

## **CABINET REPORT**

28 June 2016

**Cabinet Member:** Councillor Mandy Williams-Davies  
Cabinet Member for the Economy & Community

**Subject:** LLŶN & EIFIONYDD EMPLOYMENT PLAN

**Contact Officer:** Dylan Griffiths  
Strategy & Development Manager, Economy & Community  
[dylanrhysgriffiths@gwynedd.llyw.cymru](mailto:dylanrhysgriffiths@gwynedd.llyw.cymru)

---

### **Decision sought**

To adopt the 'Llŷn & Eifionydd Employment Plan' as a basis for directing the efforts of the Council and its partners in generating and maintaining employment in the Dwyfor area.

---

### **Local Member's opinion**

*Not a matter that affects a single ward in particular but the draft Plan has been discussed and supported by the Dwyfor Area Forum on 07 March 2016.*

---

### **Introduction**

The Meirionnydd Employment Plan was established by the Council in 2010. On the basis of this decision, efforts to generate new employment in Meirionnydd were prioritised between 2010 and 2014.

In its Strategic Plan for 2013 – 2017 the Council committed to establish an Employment Plan for Llŷn & Eifionydd. Whilst the commitment to support programmes in Meirionnydd and the Môn Menai areas remained, the perpetration of the Llŷn & Eifionydd Employment Plan would analyse the employment situation in Dwyfor and provide a basis for future support.

Working with the Members of the Dwyfor Area Forum over an eighteen month period the Llŷn & Eifionydd Employment Plan was formulated (Annex 1). The document's primary recommendations are presented to the Cabinet with recommendations for an initial work programme.

## **Reasons for recommending the decision**

In response to the Council's commitment to establish an Employment Plan for Llŷn & Eifionydd a series of workshops and meetings were held over an eighteen month period. Meetings were also held with employers in the area.

As a result, the attached document (Annex 1) was formulated following the Meirionnydd Employment Plan's model.

The Plan is intended to provide a basis for the future summarising the main messages to the Council and its partners as they plan to maintain and generate employment in Dwyfor.

In summarising the circumstances of the economy and highlighting areas of opportunity The Plan will also assist employers in Llŷn & Eifionydd and those considering establishing a new enterprise in the area.

The Plan does not commit resources. The Plan will be a means of directing and co-ordinating efforts to ensure interventions are effective and efficient.

## **Relevant considerations**

Gwynedd is a large and diverse county and there are differing needs in different parts of the county. There are variations in the employment needs and opportunities of the Arfon, Dwyfor and Meirionnydd areas.

The Council works with a range of partners in the public and third sectors – alongside local businesses and employers – as it intervenes to develop the local economy. In this, ensuring there is a clear and broadly agreed agenda is crucial.

The Llŷn & Eifionydd Employment Plan provides a comprehensive picture of Dwyfor summarising the challenges and identifying broad response; concisely:

### Aim

<p>Work with partners to build on the strengths of Llŷn and Eifionydd – the area's natural resources, produce, heritage, its talents, identity and the Welsh language - in order to increase employment, enterprise and high value jobs across the area, to take advantage of opportunities for local businesses to grow, and create the conditions for young people to stay or return to the area to live and work</p>
---

### Objectives

1. To take advantage of major capital investments, and new infrastructure, within the area, establishing and implementing a blueprint with partners to generate additional economic value in terms of new opportunities for businesses, job creation and high value employment:

2. To encourage and support entrepreneurship within the area, particularly in our young people, and in high value fields and sectors such as the outdoors, environmental, energy, science, technology sectors and the creative industries, and also to support the area's businesses to be more entrepreneurial and competitive
3. To ensure specific attention is given to responding to employment challenges and to taking advantage of opportunities and assets in the Nefyn & North Llŷn, and Pen Llŷn Areas
4. To make the most of national, regional and county economic and upskilling programmes, ensuring that intervention is directed towards Llŷn and Eifionydd

### The Potential Workforce

Challenge	Intervention
Sustain the working-age population	Create the conditions for families and young people to stay, or return to Llŷn & Eifionydd to live and work
Lack of jobs to meet current and future demand	Establish the conditions to create more new jobs within the area
	Connect people of working age with jobs and new opportunities within the area, and with nearby work locations outside the area
Changes to the Welfare system	Develop skills of area residents in order to ensure access to jobs and overcome barriers to employment

