

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND
GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION



(Gwendraeth Valley Railway, 2016)

PUBLIC PERCEPTION OF
THE POSSIBLE
ECONOMIC
DEVELOPMENT AND
GROWTH
[REGENERATION] OF
GWENDRAETH-VALLEY
REGION

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ABSTRACT

University of Wales Trinity St David



To determine perceptions in relation to skills, capacity, resources and entrepreneurship opportunities. To investigate the overarching factors/service infrastructure that is hindering employment and economic growth? Etc.

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Dissertation:

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND
GROWTH [REGENERATION] OF GWENDRAETH

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PRIFYSGOL CYMRU

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Undergraduate Dissertation Declaration Form

In submitting this Dissertation, I confirm that:

1. This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.
2. This Dissertation is being submitted in partial fulfilment of the requirements for the degree of BA Business Management.
3. This Dissertation is the result of my own independent work/investigation, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.

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4. I hereby give consent for my Dissertation, if accepted, to be deposited in the School Dissertation Library.

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“Innovation is the central issue in economic prosperity”

Michael Porter

(1947-)

Contents

Undergraduate Dissertation Declaration Form	3
Acknowledgments.....	4
Executive summary.....	12
1.0 Introduction.....	13
1.1 Components of Rural Regeneration.....	13
1.2 Aims and Objectives	15
2.0 Literature Review.....	17
2.1 Economic development, growth, and regeneration.....	18
2.1.1 Local Economic Development (LED)	20
2.1.2 Economic Plan	20
2.2 Perception	21
2.3 The Digital Economy, Industry 4.0, or Industrial-Internet of Things (IoT).....	22
2.4 Human Capital Resource, Skill, Training and Education	24
2.4.1 Intellectual capital (IC)	24
2.4.2 Skill, Training and Education	25
2.4.3 Cognitive skills and technological change (TC)	28
2.4.4 Investing in people.....	28
2.5 Entrepreneurship, Innovation, and Regional Development	29
2.6 Clustering/ Economic geography.....	30
2.7 Investment and Funding Partnership.....	30
2.8 Distinctiveness, Service and infrastructure resources	31
3.0 Research Strategy and Methodology	34
3.0.1 Research philosophy	34
3.1 Research Design.....	36
3.2 Research Strategy.....	38
3.2.1 The research questionnaire.....	39
3.2 The research interviews	40
3.3 Sample/Generalisation	40
3.4 Ethics	42
3.4.1 Bias, Generalisability, Validity and Reliability	42
4.0 Reporting Findings.....	45
4.1 Quantitative Research	45
4.1.1 Descriptive Statistics.....	46
4.1.3 Regression analysis.....	61

4.1.4 t-Test: Two-Sample Assuming Equal Variances	64
4.2. Qualitative Research	67
4.2.1 Interview themes	67
4.2.2 Suggestions from Survey respondents	67
4.2.3 NVIVO.....	67
4.3 Key findings from the analysis	73
4.4 Suggestions from Survey respondents	74
5.0 Analysis and Discussion	75
5.0.1 Demographics	75
5.1 Employment Status	75
5.2 Skill, training and Education.....	76
5.3 Entrepreneurship	77
5.4 Technology	80
5.5 Service and infrastructure	82
5.6 Distinctiveness	83
5.7 Sustainable energy	86
6.0 Conclusion	87
6.1 Recommendations for research.....	92
6.2 Limitations of the study	93
6.3 Future research.....	94
7.0 Appendices.....	95
7.1 Pivot table Income and Employment deprivation downloaded from Welsh-Government (2018)	95
7.2 Income deprivation downloaded from Welsh-Government (2018)	96
7.3 Employment deprivation downloaded from Welsh-Government (2018)	96
7.4 Heightening your Awareness Research Philosophy harp	97
7.5 Heightening your Awareness Research Philosophy HARP Statement.....	98
7.6a Online questionnaire	99
7.6b Paper questionnaire	99
7a Analysis and themes table	102
7b Cluster analysis	109
7b.1 Cluster Analysis for Figure 4.46 Word frequency for whole interviews	109
7b.2 Cluster Analysis for Figure 4.48 Word frequency for you like best about living in Gwendraeth-valley?	110
7b.3 Cluster Analysis for Figure 4.49-word frequency Q22 Do you think there is a lack of the following?	110

7b.4 Cluster Analysis for Figure 4.50-word frequency for what stopped you from starting business.....	111
7b.5 Cluster Analysis for Figure 4.51-word frequency of the barrier to starting a business.	111
7b.6 Cluster Analysis for Figure 4.52 Word frequency for the barriers to getting preferred job.	112
7b.7 Cluster Analysis for Figure 4.53-word frequency for what future service provision do you needed in the community.....	113
7c.0 Coding frame.....	114
7c.1 Interviewee code	114
7c.2 Interview themes Samples.....	115
7d.0 Cleansing Appendix.....	118
7c.2 Q2. Age	118
7c.3 Text amendments	118
7c.4 Q4. Household Income range per week (£).....	118
7c.5 Q7. How many hours do you work?.....	118
7c.6 Q10. On average how, many miles do travel to drive to work/training?	119
7c.7 Q12. How many minutes will you be willing to walk or cycle to work?	119
7c.8 Q19 what is your education and training achievement by level?	120
7e.0 dendritic tree for combined interviews (Appendix)	120
7e.1 dendritic tree for Park.....	120
7e.2 dendritic tree for Support	121
7e.3 dendritic tree for Apprenticeship.....	121
7e.4 dendritic tree for Service	121
7e.5 dendritic tree for Tourism	122
7e.6 dendritic tree for Training	122
7e.7 dendritic tree for Entrepreneurship	122
7e.8 dendritic tree for Funding.....	123
7e.9 dendritic tree for Technology	123
7e.10 dendritic tree for Jobs.....	123
7e.11 dendritic tree for Employment	124
7e.12 dendritic tree for Education.....	124
7f.0 the full data set 1(scaled page 1).....	125
7f.0 the full data set 1 continued (scaled page 2).....	126
7f.0 the full data set 1 continued (scaled page 3).....	127
7g.0 Appendix Conversion for rating	128
7h Deleted data	130

7j.1 Sample interview questions	134
7l.1 Participation Agreement to be interviewed:.....	137
8. Appendices continued.....	138
Appendix 8a Components of Rural Regeneration continues	138
Appendix 8b Economic development, growth, and regeneration continues.....	138
Appendix 8c Economic Plan Continues.....	140
Appendix 8d The Digital Economy continues.....	140
Appendix 8.0 Gwendraeth-valley Population	141
Appendix 8.1 Stakeholders	141
Appendix 8.2 Industry 4.0.....	141
Appendix 8.3 shifts in how work happens	143
Appendix 8.4 Human Capital.....	143
Appendix 8.5 KSAOs	143
Appendix 8.6 EU established strategy	144
Appendix 8.7 Cognitive	144
Appendix 8.8 Investment	144
Appendix 8.9 Number of people with higher education	145
Appendix 8.10 Entrepreneurial capacity.....	145
Appendix 8.11 Stimulating and advancing growth.....	145
Appendix 8.12 Density rate	146
Appendix 8.13 Cluster	146
Appendix 8.14 Investment and Funding Partnership	147
Appendices 8.15 Statistically representative.....	147
Appendices 8.16 Ground-theory	147
Appendix 8.17 Limitations of the study continues	148
Appendix 8.18 Recommendations for research and practical recommendations continues	148
9.0 References	150
10.0 Bibliography	163

“You can't have a healthy society unless you have healthy companies that are making a profit, that are employing people and that are growing.”

Michael Porter (1947-)

Executive summary

Gwendraeth-valley is a rural, old mining region, that has witnessed decreased industries and declining fortunes, therefore, it has become more agriculturally based. The Carmarthenshire county council's (CCC) seeks to economically regenerate the area and aims to maximize her economic growth.

This research will be using fully integrated mixed methods research design. Mixed-methods research combines the use of both qualitative and quantitative data collection techniques, analytical procedures, interpretation, and presentation. There is an objective realisation about people's lives and the realisation that people interpret and understand based on their social condition.

Thus, this paper establishes the public perception of barriers to work, training, and entrepreneurship. The paper found there was a barrier to training, and high skill job. There is a distressed labour market because most participants must travel far for work as there was a disequilibrium of high-skilled work locally. Equally, the paper established that there was no income and employment imbalance. Notwithstanding, the paper found the average income in Gwendraeth-valley was above the Welsh Government poverty level.

Furthermore, Gwendraeth-valley is on course at achieving an UKES average of level 4 educational qualification in UK, before 2024. Most of the respondents rated the infrastructure as adequate, but they were not enthusiastic about the investment in tourism and heritage centres despite the fact they believed Gwendraeth-valley possesses many tourist attractions.

