challenges about employment, pay and incomes and housing. These challenges could jeopardise Ceredigion's future development.
- Ceredigion has very high levels of economic inactivity which are not wholly explained by its student population or its population of the early retired. These high rates mean a loss of potential to the economy.
- Ceredigion's rates of pay are well below average, both for weekly and hourly pay. The gap appears to be greatest at the top of the income distribution.
- Claims for almost all kinds of benefit are below average, but the reasons for the low levels of claims are not clear. Nevertheless more than 1 in 10 of the population relies on some form of benefit for all or a substantial part of their income.
- There is an acute problem of access to affordable housing, especially for first time buyers, and also a shortage of social housing.
- There are pockets of deprivation within Ceredigion, and the relative position of a number of wards appears to be deteriorating.
- As well as mainstream economic development, there is potential to develop new approaches that take account of the emerging challenges.
- Promising approaches include:
 - prioritising job creation
 - helping people into jobs
 - maximising incomes / minimising costs
 - community action.
- These solutions need to be 'made in Ceredigion' and developed with local partners if they are to meet the county's specific needs.

I INTRODUCTION

Ceredigion is widely seen as a rural idyll, with few of today's social and economic problems. In many ways Ceredigion is indeed idyllic: it has a beautiful landscape, a growing population, and rarely features on the many different measures of disadvantage and deprivation. Yet underneath the surface, there are some signs that there are some major challenges to the future prosperity and wellbeing of the county. Unless these challenges are met, they could presage some more serious problems in years ahead.

The first part of this report highlights three major issues which could jeopardise Ceredigion's future development, namely employment, pay and incomes, and housing. These are not the only issues which face Ceredigion, but they are extremely important because they concern the very basics of people's quality of life – a job, an income and a home. This report does not offer a comprehensive analysis of each of these aspects of Ceredigion. Rather it aims to highlight that these issues, taken together, need to be considered as a priority.

The second part of the report outlines some possible approaches to tackling the challenges. These are by no means the only actions that could be considered, and if adopted would need to be complemented by mainstream economic development measures. Nevertheless, they are approaches that have been identified in other studies as worthy of consideration and could equally have relevance in Ceredigion.

2. CURRENT CHALLENGES

Ceredigion rarely features in any indices of poor quality of life, deprivation or disadvantage. On the contrary, it was rated fifth highest in the UK for its quality of life in 2002,ⁱ third amongst Wales' rural counties for its quality of life in 2006,ⁱⁱ and in the top half of all UK local authorities on yet another quality of life index.ⁱⁱⁱ Yet on other measures, it performs much less well: these are employment, pay and incomes, and housing

2.1 A Crisis in Employment?

Having a job is a fundamental determinant of well being. It not only provides access to an income, but it also influences health, social status, and the risks of poverty in old age. The UK and Welsh Assembly Government's have recognised the importance of work to well being, and both have adopted a target of 80 per cent of the population of working age having a job.

It is worth briefly looking at the terms used to describe employment. The proportion of the population of working age who are employed – whether as an employee or self employed – is called the employment rate. The proportion of people who are employed plus the proportion that are unemployed is called the economic activity rate. All other people who are not working e.g. because they are too ill or disabled, are caring for a dependent, or are studying full time, are said to be 'economically inactive'. The proportion of the population of working age who are economically inactive is known as the economic inactivity rate.

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Employment in Ceredigion

Ceredigion's employment rate for the year 2007-08 was the lowest in Wales at 64 per cent.^{iv} This rate was **less** than the so-called jobless black spots of the south Wales valleys such as Neath Port Talbot, Caerphilly, Blaenau Gwent and Merthyr Tydfil (see Table 1). This low rate means that less than two thirds of Ceredigion's population of working age had a job in 2007/08—just 33,200 people. The employment rate is low for both males and females.

Table 1 Employment Rate by Local Authority 2007/08

local authority	Number	Percentage
Ceredigion	33,200	64.0
Neath Port Talbot	55,800	65.7
Caerphilly	72,100	66.6
Torfaen	37,900	66.9
Blaenau Gwent	28,900	67.4
Merthyr Tydfil	24,000	68.5
Rhondda, Cynon, Taf	102,600	69.9
Anglesey	29,600	70.0
Cardiff	149,900	70.1
Swansea	102,300	71.0
Carmarthenshire	78,400	71.3
Denbighshire	42,000	71.4
Gwynedd	52,400	71.6
Bridgend	60,100	72.4
Newport	63,700	72.7
Pembrokeshire	51,900	73.1
Conwy	48,300	73.8
Vale of Glamorgan	57,300	74.2
Powys	61,400	75.6
Wrexham	64,400	76.2
Monmouthshire	41,700	77.4
Flintshire	75,700	77.5

Source: ONS annual population survey [Apr 2007-Mar 2008]

Note: numbers are for age 16 and over. Percentages are for age 16 – 59/64.

The position is even worse if the proportion working full time and part time is considered (full time is defined as working more than 30 hours a week). In the year to March 2008, 70 per cent of those in employment worked full time. For women, the proportion was even lower – just 56 per cent worked more than 30 hours a week.

The non-working population

The rest of Ceredigion's population of working age was not working in the year to March 2008, some 16,000 people. They are either unemployed (1,200 people), or economically inactive (15,200 people).^v It is worth remembering that not everyone who is not working is able to work or wants to work, e.g. because they are students, retired, caring for dependents, sick or

disabled. Nevertheless, in March 2008 one in 15 of Ceredigion's economically inactive population (3,100 people) wants a job. This was the 9th highest rate in Wales, not far behind the former industrial counties and almost double the rate in Pembrokeshire.

It is worth briefly considering different groups of people who are economically inactive.

Students

The position of students is particularly important. Ceredigion's large student population is sometimes cited as a reason for the county's high economic inactivity rate, and accounted for more than 10 per cent of inactivity in 2005.^{vi} However, whilst the large number of students in Ceredigion may be the **main** reason for economic inactivity, it is certainly not the **only** reason for the county's high rates. Even when students are excluded from the statistics, Ceredigion's economic inactivity rate, at 25.2 per cent, is only just behind the rate in Neath Port Talbot, Merthyr Tydfil, Blaenau Gwent and Caerphilly.^{vii} That Ceredigion's inactivity rate is worse than former industrial areas such as Rhondda Cynon Taf and Torfaen should be a matter of deep concern.

It is also questionable whether it is appropriate to exclude students from consideration of the issues facing Ceredigion. It could be argued that students are part of Ceredigion's population of working age, albeit a temporary part. Students are a potentially valuable source of labour for local employers, both during vacations and in term time, and they also have the potential to become a permanent, relatively well qualified, part of Ceredigion's workforce after graduation. Having a job could also boost student spending power, which in turn stimulates further local employment, and the availability of employment could also be a factor in students' choice of Ceredigion's universities as a place for study.

Early retirement

Another reason why some people are economically inactive in Ceredigion is that they have retired (albeit below state retirement age). According to the Welsh Assembly Government's analysis, retirement accounts for approximately 7 per cent of the county's economic inactivity.

Early retirement also shows up in the economic inactivity rate of people aged 50 to retirement. In Ceredigion, just over half (52 per cent) of people in this age group were economically inactive in 2007/08. Whilst this figure is higher than in many other parts of Wales, including those which are similarly attractive locations for retirement, it is nevertheless very much lower than the extraordinarily high economic inactivity rates for this age group, which are over 70 per cent, found in Caerphilly, Merthyr Tydfil, Neath Port Talbot and Blaenau Gwent. As with students, therefore, it seems that although early retirement is important, it is not the sole explanation of Ceredigion's low activity rate.