### Jobs and Employment Structure

Challenge	Intervention
Dearth of presence of high-value sectors and well-paid jobs	Establish the conditions for embedding and growing high-value sectors within the area, especially those able to offer a variety of new jobs and good wages
	Support local businesses already in high-value sectors to collaborate and grow
The area's dependence on Micro and Small enterprises	Support local businesses to become more enterprising, to increase their income and enable them to become more competitive in the market
	Support the area's businesses to reach new markets
	Connect the area's businesses with new opportunities from large capital investments
Lack of jobs and a substantial employment deficit, especially in the Llŷn Local Areas, and	Connect the area's working-age population with jobs and new sectors within Llŷn and Eifionydd, and in nearby employment centres and sites
	Take advantage of the problem of a lower

most especially in the Areas of Nefyn & North Llŷn and Pen Llŷn	percentage of business premises in use in the town of Nefyn, utilising assets there and in some of the villages of Pen Llŷn, to create opportunities for work and enterprise
Employer needs not being met	Develop the skills of area residents to meet the current needs of employers, and for future high-value sectors

### Prosperity - The Area's Situation

Challenge	Intervention
Low incomes and widespread poverty	Give specific attention to increasing income levels and wages across Llŷn and Eifionydd, targeting the area specifically in activities seeking to address the characteristics of rural poverty.
Substantial loss of income over the period of the Recession and policy of Austerity in Britain	
No acknowledgement of the area's low incomes in the official indexes	Influence national decision-makers in order to ensure acknowledgement of the area's low income position within official data sets that lead to funding decisions

## **Next steps and timescales**

The Employment Plan is not intended to be a document for the Council alone; the Plan is intended to form an agreed agenda for the Council and its partners as they generate and maintain employment in Llŷn & Eifionydd.

The Economy & Community Department has already begun to discuss the Plan's content with its partners in the field, such as Arloesi Gwynedd Wledig and with Dwyfor's primary employers and the wider business community. On the basis of these discussions and the Council's current Strategic Plan and initial work programme for the Plan has been prepared and can be seen on pages 14 to 18 of the document.

In this regard, the primary emphasis will be on ensuring the maximum benefits from existing capital investments (such as The Sailing Academy, Costal Path, Nant Gwrtheyrn, Superfast Wales, etc.) and on ensuring existing programmes such as the Rural Development Plan for Wales direct resources to the area's needs.

An annual report on the Employment Plan's implementation will be presented to the Members of the Dwyfor Area Forum.

---

## **Statutory Officers' opinion**

### The Chief Executive:

"It is important that the Council has a clear direction for its work to rejuvenate and regenerate this area; this is the reason why a commitment was made to prepare such a plan, modelled on the Meirionnydd Employment Plan. I endorse the Plan which has been discussed with the Area Forum in Dwyfor."

### The Monitoring Officer:

"Nothing to add with regards to propriety".

### The Head of Finance:

"I support the recommendation to adopt the 'Llŷn and Eifionydd Employment Plan' noting that the covering report states (on the second page in the paragraph above "relevant considerations") that the items in this work programme for 2016/17 do not commit the Council's resources above what has already been earmarked to this end, and that the purpose of the Employment Plan is to direct and co-ordinate efforts to ensure that interventions in the Llŷn and Eifionydd area are effective and efficient.

I believe that the preface in part 8 of the Employment Plan, before listing the work programme, is a very fair explanation of the context. Furthermore, the author has confirmed that this work programme is to be funded via a combination of using the existing resources of the Economy and Community Department, together with current commitments from the Council's Strategic

Plan (items denoted with\* in the work programme), and externally funded schemes (e.g. European Maritime and Fisheries Fund).

I also appreciate that the cover report states (in the third paragraph on the fourth page, under "Next steps and timetable") the primary emphasis of the Employment Plan will be on "ensuring the maximum benefits from existing capital investments (such as The Sailing Academy, Coastal Path, Nant Gwrtheyrn, Superfast Wales, etc.) and on ensuring existing programmes such as the Rural Development Plan for Wales direct resources to the area's needs."

---

## **Annexes**

Annex 1

DRAFT Llŷn & Eifionydd Employment Plan