Gwendraeth-valley is proud of her environment, community, family there are few things that are attractive and distinct about Gwendraeth-valley, and Gwendraeth-valley is an attractive area and it is a place where people and business want to come to, stay in and leave reluctantly.

1.0 Introduction

In the United Kingdom (UK) many urban and rural places were designated for special forms of government assistance for regeneration, Government instituted a range of market-oriented regeneration ventures, that included the Urban Development Corporations, Enterprise Zones (EZs) in the 1980s, and recently the government introduced City Deals (Pugalis and McGuinness, 2013). Pike, *et al.*, (2006) suggested the importance of understanding and explaining the objects, subjects the potential outcomes of the regeneration of an area. This research is based on economic regeneration, and economic development.

The Carmarthenshire county council's (CCC) economic regeneration plan is aimed at maximizing economic growth of key strategic towns and market towns for development and economic opportunity (see figure 1). Hence, Gwendraeth-valley, a rural area was marked for economic development (CCC, 2015-2030). According to GSS (2018) and ONS (2016), an area is defined as rural if the settlement is outside a settlement with more than 10,000 resident population (appendix 8.0).

1.1 Components of Rural Regeneration

The rural economy is localised, usually located close to natural resources, and predominantly agricultural and associated activities, and income is typically low, hence poverty is prevalent. The rural towns are always sparse, it is usually rich in historical and natural heritage (Blakely and Bradshaw, 2002; Todaro, 1997). Rural economy faces distressed labour market because many rural youths choose to migrate in search of a better life. The migration of the youth leads to loss of human capital especially the talented youth (FAO, 2015).

This study will explore public perception of the status of economic growth and developments in the Gwendraeth-valley. A government statistic revealed that 24 per cent of people in Wales's lives in income poverty that is the household median income was less than

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

£296 per week. Furthermore, 31 per cent of people has difficulty in keeping up with paying their bills in Wales (Gov.wales, 2018). The research will attempt to determine the median income of Gwendraeth-valley in comparison to the Welsh average. Welsh-Government (2018) Statistics, disclosed 13 per cent of the 16-64 in Gwendraeth-valley are income-deprived. While an average of 10 per cent of Welsh people is Income deprived. The statistics further revealed that 10 out of 15 towns have 10 per cent or more on being employment deprived. The spikes in figure 2 for Trimsaran and Kidwelly shows a higher rate of both Income and Employment deprivations see figure 2 and Appendices 7.1-7.3.

Gardine, *et al.*, (2010) advocated the understanding of the underlying causes of regeneration problems (See Appendix 8a for more).

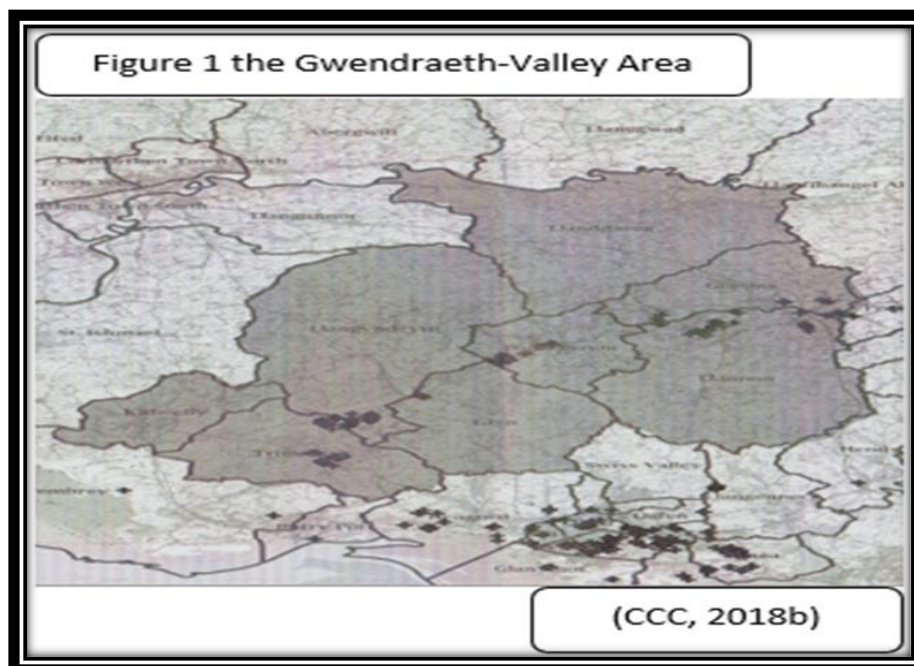
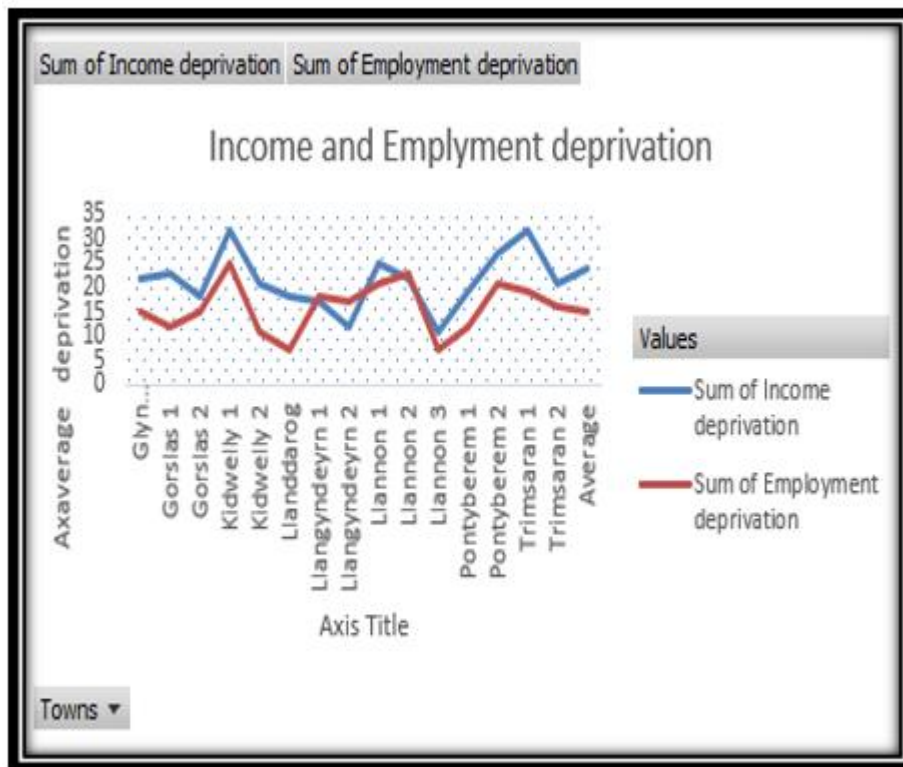


Figure 2 Income and Employment deprivation



(Data Prepared and adapted from Welsh-Government, 2018)

1.2 Aims and Objectives

The underpinning question of the research is to enable a better understanding of the public perception and business leaders' perception of the economic regeneration of Gwendraeth-valley. Furthermore, this research aims:

1. To determine perceptions in relation to skills, capacity, resources and entrepreneurship opportunities.
2. To investigate the overarching factors/service infrastructure that is hindering employment and economic growth?

And for these reasons, some objectives have been proposed.

- To identify whether there is entrepreneurship capacity, resources opportunities, and support systems in place.
- To recognize the economic bureaucracies (rent, infrastructures, business network etc.) facing self-employed, entrepreneurs and small businesses in the area.
- To evaluate the distinctiveness of the area and how the distinctiveness can add value to people and businesses in the area?
- To understand what the community and visitors perceive to be the barriers (including infrastructure and service) to knowledge, employment, and economy.
- To determine the extent to which lack of skills, education and job training opportunities in the area impact on the people's well-being?

This research will use a mix-method of data gathering due to the vastness and scope of the topic. Both quantitative and qualitative primary data will be collected for this research. Questionnaires (surveys) will be distributed through online and door-to-door hand delivered and collection methods. Also, semi-structured face-to-face interviews will be conducted. Quantitative Secondary data from ONS and StatWales will be used in addition to the primary data collated (Saunders, *et al.*, 2016). Figure 2.a categorises the key theories and authors on economic development.

2.0 Literature Review

That the summary in figure 2a illustrates the different approaches to theorising economic regeneration. The table provides a glimpse at the different perspectives as a catalyst for changes to dominant policy.