Nor does a presence of people who have retired early mean that inactivity amongst over 50s should be dismissed. Whilst it could be argued that the early retired are out of the workforce by choice rather than necessity, they nevertheless represents a loss of skills and talent. In addition, as a population that is likely to be dependent on investment income rather than earnings, changes to investment returns could jeopardise the standard of living of the early retired in the area.

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Prime working age

If Ceredigion's low economic activity rates are not explained by students (who are predominantly under 24) or by early retirement amongst older people, what about those aged 25 to 49 – so-called prime working age? It is here that some surprising results emerge. In the year to March 2008, Ceredigion had the third highest economic inactivity rate in Wales for those aged 25 – 34, at 21 per cent (behind only Torfaen, Pembrokeshire and Swansea). It also had the third highest inactivity rate for those aged 35 – 49, at 20 per cent (behind Neath Port Talbot and Blaenau Gwent). Taking these two age groups together, one in five of Ceredigion's population of prime working age is economically inactive.

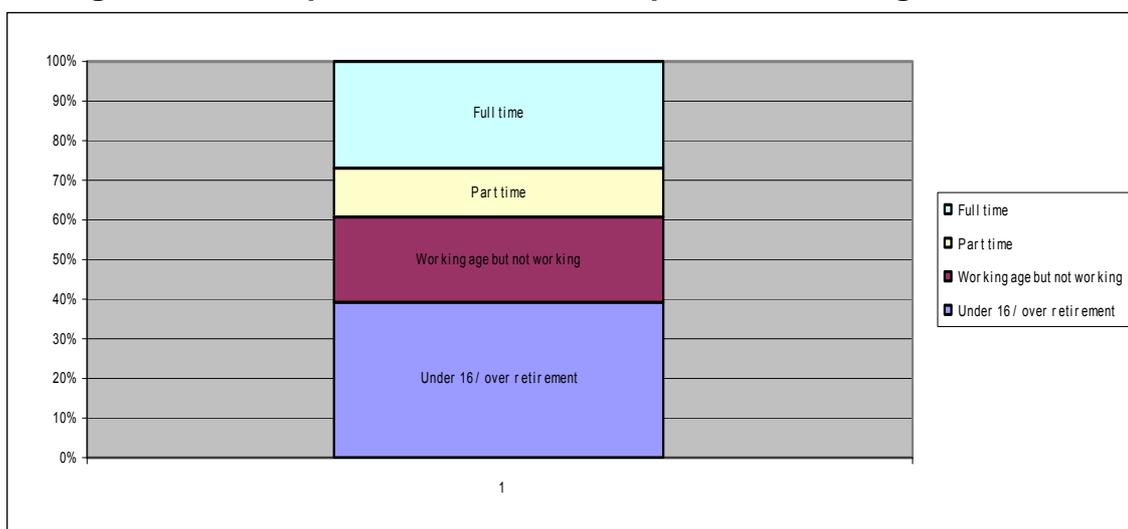
It is possible to speculate about why such a high proportion of people are inactive, such as people contributing to the family business without regarding their contribution as 'working', people with a semi-subsistence lifestyle, or parents staying at home to care for dependents. However, the reasons are simply not clear and need further investigation.

The Impact

These different aspects of economic inactivity taken together suggest that there is something more amiss in the labour market than can be explained by the presence of students. The low economic inactivity rate amongst the population of prime working age as well as amongst over 50s, and the above average proportion who would like a job, indicate that there are genuinely not enough jobs in the county for everyone who would like a job to have one.

Low economic activity rates can have a substantial impact on the population as a whole, as there are simply fewer people working, earning and spending. Add to this the low proportion of full timers amongst those who are employed, and Ceredigion's position becomes even more precarious. The total population (including children and people over retirement age) is supported by barely a quarter who work full time (Figure 1). Given that full time work is the norm (rightly or wrongly), and that full time hours are usually required in order to support a family adequately, there could well be a problem sustaining the county's population.

Figure 1 Proportion of the Total Population Working and Not Working



Source: NOMIS Annual Population Survey for year to March 08

2.2 A pay crisis?

The second area to be highlighted is pay and incomes. Being employed or self employed is important as a source of income. In the UK, three-quarters of households' incomes comes from earnings or self employment. Yet those who do work in Ceredigion (already a low proportion of the total) are relatively low paid, whilst income from benefits also appears to be low.

Low Pay in Ceredigion

There are strong indications that earnings in Ceredigion are well below those for the rest of Wales. Earnings can be analysed in different ways. Median earnings indicate the amount earned by the person who is half way between top and bottom pay. The median is therefore not affected by changes in the amounts earned by a small number of very high earners (unlike average earnings), and because the median reflects the earnings of the 'typical person it is preferred by those concerned with equality.

Data for 2008 show that the median gross weekly earnings of full timers in Ceredigion were £370.10, the second lowest in Wales. The size of the gap between Ceredigion and other Welsh counties should not be underestimated – median gross weekly earnings of full timers in Cardiff were £81.80 a week more whilst median gross weekly earnings in Monmouthshire and the Vale of Glamorgan were even higher still. It could be argued that those living in Ceredigion suffer a pay penalty of more than £80 a week compared with those living in the capital.

Gross weekly earnings are of course affected by the number of hours worked, so hourly rates provide a useful alternative measure. These too are low in Ceredigion. In 2008, median hourly earnings of full time workers in Ceredigion were £9.55, the lowest rate in Wales (along with Powys). When part time work is taken into account, the picture is worse still, as part time work is typically less well paid than full time. The median hourly pay for all workers in Ceredigion was £9.07, compared with a Welsh median of £9.67.

Interestingly, Ceredigion's below average wages seem to be associated with depressed pay amongst those on higher rates earners rather than amongst the already low paid. The median hourly rate of Ceredigion's lowest paid 25 per cent of earners was only slightly below those for all-Wales median for the same group. However, the gap between Ceredigion and Wales widens in better paid earnings groups: the median earnings of the best paid 75 per cent were 73 pence an hour less (Table 2). Although this sounds modest, it amounts to more than £25 a week for someone working 35 hours.

Table 2 Gross Hourly Earnings 2008, Wales and Ceredigion

	Gross hourly earnings all workers			Gross hourly earnings median		
	25 %	Median	75 %	Male	Female	All
Ceredigion	7.00	9.07	13.91	9.52	8.38	9.07
Wales	7.14	9.67	14.64	11.11	8.66	9.67
Pay Gap	0.14	0.60	0.73	1.59	0.28	0.60

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Source: Annual Survey of Hours and Earnings 2008, via Nomis

In all cases, whether weekly or hourly, full time or all workers, earnings of women are lower than those of men. However the gender pay gap is smaller in Ceredigion than Wales as a whole, not because women are doing well (they still earn slightly less than the Welsh median) but because median pay for men in Ceredigion is very much lower than the Welsh median.

No Pay in Ceredigion

Given the high proportion of people who are economically inactive, and the prevalence of low pay amongst those who are in employment, there is a surprisingly small proportion of the population of Ceredigion receiving some sort of state benefit.

Ceredigion has the second *lowest* proportion of the population in Welsh local authorities receiving so-called out-of-work benefits. According to data from the Department for Work and Pensions, 12.4 per cent of people receive at least one of the following benefits: Jobseekers' Allowance, Incapacity Benefit, Lone Parent benefits, disabled benefits, carers' or bereaved benefits. Table 3 shows the numbers and percentage of the population claiming each benefit in Ceredigion and Wales.

