

Work Programme 2017-18

Many strategic economic and regeneration schemes are and will continue to be implemented by the Council and partners in Llŷn & Eifionydd, these will continue to be implemented and are referenced in the Work Programme.

At the same time there is a need to be proactive in implementing specific schemes to respond to identified challenges and new opportunities.

The financial situation in the coming period will be challenging, but there are also opportunities, including programme bending and maximising national and regional programme expenditure relevant to the circumstances of Llŷn & Eifionydd.

The Work Programme will be reviewed and updated annually and this is the Work Programme until the end of the current financial year 2017-18. The Programme is primarily based on the commitments within Gwynedd Council's Strategic Plan (as denoted by *):

Scheme	Activity	Implementation
High value and quality jobs*	<ul style="list-style-type: none"> • Direct appropriate inward investment enquiries to Llŷn & Eifionydd • Tailor the results of the scheme's research into the high value sector of relevance to Gwynedd to Llŷn & Eifionydd's specific strengths and opportunities. • Refer specifically to Llŷn & Eifionydd when promoting the county as a location for businesses providing high value jobs. • Support businesses in Llŷn & Eifionydd to take advantage of opportunities derived from major investments such as Wylfa Newydd and the Snowdonia Enterprise Zone. • Establish business networks for individuals and companies in high value fields such as the creative industries and information technology to promote collaboration. 	Until 31/03/17
Keeping the benefits local*	<ul style="list-style-type: none"> • Give particular attention to encouraging and supporting enterprises from Llŷn & Eifionydd to provide goods and services to the Council. • Identify and collaborate with with large investments in infrastructure in Llŷn & Eifionydd (e.e. flood defences) to identify and agree on actions to maximise the benefit to local residents and businesses. 	Until 31/03/17

Scheme	Activity	Implementation
	<ul style="list-style-type: none"> • Implement the Town Centre Partnership programme in Porthmadog, researching to identify and disseminate good practice stemming from the programme to other parts of Llŷn & Eifionydd 	
Digital Gwynedd*	<ul style="list-style-type: none"> • Ensure the Superfast Wales programme is completed Llŷn & Eifionydd as soon as practicable (superfast broadband has already begun to be deployed in all but one of the area's telephone exchange areas). • Promote the Access Broadband Cymru scheme to the few businesses which will not be serviced by Superfast Wales (when known), as well as promoting the availability of ultrafast broadband funding to businesses requiring better connectivity. • Lobby mobile providers to improve the quality and availability of data provision in Llŷn & Eifionydd. • Ensure businesses in Llŷn & Eifionydd fully exploit broadband by promoting the Superfast Business Wales project's provision and ensuring that the scheme directs resources to the area. • Research opportunities to develop the ICT sector alongside innovative community use of technology, paying particular attention to areas such as Northern Llŷn which are already established in the field. 	Until 31/03/17
Supporting the rural economy*	<ul style="list-style-type: none"> • Collaborate closely with Arloesi Gwynedd Wledig (the Rural Development Programme in Wales' LEADER provision in Gwynedd) to identify, develop and implement pilot projects in Llŷn & Eifionydd which will benefit rural Gwynedd as a whole. Current pilots include:: <ul style="list-style-type: none"> - <i>Be Nesa Llŷn</i> local capital project; - Community public access wi-fi in Aberdaron - Trailing of digital ticket sales for the community transport sector with <i>O Ddrws i Ddrws</i> - Developing a co-location workspace in Porthmadog • Encourage and support applications to the European Maritime and Fisheries Fund including collaboration to establish an appropriate structure for the LEADER element of the programme. 	Until 2020