Figure 2a Key Authors and economic theories

Table 1	Author	Theme/ Topic/ Theory
Neoclassical economic theorist	Keynes (1936)	Governments intervention
	Blakely and Bradshaw (2002)	Planning Local Economic development
	Forest Research, (2008)	Regeneration
	Todaro (1997) (Thomas and Allen (2000)	Economic growth
	Daly and Cobb (1989)	Distinguishing between growth and development
	Daly (1993)	Sustainable development
	Solow (1974)	Exhaustible natural resources
	Beer, et al., (2003)	Government involvement
	Johnson and Scholes (2005)	Strategic plan
	Freeman (1984)	Stakeholder
	Crocker and Canevello (2008)	Regeneration through social networks
	Blakely and Bradshaw, 2002)	Location theorist
	Pike (2006)	Smart growth

Table 2		
Transformationist	Kagermann, et al., (2016a)	Transformation of “traditional” industries by the Internet of Things, Data and Services
	Stock and Seliger (2016)	Transform all the way goods are designed, manufactured, delivered
	Anderson and Wladawsky-Berger (2016); McAfee and Brynjolfsson (2017a)	Digitization of the economy/ skill up
	Tapscott (1999)	Warned that DE will not boost productivity
	Dutton (2014)	DT/IoT will have enormous social and economic implications
	Drucker (2014)	The disruption could provide new opportunities for high-skill workers
	Thomas, et al., (2013)	Define Human Capital
	Florida (2002)	Concentrations of high-tech industries/ Emergence of knowledge-economy
	Porter (2000)	Clustering is a geographical concentration of related industries in a field though they compete and co-operate
	Schumpeter and Backhaus (2003)	Technology/disruptive requires higher-order cognitive skills
	Schumpeter and Backhaus (2003)	Innovation is the central issue in economic prosperity

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Table 2 continues		
	Becker (1993)	Human Capital well-being
	Kor and Leblebici (2005)	Intellectual capital
	Grant (1996)	Intellectual capital
	Schultz (1961) and Nelson and Phelps (1966)	Dynamic capability theory

2.1 Economic development, growth, and regeneration

The 2013 City Deal was designed to improve people's lives in all rural and urban part of South West Wales including Carmarthenshire. The deal aimed to bring economic growth and development by raising people's aspirations, improved infrastructure, better services, skills development and creating well-paid employment opportunities. The deal focusses on key themes of Economic Acceleration, Life Science and Well-being, Energy, and Smart Manufacturing (figure 2.0; Swansea Bay City Deal, 2017).

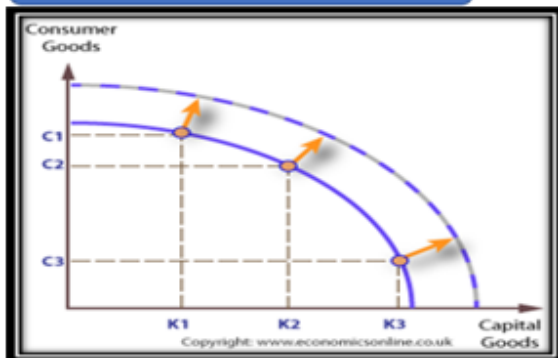
Figure 2.0 Swansea City Deal Key Themes



This paper seeks to establish the public perception of the possible economic development regeneration of Gwendraeth, it is imperative to understand keywords such as economic-development, economic-growth and economic regeneration (see Appendix 8b for the more).

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Figure 2.1 Outward shift of PPF

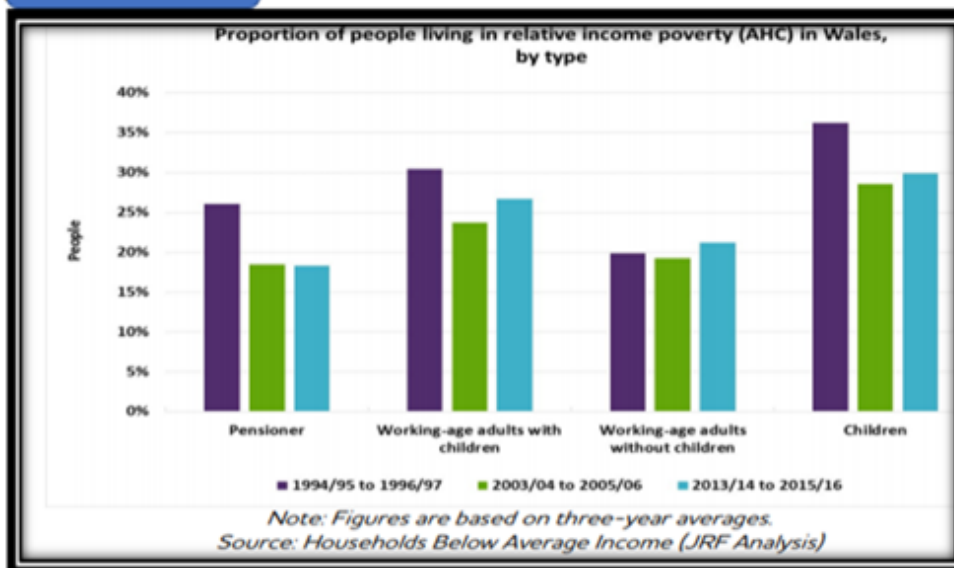


(Economicsonline, 2018c)

Furthermore, growth is a long-term expansion or increase of the full productive potential and productive output. Accordingly, the essence of growth is to generate increased consumer and capital goods that will lead to an outward shift in the aggregate supply curve of the area, thereby improving the wellbeing of the

community (Figure 2.1; Hayes, 2018).

Figure 2.2 Poverty



(JRF, 2018).

Thus, economic-growth may alleviate poverty, boost the income and improved living standard of the

community (Todaro, 1997; Thomas and Allen, 2000). Nonetheless, it is fascinating to understand the relationship between economic-growth and the distribution of income. A report on poverty in Wales shows that poverty is falling to 23% in Wales, figure 2.2 shows the proportion of people living in poverty (JRF Analysis, 2018). When the community experiences an improved income distribution, then the sustainable goals of eradicating poverty and improved well-being becomes a reality (UN, 2018).

2.1.1 Local Economic Development (LED)

Blakely and Bradshaw (2001) postulate four factors for LED. Firstly, that LED activity must induce economic-development, economic-development must be generated from both human and physical resources. Secondly, the focus is on how the resource-based grows-wealth through knowledge, creation of new skills, and the transformation of raw goods to finished products that reflects the distinctiveness of the area. Meanwhile, Porter (2000) advised the possibility that a deprived area may be revitalized if they have the necessary skills to develop and market their resources both human and physical. Thirdly, that new capacity building gives the locals new opportunities and options from the economic activities by exposing them to the market as well as increasing the community's capacity and its firms to exploit new opportunities as they emerge. Lastly, they insisted that the economic-development must focus on enhancing both human and physical resources in the community.

Although, the location theorist advanced the view that location was critical and the development of a central place for economic-development, but the key problem with this theory is that modern technology and ICT have eliminated the importance of location (Blakely and Bradshaw, 2002). According to ONS (2017) report, 34% of home-workers reside in rural areas compared to 14% home-workers who reside in the urban areas.

2.1.2 Economic Plan

The economic plan is a key aspect of achieving economic-regeneration of Gwendraeth-valley, and a plan must be put in place. Economic planning according to Todaro (1997) is a deliberate local government attempt to coordinate and influence and sometimes direct and control local economic decision making in order to grow the local economic variables such as income, jobs, employment etc.

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

The current Welsh Index of Multiple Deprivation statistics for small areas of Wales revealed that; on income domain, three of the Carmarthenshire Local Authority are among the most deprived Lower-layer Super Output Areas (LSOAs) in Wales and based on the employment domain, 5 most deprived LSOAs are in Carmarthenshire (StatsWales, 2014). The income deprivation is defined as those that are receiving benefits, tax credits etc (Figure 2.3; StatWales, 2018a; Appendix 8c).

Figure 2.3 Welsh Index of Multiple Deprivation

The indicators are prepared from the raw data.							
Percentage of population in Income Deprivation. Those who are: in receipt of Income Related Benefits, in receipt of Tax Credits with an income 60% below the Wales median; or a Supported Asylum Seeker.	Percentage of working-age population in receipt of Employment-Related Benefits.	All Cause Death Rate, Cancer Incidence, Long-Term Limiting Illness, and Low Birth Weight.	Key Stage 2 Average Point Score, Key Stage 4 Capped Point Score, Key Stage 4 Level 2 Inclusive, Repeat Absenteeism, Proportion of 18-19 year olds not entering Higher Education, and Proportion of 25-64 year olds with No Qualifications.	Average travel time by public and private transport to the nearest: Food Shop, General Practitioner (GP) Surgery, Post Office, Public Library, Leisure Centre, Primary School, Secondary School, Pharmacy, and Petrol Station (private transport only).	Police Recorded Violent Crime, Police Recorded Criminal Damage, Police Recorded Burglary, Police Recorded Theft, Anti-Social Behaviour, and Fire Incidence.	Air Concentrations, Air Emissions, Flood Risk, and Proximity to Waste and Industrial Sites.	Overcrowding (bedroom occupancy), and Lack of Central Heating.