Table 3 Payment of Key Benefits, March 2008

	Ceredigion		Wales
	Number receiving benefit (thousands)	Percentage of population receiving benefit	Percentage of population receiving benefit
Job Seekers' Allowance	0.5	1.1	2.2
Incapacity benefit	3.66	7.7	10.6
Lone parent	0.49	1.0	2.1
Carer	0.5	1.1	1.4
Other income related	0.16	0.3	0.5
Disabled	0.47	1.0	1.3
Bereaved	0.12	0.2	0.3
Total on working age income related benefits	5.9	12.4	18.4
Working and Child Tax credits (excluding Family-only element of CTC)	3.72	-	-
Pension credit (guarantee element)	3.13	-	-

Source: Department for Work and Pensions, HM Revenue and Customs

The proportion of the population receiving the key out-of-work benefits (Jobseekers' Allowance, Incapacity Benefit, Income Support, Severe Disablement Allowance and Carer's Allowance) is lower than in many other parts of Wales (see Figure 2). Nevertheless nearly 6,000 people in Ceredigion claim some form of benefit and therefore have a relatively low household income.

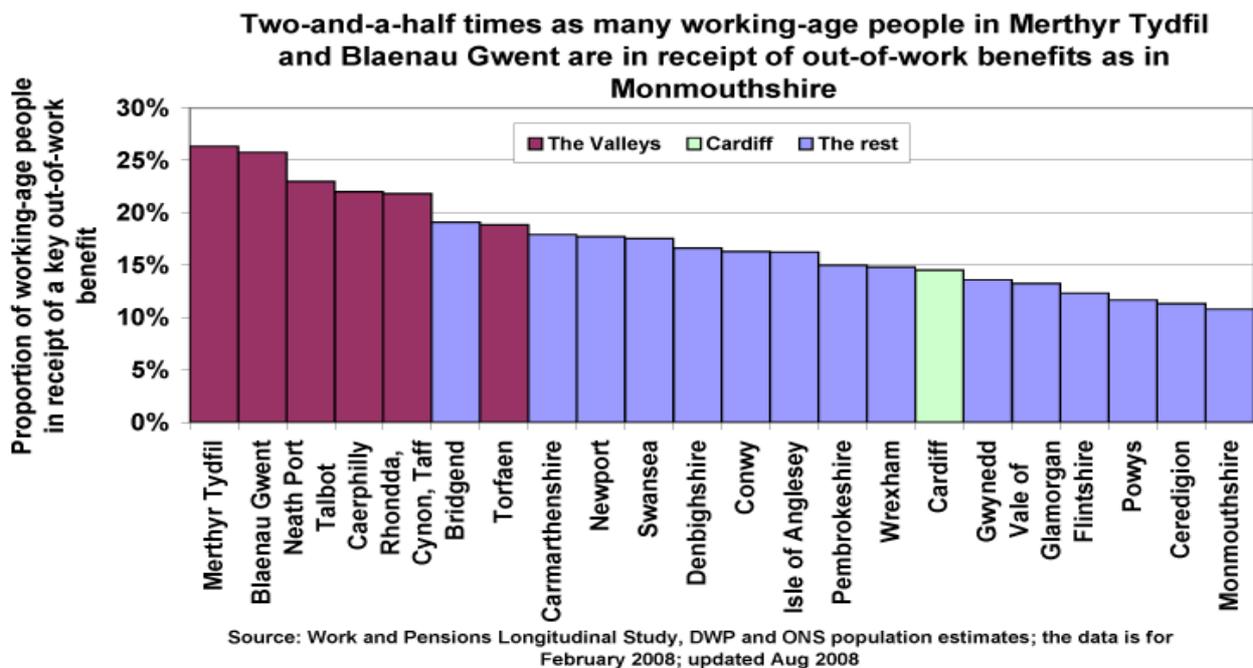
The relatively low proportion of households living on out-of-work benefits is reflected in the proportion of children living in workless households, a measure of child poverty. Ceredigion appears to have below average child poverty, with 17 per cent of children living in workless

households in Ceredigion parliamentary constituency in 2006.^{viii} Similarly Kenway et al estimated that Ceredigion ranked 16th out of 22 local authorities for child poverty in 2004.^{ix} Even lower are figures on the take up of free school meals: just 11.9 per cent of primary school pupils and 9.4 per cent of secondary school pupils claimed them, the third lowest in Wales.^x However it is not clear if the figure is low because children were not entitled to free school meals, or whether it is low because children are entitled but do not claim them.

Amongst those who are working, just fewer than 20 per cent of households of working age in Ceredigion claim Working or Child Tax Credit (excluding those who only receive the family element of Child Tax Credit as their incomes are relatively high). Ceredigion's rate of claims is the 8th highest in Wales (Figure 3). This makes the low take up of free school meals surprising.

Amongst those over retirement age, Pension Credit is a benefit paid to people over the age of 60 to 'top up' their incomes to a minimum amount. In 2008, approximately 12.5 per cent of people over 60 in Ceredigion received the guarantee element of the Pension Credit, the third lowest rate in Wales.^{xi}

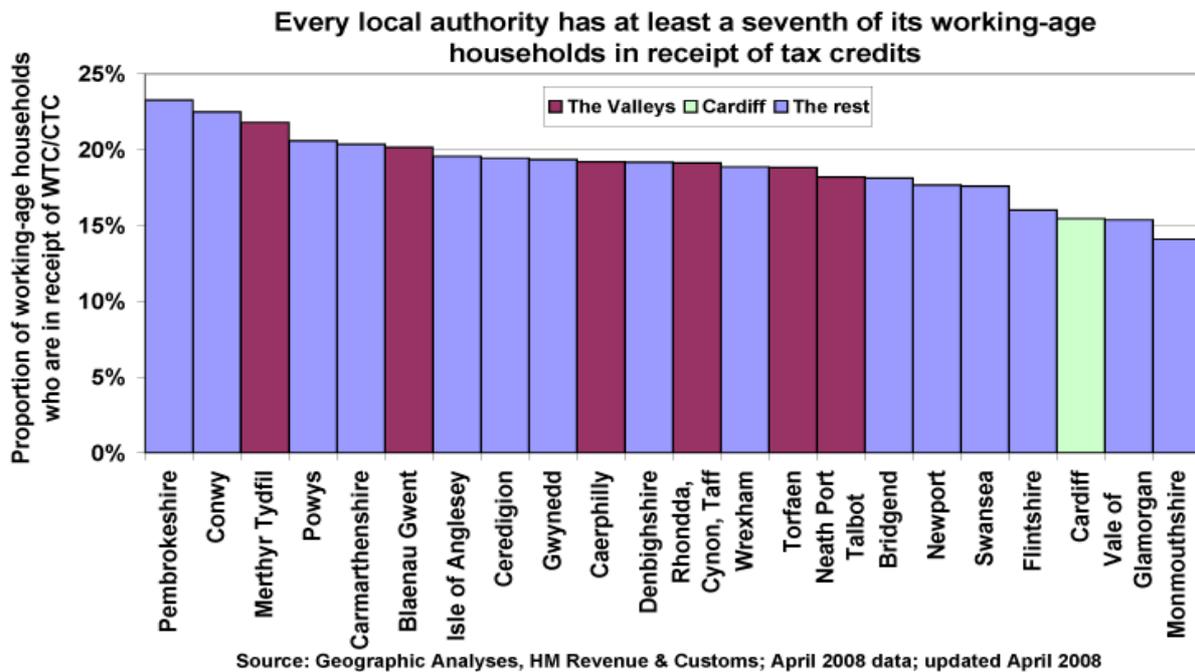
Figure 1 Proportion of Working Age People in Receipt of Out-of-Work Benefit



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Figure 2 Proportion of Working Age Households Claiming Working Tax Credit / Child Tax Credit



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It is not immediately clear what the relatively low level of benefit dependency means when taken alongside the high level of economic inactivity. It *could* mean that many of those who are not working have access to another source of income, e.g. a private pension or investment income, or are working in the informal economy. Alternatively, it could mean that people who are eligible for a state benefit are not taking up their entitlement, e.g. because they are not aware of the benefit or do not wish to claim for some reason. The paradox warrants further investigation.