Scheme	Activity	Implementation
	<ul style="list-style-type: none"> • Encourage and support access by enterprises in Llyn & Eifionydd to the national funds of the Rural Development Programme for Wales including the Rural Communities Development Fund. • Influence to direct resources from the Rural Development Programme for Wales' national programmes (e.g. Farming Connect) to Llyn & Eifionydd. • Lobby to direct resources from alternative sources of resources and money, such as the Big Lottery, to rural areas. <p>Develop and encourage interventions in the digital field.</p> <p>Projects include:</p> <ul style="list-style-type: none"> - Promote and encourage more businesses from Llyn and Eifionydd to take advantage of the opportunities available through the Welsh Government's "Sperfast Business Wales" (SFBW) program to innovate, grow and access new markets. -Techmums. Work with partners to increase the confidence, knowledge and ability of women in the digital field in the Llyn and Eifionydd area. 	<p>Until 30/3/18</p>
<p>High profile and strategic events *</p>	<ul style="list-style-type: none"> • Work with the large events, identifying opportunities and developing specific ideas and projects in order to make the most of the opportunities for Gwynedd businesses and residents • Work closely with the Welsh Government Large Events Unit on projects in order to attract additional investment by the Government • Worked with event organisers in order to ensure that there are opportunities for the young people of Gwynedd to benefit from the events by assisting or taking part in them • Continue to support Plas Heli developing the centre's provision and attracting significant event to the area. • Implement a programme to maximise the benefit to the local community from Festival No.6 in Portmeirion including specific activities to encourage and attract visitors to Porthmadog. 	<p>Until 31/03/17</p>

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Working together against poverty *	<ul style="list-style-type: none"> • Establish a strategic direction for efforts to tackle poverty in the county ensuring that the document takes account of the particular circumstances of rural Gwynedd. • Implement a digital resilience programme to support individuals in Gwynedd to gain the skills necessary to ensure they benefit from the digital world, especially within rural communities. There will be a specific focus on supporting the residents of rural areas to access online services and ensuring individuals are not adversely impacted by the digital by default benefits system.. • Implement financial inclusion programme to support individuals and families to save money and manage their budgets, ensuring that the changes to benefits do not affect them adversely. • Implement TRAC 11 - 16 y.o. scheme to provide intensive support to young people at risk of being excluded from education and/or work, tailoring activities to the particular circumstances of Llŷn & Eifionydd • Support development and subsequent implementation of TRAC 16 - 24 again to provide intensive support to older young people at risk of being excluded from education and/or work, tailoring activities to the particular circumstances of Llŷn & Eifionydd • Support development and subsequent implementation of OPUS scheme which will provide intensive support to individuals excluded from the labour market, particularly those with mental health challenges. • Support development and subsequent implementation of PaCE scheme to support economically inactive parents (25 y.o. +) into work by assisting in overcoming child-care barriers to enable parents to prepare for and gain access to the labour market. 	Until 2020
Llwyddo'n Lleol - science, technology, engineering, mathematics	<ul style="list-style-type: none"> • Develop and implement a project building on the success of the Llwyddo'n Lleol initiative to direct young people into fields relating to science, technology, engineering and mathematics offering high value employment opportunities. 	Until 2020
Business support	<ul style="list-style-type: none"> • Operate the Gwynedd Council Loan Fund and increase awareness of businesses in rural areas of the Council's business support packages. 	Ongoing

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	<ul style="list-style-type: none"> • Support and collaborate with Gwynedd Business Network and the Federation of Small Businesses to ensure a strong voice for businesses in the county • Influence to direct resources from national business support programmes (such as Business Wales) to Llŷn & Eifionydd. 	
Cymunedau Arfordirol	<ul style="list-style-type: none"> • Impement a programme of activities to maximise the benefit local communities derive from the costal path, including lical trails linking communities to the national network. 12 of the 18 paths currently under developmet in Llŷn & Eifionydd • Encourage and support access by enterprises in Llŷn & Eifionydd to nation al funds from the European Maritime and Fisheries Fund. • Support the Eco-Amgueddfa project collaborating the research opportunities to extend the model to other parts of Llŷn & Eifionydd • GWYNEDD COASTAL FACILITIES AND ACCESS REGULATION SCHEME - The proposed plan includes workstreams targeted to upgrade facilities and access to the Blue Flag beaches to improve the standard of user experience. The targeted beaches include Abersoch, Pwllheli, Aberdaron, Dinas Dinlle, Morfa Bychan, Criccieth and Tywyn. The work streams will add value to the coastal proposal with one eye adding value to historical investments and other on the 2018 Year of the Sea. 	Until 2020
Infrastructure	<ul style="list-style-type: none"> • Identify possible improvements to LLŷn & Eifionydd’s road inforastructure which could facilitate development of the local economy and generate employment. • Map the provision of business units in LLŷn & Eifionydd and identify any needs 	31/3/2018