(StatWales, 2018b)

2.2 Perception

As evidence has suggested, it is important to establish the public perception of the possible economic-development and economic-regeneration of Gwendraeth-valley. Lafferty (2001) strongly advised consulting with the communities. And in like manner, Blakely and Bradshaw (2002); Jones and Evans (2008) emphasized the importance of community participation in economic developing (appendix 8.1)

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

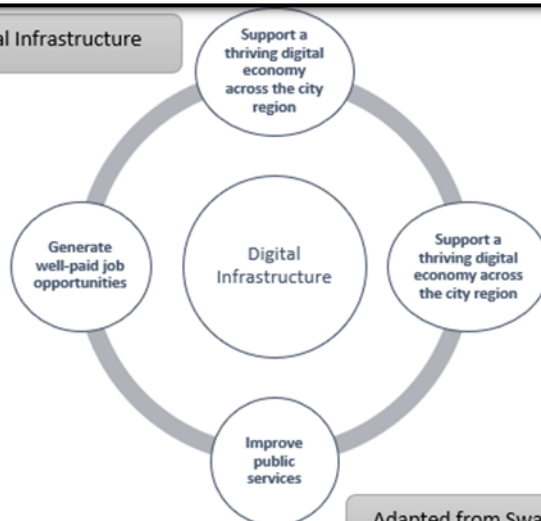
Figure 2.4 Regeneration Stakeholders



(Sobola, 2018)

2.3 The Digital Economy, Industry 4.0, or Industrial-Internet of Things (IoT)

Figure 2.5 Digital Infrastructure

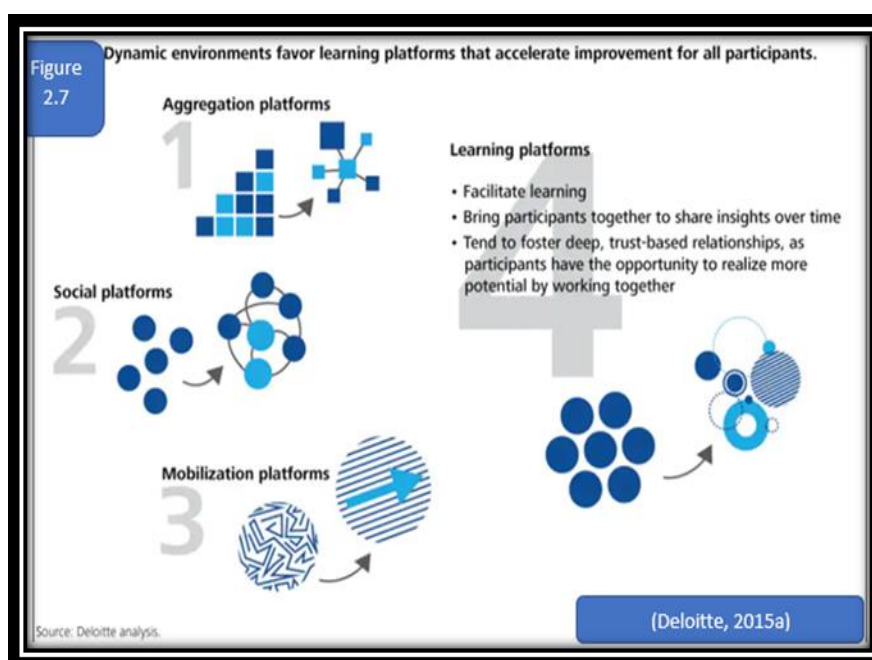


Adapted from Swansea Bay City Deal, (2017)

For Swansea Bay City Deal (2017) the digital-infrastructure is essential for the technological transition that is driving the industry 4.0. So, the digital-infrastructure I has four aims of generating well-paid jobs, digital economy etc. (figure 2.5).

Kagermann, *et al.*, (2016a) hypothesised the transformation of “traditional” Industries by the Internet of Things, data and Services. Still, authors interpret Industry 4.0 in different contexts, however, it refers to new technologies, digitization, and robotization (appendix 8.2).

McAfee and Brynjolfsson (2017a); WEFForum (2016); Anderson and Wladawsky-Berger (2016) proposed that the digital-economy / digital-technology pervades every aspect of society, it affects how people interact, affect the economy, impact skills for a good job, inspire new job opportunities, transforming both business practices and societies. But the challenge for every citizen is they could suffer income inequality if they are displaced by the disruption being created by robotics and automatization of the labour market, that could result in increased unemployment and loss of wages as demand increase for high skill staff or the disruption could provide new opportunities for high-skill workers (Drucker, 2014; Appendix 8d).



Still, McAfee and Brynjolfsson (2017a) believe that the latest phase of computers and the internet have created three shifts in how work happens (appendix 8.3; figure 2.7).

2.4 Human Capital Resource, Skill, Training and Education

The proponents of human-capital theory claimed that the key to a successful rural economic-regeneration could lie in the level and sophistication of highly-educated and productive people. This may attract small, medium size and big companies to the Gwendraeth-valley such as seen in cities such as San-Francisco and east London and emerging-Newport with high concentrations of high-tech industries (Florida, 2002; Porter, 2000). Thomas, *et al.*, (2013, p. 3) gave a more recent definition of human-capital as the 'people, their performance and their potential in the organization'. Bontis, *et al.*, (1999, p. 391) definition of human-capital is in Appendices 8.4.

For this research, it is important to recognize the critics' references to innovation, change, creativity, knowledge-skills-abilities and other characteristics (KSAOs) at the individual level of HC that could impact productivity as these points are crucial for employees (CIPD, 2017; Appendix 8.5).

2.4.1 Intellectual capital (IC)

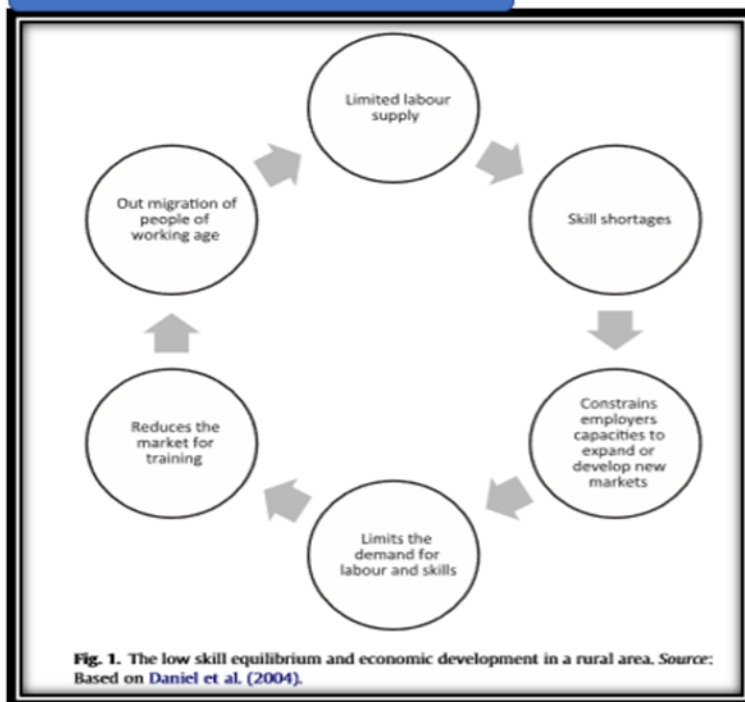
Grant (1996); Kor and Leblebici (2005) talked about knowledge economy or IC, as skills, non-tangible abilities of employees including acquired and available knowledge in the organization's systems, processes, human, social-cultural and structural capital leveraged in order to give the firm a knowledge advantage in the new Industry-4.0. The continuous advancements in digital technology are driving the new Industry-4.0. The Factory of the Future must adapt, be agile and be innovative or must be 'future-proofed' in order to create highly-skilled jobs and attract investment (Swansea Bay City Deal, 2017). These ideas provide technological opportunities that are not confined to urban areas. Thus, governments at all levels are committed to providing an investment of £1 billion from the industrial Strategy Challenge Fund and private investment (BEIS, 2017a; BEIS, 2017b; appendix 8.6).