Even though the claimant rates are relatively low, however, there is still more than one in ten of the population of working age reliant on some form of out of work benefit, nearly one in five children living in a workless household, and more than one in ten pensioners receiving an income top-up.

2.3 A Housing Crisis

The third area of concern is housing. It should go without saying that an affordable home is a basic prerequisite of a decent quality of life. Yet some sections of Ceredigion’s population struggle to find a home in the county.

Lack of Affordable Housing

Ceredigion’s ‘rural idyll’ means that its housing is highly attractive to people from outside the area seeking holiday or second homes, or retirement homes. Often with higher incomes than local people, house prices have been pushed up to high levels in relation to local earnings. Shelter Cymru’s evidence to the Joseph Rowntree Foundation’s Commission on rural housing^{xii}

says that prices increased in Ceredigion by more than 200 per cent between 2000 and 2007, with the result that 'average' prices are above the national mean. The ratio of prices to local incomes is high: the JRF study summarises several studies all of which show Ceredigion having a higher ratio than the all-Wales figure. Housing is particularly unaffordable for first time buyers: study by Local Futures^{xiii} found that housing in Ceredigion was the third most unaffordable in Wales for first time buyers (behind Pembrokeshire and Monmouthshire),

The alternative to house purchase is, in many parts of Wales, social housing. However in Ceredigion, the social housing sector is relatively small providing just 12 per cent of housing compared with 17.9 per cent for Wales. Both local authority and social landlord housing provision is less than the Welsh figure. Instead, the privately rented sector plays a much larger part in providing accommodation than the Welsh norm, accounting for 13.5 per cent of housing comparing with 7.4 per cent for all Wales. Whilst there is nothing inherently wrong with private sector housing, it is associated with less secure tenure, poorer house condition, greater fuel poverty and higher rents than other sectors.

The latest statistics suggest that Ceredigion's housing market is contributing to a polarisation of the population. On the one hand, almost one in 10 houses were found to be vacant in Ceredigion County Council's housing needs survey, possibly because they were holiday or second homes. Amongst those that were occupied, the survey also found higher than average levels of under-occupation. In other words, some people in the county have a lot of housing. Other people, however, experience a shortage of housing. Ceredigion has the second highest levels of overcrowding in Wales,^{xiv} and whilst homelessness rate is very slightly below all-Wales rate (at 6.8 per thousand households compared with 6.9 for Wales, in 2005) there were nevertheless 56 households who were homeless in the first quarter of 2008 alone.

Impact on the community

Social and economic disadvantage is becoming evident in Ceredigion's communities. Although Ceredigion lacks the widespread deprivation seen in the south Wales valleys, nevertheless two of its lower super output areas were in the worst 10-20 per cent of such areas in Wales in the Welsh Index of Multiple Deprivation (WIMD) in 2008, and a further three were in the worst 20 – 30 per cent. Equally worrying is the apparent deterioration in the socio-economic circumstances of small areas. In 2008, 34 per cent of LSOAs in Ceredigion were more deprived than the Wales average; in 2005 the proportion that was below the Wales average was 23 per cent.

The WIMD is a useful tool to identify geographical areas where there a large proportion of socio-economically disadvantaged people live. It does not, however, mean that everyone who lives in a disadvantaged area is a disadvantaged person. And equally, it does not mean that all disadvantaged people live in disadvantaged communities – disadvantaged people are found throughout the county.

This is a particularly important point for Ceredigion, where socio-economic disadvantage is not necessarily reflected in geographical segregation of the population. Ceredigion's settlement pattern is such that the population is dispersed over a wide area. There are few large concentrations of people, disadvantaged or not, in any one place. Even where disadvantaged people do live in close proximity, e.g. on a particular housing estate, it is likely that their community will be part of a larger geographical unit with a more diverse population. The problems of disadvantaged people are, therefore, hidden from geographically based analyses.

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2.4 Conclusion

Ceredigion faces some major challenges in the years ahead. A substantial proportion of its population appear to lack access to a job, a living wage or a decent home. Whilst some of Ceredigion's poor showing in statistical terms may be attributable to the number of students and / or early retired people in the county, these groups are by no means the sole explanation of the county's socio-economic circumstances. Even setting them aside, there are still marked problems.

Moreover, students and the early retired are residents of Ceredigion, even if only temporary, and as such should be an integral part of efforts to shape its future.

The statistics highlight a potentially damaging polarisation in Ceredigion between the 'have lots', with a spacious home, a good job or comfortable pension, and the 'have nots', in poor quality rented accommodation, a low paid job or no job at all, and a low income. Social inequality is associated with many other social ills, such as crime and anti-social behaviour.

3 PROMISING APPROACHES

The challenges facing Ceredigion are huge. Most obviously, there is a serious shortage of jobs – not just in the *number* of jobs, but the range of economic sectors, and in well paying as well as lowly paid jobs. Creating and retaining a variety of jobs must be central to efforts to regenerate Ceredigion. But that is not the only imperative: the challenges of low levels of economic activity, low pay and housing need will also need to be an integral part of Ceredigion's regeneration.

The rest of this section outlines some possible approaches to addressing this issues that could be considered.

3.1 Creating and retaining jobs

Two sectors dominate employment in Ceredigion – the public sector and tourism (namely distribution, hotels and restaurants). Together, they account for more than two thirds of all employment in the county (68 per cent – 17,600 jobs). Unfortunately, neither of these sectors has performed particularly well in recent years. Since the mid 1990s, there has been little net increase in the proportion of Ceredigion's workforce employed in public administration, education and health, despite the substantial growth elsewhere in Wales, and there has also been little if any net increase in the proportion of employment in tourism. Given the dominance of these sectors, it is hardly surprising that total employment has not increased substantially either. If employment in Ceredigion has not performed particularly well at a time when the economy generally has been booming, it is highly unlikely that it will grow during less favourable times.

The need to create and retain jobs is therefore pressing. There is no instant solution, but a useful starting point is the recognition that **all** jobs are valuable – in any sector, any occupation, and of any type. Jobs that are not always thought of in economic regeneration strategies, e.g. retailing, construction and public sector jobs, can usefully be included in regeneration efforts. Similarly, job creation can be encouraged and supported through business support measures.

Ceredigion's public sector has a key role in local employment creation. Together, the local authority, universities, NHS Trust and UK government offices must purchase millions of pounds worth of goods and services. At least some goods and services could surely be provided locally and competitively, whether food for schools and hospitals and stationery or IT services and event management. Much is talked about local procurement but Ceredigion could explore practical ways of actioning it.

