

Meirionnydd Employment Plan

2017/18 Work Programme

A number of strategic economic and regeneration schemes are already in operation by the Council and partners in Meirionnydd and these will continue to be implemented and they have been included in the Work Programme.

At the same time we need to be proactive with bespoke schemes to respond to the challenges identified and to new opportunities.

The financial position over the next period will be challenging, but there are also opportunities, including diverting schemes and maximising relevant national and regional expenditure for the situation in Meirionnydd.

Please note that the following work programme is mainly based on the commitments of Gwynedd Council's Strategic Plan (marked with a *):

Scheme	Activity	Action
High Value and Quality Jobs* (Objective 1, 3)	<ul style="list-style-type: none"> • Refer appropriate inward investment enquiries to Meirionnydd • Tailor programme research results to the most relevant high value sectors for Gwynedd specifically for Meirionnydd strengths /opportunities • Refer specifically to Meirionnydd when promoting the county as a location for businesses that offer high value jobs. • Support Meirionnydd businesses to benefit from opportunities stemming from significant investments such as Wylfa Newydd and the Snowdonia Enterprise Area. • Establish business networks to support companies and individuals working within high value fields such as the creative industries and information technology to work together. 	Up to 31/03/18
Snowdonia Enterprise Area	<ul style="list-style-type: none"> • Support the Welsh Government in undertaking the work of promoting and supporting the development of the Trawsfynydd Decommissioning Site and the Eryri Spaceport Centre as a result of its status as part of the Snowdonia Enterprise Zone. • Take on the role of a local partner when supporting the Snowdonia Enterprise Area Board to formulate and implement a work programme to place both sites in a strong position to attract high value developments over the mid and long term. 	Up to 2020
Keeping the Benefits Local* (Objective 1,2)	<ul style="list-style-type: none"> • Give specific attention to encourage and support enterprises from Meirionnydd to supply goods and services to the Council. 	Up to 31/03/18

Scheme	Activity	Action
	<ul style="list-style-type: none"> • Identify and work jointly with large investments in Meirionnydd infrastructure (e.g. flooding infrastructure) by identifying and agreeing on methods to maximise the benefits for local residents and businesses. • Investigate to identify and spread good practice stemming from the Porthmadog Town Centre programme to areas in Meirionnydd. 	
Digital Gwynedd* (Objective 2)	<ul style="list-style-type: none"> • Ensure that the Superfast Cymru programme is completed as soon as possible in Meirionnydd (superfast broadband has started to be provided in every telephone exchange area except for one). • Promote the Access Broadband Cymru grant to the few businesses that will not receive a service via Superfast Cymru (when known), together with promoting the accessibility of Superfast broadband grants to businesses that require better provision. • Press upon mobile phone companies to improve the quality and availability of their data provision in Meirionnydd • Ensure that Meirionnydd businesses take full advantage of broadband by promoting the provision of Business Superfast Cymru and ensure that the scheme refers resources and activities to the area. • Investigate opportunities to develop the ICT sector together with use of pioneering community use giving specific attention to areas in Meirionnydd. 	Up to 31/03/18
Supporting the Rural Economy* (Objective 1,2)	<ul style="list-style-type: none"> • Collaborate closely with Rural Gwynedd Innovation (LEADER provision of the Wales Rural Development Programme) to identify and operate pilot schemes in Meirionnydd that will benefit the whole of Rural Gwynedd. Pilot schemes already include: 	

Scheme	Activity	Action
	<ul style="list-style-type: none"> - Electric car charging points; - Dyfi Biosphere - Dark sky - Eryri Constellation - Byw a Bod Performances • Encourage and support applications to the European Maritime and Fisheries Fund including collaboration to establish an appropriate structure for the programme's LEADER element. • Encourage and support access by enterprises in Meirionnydd to national funds of the Wales Rural Development Programme including the Development Fund for Rural Communities • Use influence to refer the resources of national programmes of the Wales Rural Development Programme (such as Farming Connect) to Meirionnydd. • Lobby to refer alternative sources of resources and money such as the Big Lottery to rural areas. • Develop and encourage intervention in the digital field. Projects include promoting and encouraging more businesses from Meirionnydd to take advantage of the opportunities available via the Welsh Government 'Superfast Wales for Businesses' (SWB) to pioneer, grow and gain access to new markets. 	<p style="text-align: center;">Up to 2020</p> <p style="text-align: center;">Up to 31/03/2018</p>