2.4.2 Skill, Training and Education

Jones and Evans (2008) argued that regeneration policy targeted creating middle to high-income jobs, services, and opportunity. Accordingly, one of the five aims of the Swansea-Bay deal was for the region to be skilled for the long-term economic well-being of the people (Swanseabaycitydeal, 2017). The new UK Industrial Strategy also focused on helping people to develop skills that will enable them to secure high- paying job, high-skilled jobs of the future (Crown, 2017; DCMS, 2017). The UK government identified the Digital sector as a high growth sector contributing 2.5% to GDP in 2015, there are opportunities for the development of the Internet of Things (IoT) and Autonomous Vehicle technologies, HealthTech and EdTech these are underexploited economic opportunities to the UK (DCMS, 2017; Virgin-Media-Business, 2015).

Becker (1964); Schultz (1961) and Mincer (1974) debunked the notion that economic successes are contingent upon the growth of physical capital. They insisted that people's learning capacities are a valuable commodity like other physical resources utilized in the production of goods and services (Lucas, 1990). Therefore, Becker (1993) proposed that knowledge, skills, and problems solving skills acquired through education is a means of increasing both earnings and productivity. Contrarily, Oliveira and Da Costa (2014) disagreed by insisting that education or productivity-enhancing skills gained through educational institutions may not equate to high pay but rather an experience. Still, other HC theorist advocated for investment in education or training for the development of knowledge and skills (Grant 1996; Hatch and Dyer, 2004). Usually, there is low-skill-equilibrium (LSEq) in rural areas. This sometimes leads to a chain of events.

Figure 2.8 low-skill-equilibrium in rural

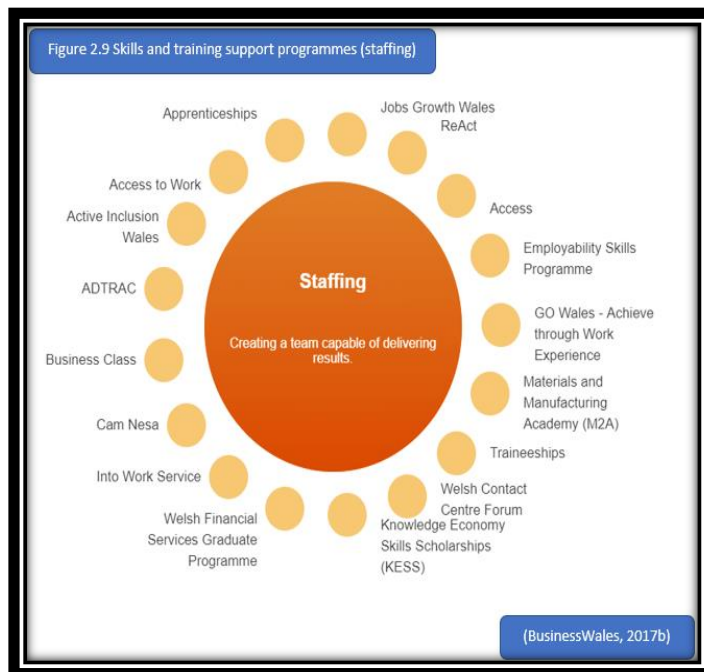


(Daniel, et al., 2004)

Skill shortages constraints employer's capacity to expand business, thereby limiting demand for skill labour and limited labour supply, thereby eliminating need for skill training, and this will result in emigration (figure 2.8). These LSEq are sometimes connected to infrastructure hence the LSEq will be discussed later (Owen, *et*

al., 2012). To boost the local economy, the Welsh Government have set-up a plethora of skills and training support programmes such as ReAct, Apprenticeships and Jobs Growth Wales etc. (BusinessWales, 2017; figures 2.9; 2.10). To take advantage of the Industry-4.0, entrepreneurial and businesses skills are key competencies required to adopt industrial DTs. Equally, mentoring, coaching training and network-setup must be tailored to the need of business (OECD, 2018).

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION



Due to the changing economic environment, Schultz (1961); Nelson and Phelps (1966) insisted that HC must possess the capacity to adapt to the changing environments and the HC are fundamental for organizations to adaptation to changing environments that depend on the adoption of new production technologies in the new industry-4.0.

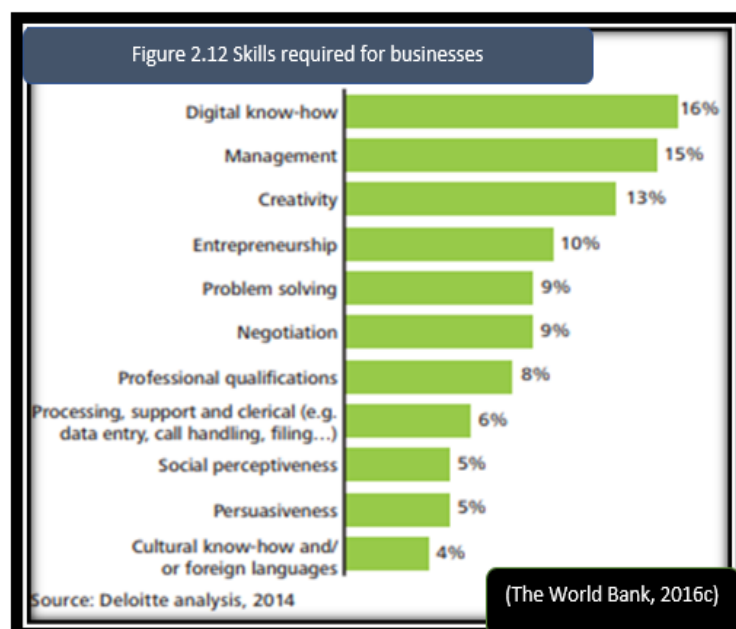


Besides, the government has a strategy in place to digitally skill-up the nation by giving everyone access to the digital skills they need, to create a flourishing ecosystem and strong technology sectors, spread across the UK (DCMS, 2017). As laudable as the strategy is, the

question is whether the community have access to these training.

2.4.3 Cognitive skills and technological change (TC)

In the industrial-4.0, workers with cognitive skills are resilient to technological change. They will continue to be employed because of their ability to learn, adapt and upgrade their



skills (Appendices 8.7). Technology is also a major source of opportunity as it boosts growth for people and company with the skill to thrive. But it is disruptive places with few opportunities and the modern work requires higher-order cognitive skills (Deloitte 2014b; Schumpeter and Backhaus 2003). Deloitte

(2014a) People from poorer background may fall behind and the (Welsh Government, 2018c) survey states that 16% of the public felt they are deprived.

2.4.4 Investing in people

Todaro (1997) expanded that economic-growth could be attained by the investing in people (formal education, vocational training and on the job training programs and adult education and other types of informal education (figure 2.9; 2.10; Appendix 8.8). Although Armstrong (2001) accused policy-makers of fixating on attracting high-tech and knowledge-intensive Industries in their economic-growth but agreed that ICT is a catalyst of attracting new businesses to rural areas. Regeneration often attracts second-tier service sector to regenerated regions. There are cheaper houses and cheaper living standard, Milton-Keynes has benefited from such economic planning (Jones and Evans, 2008). Harvey (1989) advice investment on training and education schemes for disadvantaged communities in order to increase their

chances of securing better jobs. UKES (2016) is forecasting that by 2024, about 54% of people in employment will have level 4 and above qualification which means there could be shortages in creative and digital-technology skills (Appendix 8.9).

2.5 Entrepreneurship, Innovation, and Regional Development

Blakely and Bradshaw (2002) suggested that an entrepreneur is a risk taker that is capable in decision making. For anyone to be a successful entrepreneur, they must build capacities areas of financial, management, operation, and personal capacities (Appendices 8.10). The entrepreneur will possess some skills such as self-knowledge, research skills, decision making, and implementation skills. Swansea Bay City Deal (2017) recognized the role of entrepreneur or innovator as key to economic-growth. While Drucker (2014); Schumpeter (1934; 1996); Porter, *et al.*, (2002) highlighted the role of entrepreneur and vivacity of innovation (Appendix 8.11).

To achieve economic-growth, Jones and Evans (2008) underlined the importance of attracting and nurturing private businesses for economic-regeneration. It is imperative to recognize the importance of small and medium-sized companies to economic-regeneration. BEIS (2018a) revealed that Small businesses accounted for 99.3% of all private sector, this sector could be very important in creating economic-growth in this region. Similarly, the 2018 statistics figure shows Carmarthenshire has the third more active enterprises than any other local authority in Wales (19,205) and 94.5% of those are micro business a micro business employs 0-9 staff (StatsWales, 2018a). The Stats further revealed that 62.0 per cent of employment and 40 per cent of 2018 turnover was accounted for by Small and Medium-sized Enterprises (SMEs) (figure 2.14; Appendix 8.12).