Similarly, Ceredigion's public sector could consider ways in which local recruitment could be maximised, albeit recognising that there are constraints on recruitment in some instances. Aspects of workforce planning, training and staff development programmes, advertising and problem solving could all be considered jointly by public sector employers – perhaps in an employers forum.

3.2 Helping people into jobs

It is now widely recognised that people who are out of work do not necessarily find a job, even if one is available. Some need help and support to enter and retain employment, and there is a growing body of evidence on effective intervention. What has been found to work is essentially:

- early intervention – to keep the 'work habit'
- personalised help – to meet specific needs
- help to overcome barriers to working – with practical solutions
- raise self-esteem and ambitions
- provide on-going support on return to work.

In recent years a number of special programmes have been introduced by the Department for Work and Pensions and Welsh Assembly Government to help people into work, such as New Deal, Pathways to Work, Want 2 Work and Job Match. However most of these are focused on specific areas within Wales (notably parts of the south Wales valleys) and have not been extended to Ceredigion. To be eligible for support participants must normally be in receipt of a benefit, although rates of claiming benefits in Ceredigion appear low.

There could be merit in providing help to people who are economically inactive, taking into account the specific circumstances of Ceredigion.

3.3 Maximising Income / Reducing costs

A third promising approach is to tackle the question of low household income head on. There is a great deal that local authorities can do to help households to maximise their incomes, and to ease the impact of living on limited resources.

As already highlighted, Ceredigion has low rates of benefits claims, for reasons that are not clear. A number of local authorities have aimed to ensure that everyone receives benefits to which they are entitled, through raising awareness of certain benefits, offering practical help with claiming, and providing benefit checks. These would include both in-work benefits, such as tax credits, and out of work benefits.

For people on low incomes, speedy as well as accurate processing and payment of claims is also vital, and there is action here that the county council can take with regards to those

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benefits for which it is responsible (e.g. Housing Benefit, Council Tax Benefit, School Uniform Grant, Free School Meals) etc.

Local authorities can also review their policies on charges for services to minimise the impact on low income households. This could be a wide ranging exercise including everything from school meals to leisure services to the tariff paid for fuel in council housing. Save the Children Fund Cymru have suggested that reviewing charges associated with education (including 'optional' payments e.g. for trips, school photographs etc.) is particularly important in tackling child poverty.

3.4 Community action

The fourth promising approach centres on community action – not just communities of place but communities of interest as well. As well as community development and support activities, typified by those undertaken in Communities First areas, there is also scope to address the specific needs of different community groups as an integral part of the county's regeneration strategy. Action to increase awareness and understanding of diverse communities within Ceredigion, to promote equality and tolerance, could usefully help to make the county an attractive place in which to live for all sections of society. This is an area of work that would need development in conjunction with the community itself, and cannot be prescribed from 'on high'.

4 CONCLUSIONS

It is clear that Ceredigion faces many very substantial challenges, which concern the fundamental issues of access to a job, a decent income, and a home. The dispersed nature of its population and the presence of affluent individuals alongside those who are less well off mean that the county does not experience the kinds of **general** deprivation and disadvantage that are seen in some parts of Wales. However, on the key issues of jobs, pay and housing there nevertheless appear to be marked and increasing challenges. Nor can these challenges be explained away as the product of Ceredigion's student population or its retired population.

The challenges emerging in Ceredigion warrant further, serious consideration and appropriate action to meet them. There a number of different approaches which have the potential to help to meet these challenges, in tandem with mainstream economic development activity. The crucial point is that these approaches need to be developed further, to meet Ceredigion's specific needs, if they are to be successful. Imported or imposed solutions simply will not work.

Notes

ⁱ Experian (2002) Available at: <http://press.experian.com/documents/Quality%20of%20Life%20%20-%20overall%20ranking.pdf>

ⁱⁱ Halifax Estate Agents (2006) "Rural" Areas Quality of Life Survey, Press Notice 5th May, available at http://www.hbosplc.com/economy/includes/05_05_08RuralQOLWALES.doc

ⁱⁱⁱ Halifax Home Insurance (2006) Quality of life highest in Elmbridge in Surrey, Press Notice 11th August. Available at: www.elmbridge.gov.uk/Elmbridge%20Borough%20Council/.../Quality%20of%20Life%20Highest%20in%20Elmbridge.pdf

^{iv} Latest figures (for June 2008) show a marked increase in Ceredigion's activity rate to 70 per cent, the second highest in Wales. The question of a seasonal effect needs further research.

^v Figures for the year to June 2008 show a sharp increase in the number of unemployed (to 1,800) combined with a sharp decrease in the proportion who are economically inactive (to 14,200). It is not clear whether this reflects change on the ground, is a seasonal effect or a statistical quirk.

^{vi} Welsh Assembly Government (2006) Economic Inactivity in Wales 2006, Cardiff: WAG

^{vii} Ibid.

^{viii} Data from End Child Poverty, Poverty in Your Area <http://www.endchildpoverty.org.uk/why-end-child-poverty/poverty-in-your-area#wales>

^{ix} P. Kenway et al (2005) Monitoring Poverty and Social Exclusion in Wales

^x National Assembly for Wales (2008) Child Poverty, Parliamentary Briefing

^{xi} Data from www.poverty.org

^{xii} Joseph Rowntree Foundation (2008) Commission on Rural Housing in Wales, Available at <http://www.jrf.org.uk/BOOKSHOP/eBooks/2235-wales-housing-rural.pdf>

^{xiii} Local Futures (2007) First Time Buyer Barometer, Available at: <http://www.localfutures.com/Assets/2312/housing%20barometer%20&%20data%20-%20jul%202007.pdf>

^{xiv} data from www.poverty.org.uk

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Appendix 3
Partnership Planning Day
Aberporth March 2009

Purpose of the event

The event came out of discussions with Ceredigion County Council representatives and the changing role of the Ceredigion Economic Regeneration Partnership. Initially this cross sector partnership had been created to oversee the Objective 1 funding and now was managing the Axis funding and its emerging projects. Unfortunately the terms of reference and mission for the partnership had not been amended and there was a general feeling that the partnership had begun to drift. As attendance at the partnership meetings began to wane Ceredigion County Council found itself playing an increasing role in all aspects of the partnership working and therefore the partnership began to be seen more as an extension of the local authority rather than a cross sector regeneration body.

The purpose therefore was to reassess the role of CERP, for the members of the partnership to identify priorities that CERP would take forward and examine the structure of the partnership in relation to the lead body and its future activities.

Future Priorities for CERP

All partners were invited to bring issues to the event and those submitted were as follows (for a full list of all contributions see appendices)

Key issues brought to the event

- Local procurement
- Lobbying for Ceredigion's need – making a bespoke case
- Job creation, particularly in sectors that have relatively high pay
- Maximising opportunities arising from housing stock transfer
- Affecting planning policy re local housing and employment sites
- Getting the Welsh Language to be an economic asset in Ceredigion

The two additional priorities agreed at the meeting were

- Sustaining existing jobs
- Develop tourism. Identify for Ceredigion (Cultural Sustainability)

These were prioritised and the following issues were agreed to move forward were:

- Sustain existing jobs (ranked 2nd)
- Maximising opportunities arising from housing stock transfer (ranked 3rd)
- Local procurement (ranked 1st)
- Job creation, particularly in sectors that have relatively high pay (ranked 4th)
- Develop tourism/ Identity for Ceredigion Cultural sustainability (ranked joint 5th)
- Getting the Welsh Language to be an economic asset in Ceredigion. (ranked joint 5th)

Local procurement

Initially participants were asked to identify the issues arising out of this priority and then to provide potential action points.