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High Profile and Strategic Events*	<ul style="list-style-type: none"> • Work alongside major events identifying opportunities, and develop ideas and specific projects in order to take full advantage of the opportunities for the businesses and Gwynedd residents. • Work closely with Welsh Government's Major Events Unit on projects in order to attract additional investment to events from the Government e.g. Red Bull Hardline, Dinas Mawddwy. • Work with event organisers to ensure there are opportunities for young people in Gwynedd to benefit from the events by assisting or participating. • Implement a programme to maximise the benefit to the local community stemming from Festival Number 6 at Portmeirion including specific activities to encourage / attract visitors to Porthmadog and have a stage for local artists. • An hour long programme on Festival Number 6 was shown on SKY ARTS for the first time this year. 	Up to the 31/03/18
Working Together against Poverty*	<ul style="list-style-type: none"> • Implement a digital resilience programme to support individuals in Gwynedd to possess the skills to benefit from the digital world, especially in rural communities. The specific focus will be on supporting residents in rural areas to gain access to on-line services and to ensure that they are not affected in a negative way by the transfer of the benefits system to the web. • Implement a programme of financial inclusion to support individuals and families to save money and manage their budget and ensure that changes to benefits are not detrimental to them. 	Up to 2020

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	<ul style="list-style-type: none"> • Implement the TRAC 11-16 years scheme to give intensive support to young people who are at risk of being excluded from education and / or work and tailor activities for the special circumstances in Meirionnydd. • Support development and then implement the TRAC 16 -24 years scheme again to give intensive support to older young people who are at risk of being excluded from education and / or work and tailor activities for the special circumstances in Meirionnydd. • Support development and implement the OPUS scheme that will offer intensive support to individuals who have been excluded from the labour market, especially those who face mental health challenges. • Support the development and implement the PaCE scheme to assist economically inactive parents 25 years old or more, to work by assisting them to overcome childcare barriers to enable the parent to prepare and get access to the workforce. 	
STEM Gogledd (Objective 1)	<ul style="list-style-type: none"> • Develop and operate the STEM Gogledd scheme to refer young people to study subjects connected with science, technology, engineering and mathematics that offer higher value job opportunities. 	Up to the 2020
Business Support (Objective 1, 2)	<ul style="list-style-type: none"> • Implement Gwynedd Council's Business Loans Fund and increase awareness of businesses in the county's rural areas of the Council's business assistance packages. • Support and collaborate with the Gwynedd Business Framework and the Federation of Small Businesses to ensure a strong voice for the county's businesses. 	Continuous

Scheme	Activity	Action
	<ul style="list-style-type: none"> • Influence to refer the resources of national business support programmes (such as Business Wales) to Meirionnydd. 	
Coastal Communities	<ul style="list-style-type: none"> • Implement a programme to maximise the benefit to the local community stemming from the coastal path, including local circuit walks to connect communities with the national network. 12 of the 18 paths are currently being developed in Llŷn and Eifionydd. • Encourage and support access by enterprises in Meirionnydd to national funds of the European Maritime Fisheries Fund in Wales. • SCHEME TO UPGRADE FACILITIES AND ACCESS TO COASTAL GWYNEDD - The proposed scheme involves targeted work streams to upgrade facilities and access to the Gwynedd Blue Flag beaches in order to improve the quality of the user's experience. The streams have targeted the Tywyn Blue Flag beach. • In response to the threats in Harlech, we have supported efforts to regenerate the town. Harlech Strategic Priorities Document has been completed and the work of identifying methods of operating have commenced. • A successful application was submitted to the Visit Wales TAIS fund to attract capital investment for toilets at the Lower Bron y Graig car park, Harlech. As well as creating a new bus parking area and a shelter at the Upper Bron y Graig car park. The application for Harlech infrastructure is one of three successful applications submitted at a county level by the Council. The Bala toilets will also be upgraded as part of these TAIS plans. • As part of the county tourism promotion project we managed to attract money from the Visit Wales CYTR fund and a series of 	Up to the 2020

Scheme	Activity	Action
	<p>events took place digitally tracing the history of Owain Glyndŵr at the castles of Harlech, Conwy, Beaumaris and Caernarfon. The events were nominated in the North Wales Tourism awards 2017 in the category for business innovation. The productions were staged by Light, Ladd & Emberton company.</p>	
Infrastructure	<ul style="list-style-type: none"> • Identify potential improvements to the infrastructure of Meirionnydd roads that may facilitate economic development and create employment in Meirionnydd. • Mapping the provision of business units in Llŷn and Eifionydd and identify any needs. 	By 31/3/17
World Heritage Site*	<ul style="list-style-type: none"> • Submit a bid for a World Heritage Site designation in order to build upon the industrial heritage of the Slate Areas, including Blaenau Ffestiniog, Aberllefenni and Bryneglwys, by interpreting the industry's structural infrastructure and link the quarries, their towns/villages, railways and harbours. 	Inscription July 2020