2.6 Clustering/ Economic geography

OECD (2015) insisted that Innovation is perceived as a critical component of economic-development to remedy the geographical inequalities, and Florida, *et al.*, (2017), underscored the importance of understanding the geography of creativity and entrepreneurial activity and the concentration of occupations could be key in promoting growth. The attraction theorist suggested that by attracting entrepreneurial populations with purchase-power could in-turn attract big firms, but Porter (2000); Bernstock (2016); Blakely and Bradshaw (2002) all warned against gentrification and that the community must benefit directly from any economic-regeneration. Despite the concerns Blakely and Bradshaw (2002) still acknowledged the attractiveness of the quality-of-life at the rural communities, and that the area can become a "knowledge network" or "Clusters" to act as incubator centres for tech companies and inventors. Florida, *et al.*, (2017), contended that location is replacing the industrial corporation as an enabler of economic and social organizing unit. Conversely, Delgado, *et al.*, (2016) described Clusters as a mix of Industries related by knowledge, skills, inputs, demand and other input-output linkages in a geographic location (Appendix 8.13). But Mariotti, *et al.*, (2010) warned that because companies are clustered together does not guarantee interaction and even when they interacted, it does not guarantee positive spill overs. Additionally, Florida (2002); Blakely and Bradshaw (2002), identified the emergence of knowledge-economy, and that in the new economy, places that could attract creative people will be successful, and they warned that the low-wage workers could be left behind.

2.7 Investment and Funding Partnership

Schumpeter and Backhaus (2003) argued that for Innovations and Entrepreneur to achieve success, funding or bank credits and other resources are critical in achieving a sustainable economic-growth and economic-regeneration. Under the Industrial strategy, Local-

Enterprise-Partnership was reformed, and it has a single mission of promoting productivity through local industrial strategy. They will provide a strategy for utilizing or expanding local funding streams. Since 2010, the UK government has backed City Deals to facilitate local and regional and National economic-growth (Crown, 2017; Appendices 8.14).

2.8 Distinctiveness, Service and infrastructure resources

Enhancing the attractiveness of a place for people and inward-investment should be the focus of regeneration initiatives. People and business want to stay and conduct business in an attractive area, but gentrification must be avoided. Any economic-regeneration must recognize the core competencies or attributes of the area, what motivates the community in terms of Maslow's theory of needs hierarchy which hypothesises that people are motivated according to a hierarchy of needs. Therefore, it is critical to engage with relevant stakeholder and agents of change across all groups and collaborating to address the problems. The quality of housing, industrial zones, and other key infrastructures will enhance the quality of a place which is an important part of the economic-regeneration of an area (CIPD, 2017; Tyler, 2011). Owen, *et al.*, (2012) discoursed the challenges rural communities face in terms of raising skills level, enterprise, and innovation when confronted with Low-Skills-Equilibrium (LSEq). Due to the sparse nature of the region, opportunities for job-training, skills development may be constrained by transport infrastructure because transport and travel play a critical role for both individuals and enterprises in enhancing skills level. The community may have to travel out of their community for training and skills development. Owen, *et al.*, (2012) insisted that local workforce may adjust to available work because of LSEq, they may be discouraged from developing their skills or opt to migrate as transport and travel exacerbate the economic challenge of poor skills and productivity.

The governments are making a human and physical investment in the knowledge-based Industries to produce future high-skill and high-income. In a recent survey, 77% of people surveyed in Wales were satisfied with access to services, and 70% satisfied with the local facilities in their community (Welsh Government, 2018c). Businesses may need industrial and commercial buildings and digital infrastructure to facilitate economic-growth. There is a need for better community services for both households and for businesses (Blakely and Bradshaw, 2002; Birkeland, 2009). While, Pike, *et al.*, (2006) insisted that the economic-regeneration approach must recognize the local distinctiveness, digital connectedness, poverty reduction, investment, investment in human capital etc.

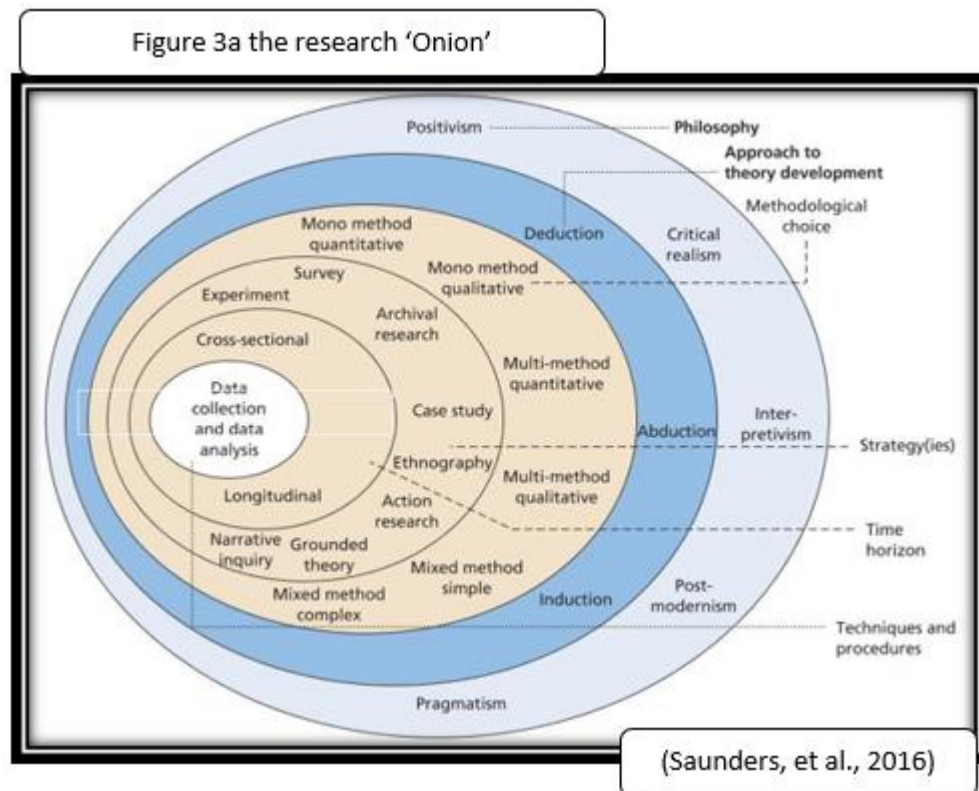
Equally, Birkeland (2009) advanced the view of Sustainable rural settlement design (SRSD), where he averred the idea of developing an economy that is utilizing less transport even where the public could ride bike and walk to work, presently, only 26% of people in Wales claimed to walk to work (Welsh Government, 2018c). This is like 'Smart growth'; smart growth is a quest for a sustainable and liveable community (Pike, *et al.*, 2006; Smartgrowth.org, 2015). The level of development of low impact housing design, a house that generates electricity and of tourist attraction could impact economic-development (Birkeland (2009).

Again, the proposed ICT/ digital-technology by the Swansea Bay City Deal (2017) could boost tourism and economic-growth. Tourism and Leisure are key contributors about 16% to Welsh-economy and is a major source of employment and revenue that support about 5,500 full-time jobs. Now, tourists are utilizing mobile devices, social media, and other digital-technology to generate content throughout their trip, and they share experiences (Graziano, 2014). The ICT/ digital-technology could provide tourism providers and consumers with real-time information, data that support-decision making, greater mobility, consequently leading to better tourism-experience. Smart tourism or e-tourism involves multiple layers that are

supported by ICTs and web-technologies (Gretzel, 2011). The digital-economy infrastructure will boost tourism, enable collaboration and create value, innovation, entrepreneurship, and competitiveness (Gretzel, *et al.*, 2015). The Gwendraeth-valley is centrally and strategically located in the Strategic regeneration sites in Carmarthenshire, the challenge is how the community can fully benefit from the initiatives.

3.0 Research Strategy and Methodology

The aim of this research was to understand the public perception of the economic regeneration of the Gwendraeth-valley. For the community to achieve economic growth, the three major factors (capital, human capital, and technology) must be considered in data collection (Todaro, 1997). In their influential study (Saunders, *et al.*, 2016) concluded that



conducted. (Saunders, *et al.*, 2016) then categorised the 'onion' layers as philosophy, approach to theory development, methodological choice, strategy, and time horizon. Hence this researcher will endeavour to explain the choices made (Crotty, 1998).