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Issues around local procurement

Important factors

- Range of services/ products; capacity issues. Specialisms limited
- Size and quality issues
- Bureaucracy – especially for small and medium enterprises
- Approved supplier lists
- Expertise for services
- LSB/ Initiative on Local Procurement Forum
- Limited local markets

Potential impact

- Not much achieved through local procurement
- Small producers are disenfranchised
- Low wages etc 'feedback loop'
- Commitment of public sector to purchasing frameworks but local capacity issues
- Limits on development of local markets

Who is impacted upon?

- Local producers
- Population (less choice)
- Down turn in economic growth affects everyone

Actioning local procurement

Who needs to be involved in moving this priority forward?

Private sector purchasers

Private sector sellers

Public sectors advisers and intermediaries

Third sector advisers

Private sector contractors e.g. Menter a Busnes delivering suppliers development programme.

What is the role of the partnership in driving this priority forward?

- Encourage projects to assist local purchasing/ trading through facilitation, training and mentoring.
- Encourage Menter a Busnes 'Supplier development' project to do much more and reach further
- Facilitate/ encourage Axis 4 projects take forward.
- Encouraging linkages with other deliveries e.g. business support.

What steps must the Partnership take to respond to this priority?

- Contact existing deliverers of advice and support
- Meet with ? public sector 'gate keepers'
- Identify opportunities
- Examine existing framework agreement to establish the lack of 'social clauses' in the tender document
- Develop cluster groups of sellers

- Establish new outlets for local products – markets
- Find means of communicating with local businesses
- Identify a development path; possible sources of funding – adding to existing funding leading to new project development e.g for RDP Axis 4
- Local branding (RDP project)

Who needs to be involved?

Key task	Stakeholders to be involved
Support existing projects	<ul style="list-style-type: none"> - Local businesses - Local public sector bodies - Support and advisory deliverers
New initiatives <ul style="list-style-type: none"> - New outlets for local products - New B2B events 	
Development programmes (hands on support) <ul style="list-style-type: none"> - A more co-ordinated approach - For clusters - Specific business development - Officers to service clusters (including 3rd sector) - Linking/ joining up with existing business support activity 	

Sustaining existing jobs

This priority was outlined after the first round of discussions and therefore the feedback is based on actioning the issue only

Actioning ‘sustaining existing jobs’

Who needs to be involved in moving this priority forward?

All suppliers

Public Sector (local procurement)

Private sector

What is the role of the partnership in driving this priority forward?

- Find out what is going on i.e. jobs/ risk
- Manage/ create demand
- Prioritise the support of sustainable jobs not the promotion of unsustainable ones
- Supporting proactive development
- Lead responses to individual opportunities
- Promote opportunities for private sector interventions
- Support more of what we do!

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What steps must the partnership to take respond to this priority?

- Identify what is needed for sustainability
- Identify where the manageable risks are (Can we do anything about national businesses or organisations)
- Work to bring people in Tourism 'spend' through imaginative marketing
- Succession Planning and internal development
- Better ways of communicating issues

Who needs to be involved?

Private sector

Maximising opportunities arising from housing stock transfer

Issues around maximising opportunities arising from housing stock transfer.

What are the important factors relating to this issue?

- Getting local builders/ contractors to deliver low carbon footprint housing – introduce green technology
- Bureaucracy associated with procurement – could the housing association directly employ builders as their own staff; alternatively or alongside – make tender process more accessible
- Making sure employees of social enterprise realise they can operate without constraints of County Council, important to consider this at the outset to make efficiency savings – especially with transferred council staff
- Opportunities for centralised energy creation e.g for housing estates e.g. combined heat and power.
- Creating skills sets in communities to do the maintenance
- Training of transferred council employees and for businesses

No further information provided

Actioning the issue of maximising opportunities arising out of the stock transfer

Who needs to be involved in moving this priority forward?

Tai Ceredigion

Ceredigion County Council- legal, housing, DHPW, skills development

Tenants

Communities First Partnership

Land usage issues

Benefits can be involved in procurement of materials, energy efficiency, environmental aspects, and community cohesion.

What is the role of the partnership in driving this priority forward?

- Proofing condition in contracts to ensure local environmental and services provision opportunities are maximised
- Provide a challenge to ensure that opportunities as maximised
- Partnership needs more information to identify what it could do to support the transfer.

What steps must the partnership take to respond to this priority?

- Invite presentation from those involved with stock transfer process – Regeneration element – bringing builders together – need to appreciate figures involved in key issues
- Learn lessons from elsewhere can we identify how similar schemes have benefited in other areas

Who needs to be involved?

Key task	Stakeholders to be involved
Brief the partnership	Stock transfer team – programme of work to be prepared with skill training , social capital, physical build and environmental considerations

Job creation, particularly in sectors that have relatively high pay

Issues around job creation, particularly in sectors that have relatively high pay

What are the important factors relating to this issue?

- University integration (spin out)
- Public Sector jobs
- Better links with the business community to help young people into local work
- Stronger career advice
- Package with link officer to local schools
- Business education partnership (needs to be created)
- Care Industry (growing) need for better training for management
- Knowledge economy – Development of further activities

What is the potential impact of this issue?

Positive – retaining local people in local jobs; understanding the needs of the business community.

Who is impacted by this issue?

- The young people embarking on a career
- The business community with access to trained labour
- People better trained, receiving better salaries

Actioning the priority of job creation, particularly in sector that have relatively high pay

Who needs to be involved in moving this priority forward?

- QinetiQ and or Watch Keeper
- Environmental consultants
- Aberystwyth University commercialisation and consultancy services CCS
- Swansea University Commercialisation unit spin out and advice
- Highly qualified early retirees as mentors
- Care industry representatives

What is the role of the partnership in driving this priority?

- Drawing people together to act as a sounding board
- Generating specific ideas/ actions
- Connecting with stakeholders to gather ideas

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What steps must the partnership take to respond to this issue?

- Generate and collate ideas
- Seek comments on ideas and develop them
- Look for deliverers of developed ideas
- Funding search

Who needs to be involved?

Key tasks

- Idea generation
- Idea comments and developments
- Deliverers

Stakeholders to be involved

- CERP members and their contacts
- Wider forum and one to one discussions

Getting the Welsh Language to be an economic asset in Ceredigion.

Issues raised in relation to getting the Welsh language to be an economic asset in Ceredigion

What are the important issues relating to this priority?

- Outward migration of our young people –
- Procurement /supply. Welsh can be specified in tender documents etc to stimulate the use of Welsh.
- Vibrant Welsh community that can support – Welsh businesses (Migrant? Training – outdoor industries)
- Do we sell the skills we have in Ceredigion.

No further issues addressed

Actions relating to Getting the Welsh Language to be an economic asset in Ceredigion

Who needs to be involved in moving this priority forward?

- All public sector organisations
- Links with a bi lingual future thematic group (community strategy)
- Contract managers involved in services – need for bi lingual service condition in contract.
- CERED

What is the role of the partnership in driving this priority forward?

- Link with contract managers (procurement / menter a busnes)
- Develop a Welsh Language service provision that could be utilised by other areas of Wales
- Develop a niche tourist sector, enhancing on the bi lingual nature of Ceredigion
- Build as a Welsh tourist attraction e.g would you go to France and not expect to see French on the menu.
- Build on successful businesses such as Harbour master Gwesty Cymru
- Offer Welsh experiences in towns.