3.0.1 Research philosophy

Saunders, *et al.*, (2016) suggested that a research philosophy refers to 'systems of believes and assumptions about the development of knowledge.' This is valid as the researcher is embarking on developing a knowledge of the people's perception of economic regeneration. The assumptions include epistemological assumptions which are human knowledge,

ontological assumptions that are the realities encountered during the research and the axiological assumptions that are the level of influence of the researcher's personal values on the research. These assumptions influence the research questions, the deployed methodology used and findings interpretation (Crotty, 1998).

Still, Alvesson and Sköldbberg (2000) insisted on reflecting on the influencing philosophical position and the research design. There are five research philosophies namely: Positivism, Poststructuralism/postmodernism, Critical Realism, Pragmatism, and Interpretivism. The researcher used the HARP Statement to establish the research philosophy (Appendices 7.4 and 7.5). The researcher leans towards Interpretivism and Pragmatism. The interpretivist philosophy emerged during the early to mid-twentieth century Europe, although it has several strands, the phenomenology is the chosen strand (Kvale, 1983; Crotty, 1998).

The interpretivist argues that human beings cannot be studied in the same way as a physical phenomenon. Phenomenology studies existence and focused on the lived experience of participants. Human beings are complex, and people's perception of the same issue may be different. Furthermore, the intended purpose of the research is to generate and create understandings and interpretations of the Gwendraeth-valley social world and context. The research is looking at economic regeneration from different people's perspectives. Each segment of the social divide could be experiencing different realities in the same location, and this needs to be captured. Therefore, the interpretivist phenomenologist is focusing on the experiences (recollections and interpretations) of the different strata of the Gwendraeth-valley (Flyvberg, 2011; Saunders, *et al.*, 2016).

Kelemen and Rumens (2008) contend that in Pragmatism, concepts are relevant if they support action. The research is identifying an economic problem in Gwendraeth-valley and suggest a way to fix it (Elkjaer and Simpson, 2011). Due to the nature and the complexities of

the research, it is possible to work with two different types of knowledge and methods. The researcher recognised that a single method cannot thoroughly reveal the entire picture of the economic regeneration of Gwendraeth-valley. The concept of economic regeneration could be different from the viewpoint of business owners to workers, and from area to area within the region. Therefore, the best approach will be to interview a sample of business leaders and a questionnaire was designed to better understand the public perception. The challenge is analysing the gathered data and then formulate a theory. Secondly, due to the sparse nature of the areas, it may be difficult to gather many respondents hence inductive theory is preferred; the inductive approach is the approach to theory development. From the second phase from figure 3a data is being collected to explore a phenomenon, afterwards, themes will be identified, and patterns identified, and relationships could be established from cross-tabulation as well (Saunders, *et al.*, 2016).

3.1 Research Design

Saunders, *et al.*, (2016) maintains that a Research Design is the general plan of collecting data and interpreting the collected data that were designed to answer the research questions. The underpinning question of the research is to enable a better understanding of the public perception and business leaders' perception of the economic regeneration of Gwendraeth-valley. The overall aims and objectives are stated above.

This research will be using fully integrated mixed methods research design. Mixed-methods research combines the use of both qualitative and quantitative data collection techniques, analytical procedures, interpretation, and presentation. There is an objective realisation about people's lives and the realisation that people interpret and understand based on their social condition (Tashakkori and Teddlie, 2010). Although, Creswell and Plano Clark (2011) insisted that quantitative research and qualitative research may not be deployed equally.

This research will use the published data, with survey data in addition to qualitative research methods to explore perception (Tashakkori and Teddlie, 2010). Bryman (2006); Greene, *et al.*, (1989); and Molina-Azorin (2011) contends that the mixed-method provides contextual background and enable a better understanding of the research problem. It helps in the formulation of research questions, interview questions, and questionnaire. Furthermore, mixed-method facilitates the generation of meanings and findings to be elaborated, clarified, enhanced, confirmed and cross-tabulated. Interpreting qualitative method could prove useful in explaining relationships of quantitative variables. Equally, Mixed-method could provide a

Figure 3b Qualitative Strategies: Key Authors and Kind of study on Economic Regeneration

Strategy	Key Authors	Kind of Study	Similar Yes/No
Survey	Becker (1998)	Inward Investment and Economic Regeneration: Listening to Workers in Rhondda-Cynon-Taff (Cato, 2011), National Survey for Wales	Yes
Focus Group	Morgan (1997)	Methods of data collection in qualitative research: interviews and focus groups (Gill, et al., 2008)	No
Interview	Kvale (1983; 1996)	The corporate interview as a research method in economic geography (Schoenberger, 1991)	Yes
Case Study	Yin (2014)	Brownfield regeneration in Europe: Identifying stakeholder perceptions, concerns, attitudes and information needs (Rizzo, et al., 2015)	Yes
Ethnography	Campbell, et al., (2006)	Research With Children: Perspectives and Practices (Christensen and James, 2008)	No
Action Research	Levin (2005)	Rowman & Littlefield Publishers. (Kemmis and McTaggart, 2005)	No
Grounded Theory	Glaser and Strauss (1967)	They never listen”: towards a grounded theory of the role played by trusted adults in the spiritual lives of children (Karlsen, et al., 2014)	Yes
Narrative Inquiry	Chase (2011)	Narrative inquiry: Research tool and medium for professional development (Conle, 2000)	No

diversity of informed views or opinions that will be reflected in the research. Again, the method

allows focussing on different attributes of different groups in the Gwendraeth-valley. Furthermore, the mixed method could facilitate triangulation. The data collected from surveys may be corroborated by data from the interview, and this leads to greater confidence in the study (Saunders, *et al.*, 2016). Figure 3b displays the types of qualitative research strategies types available.

3.2 Research Strategy

Saunders, *et al.*, (2016) proclaimed that strategy is a plan of action to achieve a goal therefore, a research strategy is a prepared plan of answering the research questions. It specifies the methodology deployed in collecting and analysing data (Denzin and Lincoln, 2011). The survey will be deployed for the qualitative research design and the grounded theory will be deployed for the qualitative research design (Karlsen, *et al.*, 2014; Appendices 8.15).

Bryant and Charmaz, (2007); Charmaz, (2011); Corbin and Strauss, (2008) described Grounded Theory as a method of inquiry and a technique of collecting and analysing data. It is a theory that is grounded in or developed inductively from data. Grounded theory is very useful in explaining social interactions and is also useful in processing a range of contexts (Karlsen, *et al.*, 2014). In the method, data are analysed as they are collected after the interview and Grounded Theory provides the systematic and emergent strategy in conducting qualitative research. Charmaz, (2006) argues that Grounded-Theory is more useful based on the interpretive approach, and the researcher's role is recognised as interpreting the data thus impacting the development of grounded-theory. Existing theory enriches the researchers understanding of the theoretical background and certainly helps in the direction of the study. Nonetheless, the researcher must only be guided by concepts emerging from the collected data

rather than from concepts in existing theory, and this theoretical sensitivity (Appendices 8.16; Charmaz, 1978).

3.2.1 The research questionnaire

For the survey, participants were engaged from the ten towns across Gwendraeth-valley and the surrounding rural areas. A sample of each town was deliberately targeted to thoroughly reflect the social-economic realities of each area within Gwendraeth-valley. Gwendraeth-valley is sparse and spread, and unfortunately, due to constraints of money, time, access etc, it was imperious that a representative sample was deployed to gather the community's opinion. Saunders and Lewi (2012) proposed that the sampling techniques enables the study to reduce the amount of data that was needed to be collected by securing data from a subgroup rather than from the whole population (Becker, 1998).

Great care was invested in the design and the drafting of questionnaires and a desire not to neglect any important area of the community's economic prosperity or poverty. Making a trade-off during data collection between quantity, quality and relevance of information and of its actual use and potential impact on the community was core in the design. Relevant academic reports and literature review influenced the survey questions and shaped the interview questions.

Additionally, writers such as Barnett (2002) insisted that sampling gives better accuracy than a census. One hundred and fifty paper questionnaires were distributed, the targeted sample survey was 80 but 120 people responded. The researcher went door-to-door, offices and the survey were available online. Over 70 emails were sent to companies requesting for interviews or were requested to fill the survey but without a single success. The survey and the interview were conducted from February 3rd to March 28th 2019. This research questionnaire was scrupulously prepared and was subjected to an independent check and analysed to gain a better

understanding of inequality, poverty, deprivation or prosperity of the Gwendraeth-valley (Chambers, 1983). The Likert scales were used in the questionnaire design to measure attitudes and opinions. SurveyMonkey (2019) defined the Likert Scale as a 5-or-7-point scale that provides a range of answer options that range from one extreme attitude to another, they usually contain a neutral midpoint. The questionnaire contained sixty-eight questions, see sample online-questionnaire in appendix 7.6a and paper-questionnaire in 7.6b.