What steps must the partnership take to respond to this priority?

- Ensure more administration within public sector organisations in Welsh
- Ensure cross links with a Bi lingual Future theme – making economic assets a priority in that theme and vice versa
- Public sector organisations assist in training private sector organisations in the Welsh language.

Other issues discussed but not taken forward as priorities

Affecting Planning Policy re local housing and employment sites

What are the important factors relating to this issue?

- Delays in process leading to a loss of opportunities
- Need clear policy within the council – can be directed towards what is needed
- More flexibility needed – encouraging rather than hindering opportunities
- Negative perception from residents of Ceredigion. Need better engagement and encouragement
- Dealing with perception and reality
- Potential clustering effect
- Planning needs to be looking at a strong economy
- Need proactive planning policy

Who is impacted by this issue?

Conflicting – retired people.

Lobbying for Ceredigion's need

What are the important factors relating to this issue?

- Common agreed message
- Constructive, researched argument, methodology, facts and figures
- Having consistency in lobbying
- Shared message for all partners in Ceredigion
- Vital with regionalisation and 'Valleys' focus/ baseline
- Planned and targeted who are we and why are we lobbying

What is the potential impact of this issue?

Positive. Identity Single message

Easier to find good practice cross border/ transnational

Negative Moaning label

Too bespoke isolated/ no partners

+ve/-ve We are unique Challenges, regional work/ isolation

Who is impacted by this issue?

Citizens/ service users/ Service providers/ policy makers/ politicians

This issue was not prioritised for action planning.

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Develop tourism/ Identity for Ceredigion Cultural sustainability

There was no discussion around the issues of this as it was prioritised at the second workshop of the event.

Actions relating to Development of tourism – An identity for Ceredigion

Who needs to be involved in moving this priority forward?

- Ceredigion County Council
- Mid Wales Tourism Partnership (TPMW)
- Mid Wales Tourism (Trade body)
- Cambrian Mountains Society
- Currently no identity
- Important not to be too geographically constrained

What is the role of the partnership in driving this priority forward?

- Ceredigion County Council – more resources required to function better
- Needs more of a priority within local authority
- Partnership needs to stress the importance of tourism to economy
- Developing cluster model
- Improve marketing

What steps must the partnership take to respond to this priority?

- Continue to support
- Improving standards of accommodation providers/ attractions
- More resources guided by CERP
- Targeted marketing

Who needs to be involved?

Key tasks	Stakeholders to be involved
More active promotional work needed – publications etc	Ceredigion County Council
More co ordination between websites	

Review of the Ceredigion Economic Regeneration Partnership

One of the issues central to the cohesiveness and effectiveness of the partnership is how relevant its governing documents are.

The group examined the Mission Statement and objectives/ responsibilities

Within the Mission statement the group agreed to insert

‘Look for opportunities/ Co-ordination opportunities for EU funding in the County

‘Generating economic development ideas’

Remove the statement ‘the West Wales and Valleys Objective 1 2000 -2006 Programme.’

To the objectives add

‘Generate/ test out project ideas’

The group were presented with a number of key questions to reflect upon designed to examine the current strengths and weaknesses of the partnership and identify areas for development. There is some variance of the responses so all responses are reflected but some may have been repeated by more than one group

Does the partnership link with all appropriate regional, national and European strategies?

This question is designed to establish whether the partnership has effective links with the wider strategic framework or whether it simply operates in a silo. Wider links will enable the partnership to take advantage regional and national strategies; benefit from national funding and examine models of good practice from further afield.

Responses included:

- Yes
- We need to sell what we want to do in terms of delivering national strategies
- Yes as far as the council are concerned but not necessarily from the other partners.
- Cabinet member would be of benefit to demonstrate link to the local authority.
- Difficult to see all, not enough time to capture and comment on all strategies

Does the partnership provide strategic leadership to ensure that its own strategies are reflected in partner's business strategies and are cascaded down to the individual member's objectives?

This question is to ensure that multiagency strategies which emerge from CERP are carried through by individual partner agencies. The best way to formalise this is to ensure the relevant priorities are reflected in partners own strategic plans. This alignment of strategy also promotes stronger outcomes where all partners are seeking to deliver the same strategic targets.

Responses included:

- See above re cabinet members
- Unevenness in dissemination
- Not clear but possibly not
- Areas of influence in terms of regional/ national partners
- No
- Partnership members just come to the meeting (accountability)
- No agenda item to say how CERP fits with other internal strategies
- Where's the added value coming from?

Is the current vision owned and agreed by all partner agencies?

It is important that the partnership's vision is owned by all partner agencies if it is to have their shared commitment. Without this individual partners commitment will wane and the partnership will be carried by the few and not reflect the wider stakeholders. Visions need to be reviewed regularly to ensure they are still appropriate for the direction the organisation is going.

Responses included:

- Probably not
- Lack of higher level representation/ participation
- Lack of importance of decisions leading to further pack of participation
- Lack of financial clout
- No, it is taken from Ceredigion 2020 and RDP but as regards to the others, no.
- Yes

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Do meetings resolve issues and make good decisions that are in line with the strategy?

It is easy to fall into the mentality of a talking shop, particularly if partners feel that the partnership does not have clout. It is important that the partnership does not adopt a 'revolving door' agenda where unresolved issues just keep returning to the agenda.

Responses included:

- Could do more, better use of time in this '?'
- No none partnership members are unaware of the partnership and the way it works
- Accessibility of the Information and the external partners
- Few decisions to be made
- Those that are made are in line with the strategy

Does the partnership work to streamline partnerships and clarify the links between CERP and other partnerships?

This question may be of less relevance to the partnership but it is important to see where the partnership sits and whether its work is being duplicated or overridden in other fora

Responses included:

- Don't know
- Has a role to highlight and potential duplication or overlap
- Clarify links
- Stronger communities links with RDP - good

CERP strategies are based on a) accurate information about the nature of the specific problem and b) evidence of what works in determining responses?

This question asks partners to review the quality of their strategies and their responses to issues.

Responses included:

- Yes get best info available with respect to WAG info.
- No with respect to what's going on on the ground in Ceredigion
- Yes

Does the partnership monitor its effectiveness against its vision and objectives?

It is important that the partnership takes time to review its effectiveness against its vision and objectives. Without this how will the partnership is successful in achieving its goals.

Responses included:

- No

Does the partnership ensure local service providers are committed to changing local service delivery as a result of their participation in CERP?

With the priorities identified as part of the planning day, it is clear that CERP cannot deliver all these alone and therefore it is important that relevant partners pick up and deliver on the priorities or the partnership will be considered to be impotent.

Responses included:

- Depends if there is funding available
-

Are decision making processes clear and understood by all those involved?

This issue relies on all partners being engaged and the running of the partnership being left to one partner organisation. When this happens it can appear that decision making is not clear and accountable.

Responses included:

- Yes

Does the partnership organise itself in a systematic, clear and accountable way? E.g. The partnership board is effective with members having the authority to speak for their organisation and there is genuine member involvement.

Accountability is central to the credibility of the partnership and being systematic ensures its effectiveness.

Responses included:

- Yes
- Speaking in behalf is ok, but whether they have the authority is questionable.

The responses indicate that the partnership has an awareness of its strengths and weaknesses but perhaps not a strong sense of where it is now.

The engagement of partners indicates that there is sufficient will and expertise to review the partnership and make the changes.

It is important that the issues raised are reviewed and actions taken from them if the partnership is to take advantage of the commitment of partners on the day.

One of the issues which arose during discussion with Ceredigion County Council was the role of the Council in supporting the partnership. It is clear that they cannot allow the partnership to fail and therefore have taken an increasing role in managing and maintaining it.

All partners acknowledged that this position was not sustainable or best for CERP.

The relationship between CCC and other partnership members was examined in an exercise where the group was split and asked to explore expectations. Below is the result of that exercise.

Exploring the relationship between Ceredigion County Council and Ceredigion Economic Regeneration Partnership

This exercise was designed to examine the role of Ceredigion Council as the Lead body and its increasing role in maintaining the partnership. As the membership of the partnership has diminished the council have found themselves undertaking more of the administration and decision making in relation to CERP while the participation of other sectors has diminished.

By splitting the group into local authority staff and non local authority staff we asked each group to explore what their expectations were of each other. We asked the Ceredigion County Council staff to outline what the partnership needed to become so that the Council could effectively

undertake lead body responsibilities and we asked other partnership members what their expectations were of Ceredigion County Council as the lead body.

Below were the responses of the two groups

Feedback from the partners

The role of the Local Authority as a Lead Body

2 roles: Secretariat – CCC appoints

Elected body – We'll address this one

Just RDP Role →LAG →Plan → Projects

+ C2020 →Lead body needs to tell partnership what it wants from them →CERP scrutiny role

What the partnership needs from the Local Authority

- Lead body to be less reactive and more proactive
- Capacity building form members?
- Effectively policy is made by partnerships but this is not formally recognised by LB. If it was recognised and members attended partnership meetings there would be buy in from other sectors.
- Whose policy is it?
- CERP needs to define what it should be, then seek endorsement from Lead Body.
- Partnership needs Lead Body to have a more unified approach to economic regeneration
- CCC has few resources as a small local authority and should devolve some of its role to other sectors
- There is a vacuum between CERP and CCC

Feedback from the County Council

- Clearer separation of secretariat and lead body roles.
- Generating ideas
- Ownership and proactive
- Achieving better balance between partners

Summary

The event generated a lot of ideas and commitment from partners. Priorities identified in previous workshops were reinforced during the day and these were moved forward through prioritising and beginning to action plan the issues.

Time was limited and not all partners were able to attend the day so there is substantial content from the report that the partnership can take forward, both in terms review of itself and development of its priorities.

Key Actions

The following were key actions that the partnership agreed to take forward:

- Communicate to partners about the Council and how it works
- Communicate the role of CERP clearly to elected members
- Agreement to review membership of the partnership
- Improve the links between CERP and the Council with better understanding of the Council's role in the partnership

- Identify the council's policy on regeneration and CERPS role in it
- Ensure that the partnership is proactive in bringing projects forward.

Appendix 1: List of participants

CERP Workshop, Penrallt, Aberporth, 27/03/09

	Name	Organisation
1	Roy Evans	Chair, CERP
2	Gaynor Hughes	European Structural Funds Officer Aberystwyth University
3	Dewi Williams	Antur Teifi
4	Rod Pritchard	R. Pritchard & Partners
5	Lowri Edwards	CCC
6	Paul Boland	National Trust
7	Allan Lewis	CCC
8	Eurfyl Evans	CCC
9	Ian Roffe	University of Wales, Lampeter
10	Hazel Lloyd Lubran	CAVO
11	Gareth Lloyd	YFC
12	Hywyn Pritchard	CCC
13	Melfyn Evans	Careers Wales West
14	Jacqui Weatherburn	Coleg Ceredigion
15	Philip Ellis	Hafod Trust & Rheidol railway
16	John Davies	Food Centre Wales
17	Ruth Davies	NFU
18	David Willis	WAG
19	Sue Byrne	CCW
20	Bev Garside	Empower
21	Dan Harris	CCC
22	Dafydd Morris Jones	Translator
23	Mike Shaw	CCC
24	Gareth Rowlands	CCC
25	Eirlys Lloyd	CCC
26	Meleri Richards	CCC
27	Alison Kinsey	CCC
28	Huw Williams	CCC
29	Bob Jacques	Ymlaen

Appendix 2: Suggestions for priorities brought to the event

- “Cultural industries – one of the fastest growing sectors in the economy, and an area where Ceredigion is well placed to develop, We already have leading arts organisations based here – Aberystwyth Arts Centre, Theatr Mwldan, Theatr Felinfach, National Library, Arad Goch, Small Worl, Ceredigion Museum, plus many top visual artists – Mary Lloyd Jones, Catrin Webster and leading ceramicists and potters too. Also with the University’s Theatre, Film and TV dept and school of art. Coleg Ceredigion’s creative courses. There are strong training aspects within the county. New media is growing fast within the county (companies were queuing up for studio space at the Arts Centre’s new creative Units so there’s plenty of forward thinking companies in the area. Is there a way of building on this to place Ceredigion as the ‘Creative Hub of Wales.’ And as a means of job creation in the area.”
- “Cultural tourism as a means of developing jobs in the area. Utilising the strength of the creative arts in the region to pull tourists interested in that area – showing that we are not just a county steeped in history, but also a forward looking county that is at the forefront of contemporary arts.”
- “Local procurement – comprehensive database of local suppliers – paper and web based. More frequent: Farmers markets, Welsh and local craft markets. Made in Wales exhibitions, promotion of the latest expertise and technologies within local companies.”
- “Promotion of sustainable tourism – promoting as a green destination. Development of website. Green Business Club”
- “Promotion of green methods as cutting costs for companies”
- “Joint working, joint projects, joint posts to support job creation”
- “Joint / shared procurement policies to support local procurement.”
- “Procurement making bidding easier for local suppliers by reducing paperwork and risk assessments. To be done by the LA? Job creation and sustaining and consolidating jobs in lower paid employment too.”
- “Housing stock at conference we learned Ceredigion CC has distorted rental market by releasing redundant offices all at the same time. As most offices in Aberystwyth were once houses and 4000 are on social housing waiting lists, could redundant offices be transferred to housing association to redevelop as homes again? Also would create building jobs and help to restore correct rental market and so sustain jobs in property management companies, now at risk.”
- “Local procurement – social clauses in tenders. Use of supplier development programme (Menter a Busnes). Promotion of second tier opportunities.”

- “Housing stock transfer →High level combined approach across all relevant organisations to link training with activity required.”
- “Establish Ceredigion- based environmental consultancy which could train up local people to become consultants. There is a significant volume of consultancy work required in this area in connection with statutory protected sites and species. Problem may be getting people to a sufficient level of expertise to attract business. Possible areas might be landscapes, species protection. Should link with local academic/ training providers.”
- “Local marketing of locally caught fish/ sea fish. Avoid traffic taking catch away. Less wastage of catch and therefore more efficient use of fish caught.”
- “Use the establishment of WAG offices to stimulate a focus for the Welsh Language in Ceredigion.”
- “ Seek to subsidise local producers to enable local procurement at a price that the market can bear both within Ceredigion and across Wales”
- “Develop Centre of Excellence in Ceredigion in respect of certain aspects of the Welsh language e.g. Vocational Welsh focussed on particular industries. The work could be developed through the? Welsh language Centre.”
- “All public and publicity funded projects programme to be encouraged to use Ceredigion contractors or if not possible Ceredigion based pub contractors and craftsmen.”