3.2 The research interviews

Furthermore, for the qualitative data, twelve people were interviewed, and the semi-structured interview was with varieties of businesses, community leaders and other citizens to gather different and diverse perspectives which will enrich and corroborate the quantitative research findings along with the existing secondary data generated by ONS and StatsWales. The arranged interviews were intended to capture the phenomenon that is the object of an interviewee's perception. The interviews lasted from six to twenty-six minutes. A tape recorder was used to capture data and they were transcribed and coded (Appendix 7c.0). Themes from the interviewees' data were selected for illustration (Burnard, 1991; Saunders, *et al.*, 2016, Kvale, 1996; Schoenberger, 1991).

3.3 Sample/Generalisation

The research objectives and aims necessitated careful consideration of sampling, although, there are many methods of sampling. Sampling is central to the practice of qualitative methods and it was impractical to collect and analyse data from every possible member of the public (Gill, *et al.*, 2008). Nonetheless the samples must satisfy generalisation criteria, accordingly, the generalisation permits the researcher to take the information gathered on a small scale and relate it more broadly for the population. The representative group allows the

researchers to go from specific observations and make inferences from the sample to meet research questions and the expected confidence level of 95 per cent (Oliver, 2014).

Equally important, De Vaus (2014) posited the view that smaller sample size could be used without affecting the accuracy of a population. Similarly, Saunders, *et al.*, (2016) claimed that sampling technique enables the researcher to reduce the quantity of data to be collected by only considering data from a representative group.

Due to the rural nature of the Gwendraeth-valley, more efforts were concentrated on door-to-door to get the survey completed. This effort was more effective, and it reduces the risk of non-response (Groves and Peytcheva, 2008). Despite the efforts, many people still refused to participate in the survey. This survey adopted the standards by American Association for Public Opinion Research (2016), to determine whether the questionnaire is complete, partial interview, or break-off. A trial questionnaire was prepared with 97 questions, from the feedback, adjustments were made, and the questionnaires were reduced to 67 questions. The amount of the questions was necessitated by the desire to capture as much useful data.

For the interviews, a sample of business owners, community leaders, other disadvantaged group were targeted to cover the demographics in the community. The semi-structured interview was further relaxed and tailored to the characteristic of the interviewee. The data collected were analysed and were supported by secondary data that facilitated comparison and contrasting during the analysis stage (Becker, 1998). Secondary data are available from the ONS, StatWales, UK government and government agencies, county council, academic literature, UK data services etc. Saunders, *et al.*, (2016). Secondary data methods have several advantages, they could be unobstructed since the data are already collected, they provide comparative and contextual data. They could even result in unforeseen discoveries and

the data are in a permanent form that could be checked (Denscombe, 2007). However, there are certain drawbacks associated with the use of secondary data, the aggregation of the secondary data may not be suitable, and the purpose of the secondary data could affect how the data was presented.

3.4 Ethics

This research was governed by ethical consideration, as both the qualitative and quantitative research required different ethical considerations. The UWTSD data protection and privacy laws and ethical guidelines were adhered to. The interviewees agreed to the consent slip, see appendix 7.6c. The questionnaire was voluntary and confidentiality of both interviewees and participants were maintained. The interview questions and the questionnaire were approved by Supervisor, and this contributed to reducing any form of bias which potentially was avoided as the researcher resides in Gwendraeth-valley. The secondary data were a guide in designing some of the survey questions and this will particularly useful in data comparison and contrasting.

3.4.1 Bias, Generalisability, Validity and Reliability

To ensure data quality, efforts were made to remove interviewee and interviewer bias during interviews and survey as well. The questions were not leading to eliminating response bias and the interview locations were appropriate. Participants were not coerced to fill the survey immediately or in an open space to remove participant error and bias. Furthermore, because the research was seeking people's opinion about economic issues with a social impact, emic and etic approach was considered. The emic approach enables the evaluation of peoples through which may be affected by their perception and how they categorise the world (Given, 2008), while etic realise that culture, believe affects how people interpret the world, therefore

the observer used the scientific method to remove bias (figure 3c). The point is to be methodical in approach rather than Epistemology (Burrell and Morgan, 1979; Christensen and James, 2008). Smith and Noble (2014); Pannucci and Wilkins (2010) emphasised the existence of bias in research, in research design, that bias could occur at any stage of the research process and could impact the validity and reliability of the research. Additionally, bias could be because of the systematic distortion of statistical results by the encouragement of an outcome.

Yet, Saunders, *et al.*, (2016) contended that reliability and validity judgments underpin quantitative research, especially in social sciences. Reliability is a judgment about consistency and replicating previous research design that generates similar findings. In both the interviews and the survey, clarifying questions, probing meanings and responses were explored. Besides, Validity tests how appropriate are the methods deployed in measurement, the accuracy of the analysed result and the generalisability of the findings. This test will also inform establishing relationships between variables in the data (Cook and Campbell, 1979).

Figure 3c Bias

Pre-trial bias	• Pre-trial bias • Selection bias • Channelling bias
Bias during trial	• Interviewer bias • Chronology bias • Chronology bias • Transfer bias • Outcome Misclassification • Performance bias
Performance bias	• Citation bias • Confounding

(Pannucci, and Wilkins, 2010)

And by utilising Triangulation, the credibility and authenticity of research data, its analysis, and interpretation are established. Therefore, triangulation especially for the interpretivist, will enrich the research as peoples believe, views and opinions are studied (Denzin and Lincoln, 2011; Denzin, 2012). On generalisability, qualitative research could be tested against

existing theories. About transferability, the research questions, design, context, findings and resulting interpretations could be transferred into another project research. Nonetheless,

Saunders, *et al.*, (2016) warned of the danger of generalisability/transferability of qualitative research studies when using semi-structured or in-depth interviews.

4.0 Reporting Findings

In this section, the result will be reported, and interpretation provided for 17 interviews and 93 responded to the survey conducted during February and March 2019. A total of 17 interviews were conducted, 12 of them were business owners, 2 business managers, 1 community leaders, two in full-time employment in junior positions. The Interviews were analysed using NVIVO and the questionnaires were analysed using Microsoft Excel, SPSS, and NVIVO. The findings seek to answer the core research objectives, these are

- To determine perceptions in relation to skills, capacity, resources and entrepreneurship opportunities
- To investigate the overarching factors/service infrastructure that is hindering employment and economic growth?

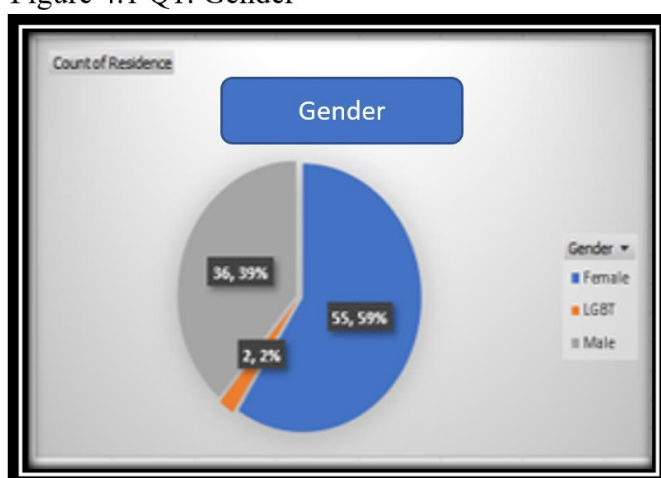
4.1 Quantitative Research

Analysis techniques included descriptive statistics, cross-tabulation (contingency testing) and regression analysis. Exactly 93 questionnaires were used in the analysis after cleansing, and the rest were removed (27) see Appendix 7h. The 93 questionnaires were analysed, cross-tabulated, and the data are virtually displayed in graphs, charts, tables etc. (Kosslyn, 2006). Variables will be compared and interdependences between variables are explored and brief explanations will be reported (Saunders, *et al.*, 2016). The errors in the questionnaires have been noted in Appendix 7f.0. Due to time constraint, the researcher could not select all the data for analysis.

4.1.1 Descriptive Statistics

The 93 questionnaires were analysed, cross-tabulated, and the data presented in charts and summary tables. For the purpose of detailed analysis not all the results are reported for interpretation, but those results that lend themselves to cross analysis and for clarifying the findings are reported in these sections. The full data set is reported on CD and in csv, NVIVO and SPSS formats as well as printed in full and available in appendix 7d.0.

Figure 4.1 Q1. Gender



The data collected is categorised as, 55% female 36% male, and 2% people identified as LGBT (figure 4.1).

Figure 4.2 Q5 Area of Residence

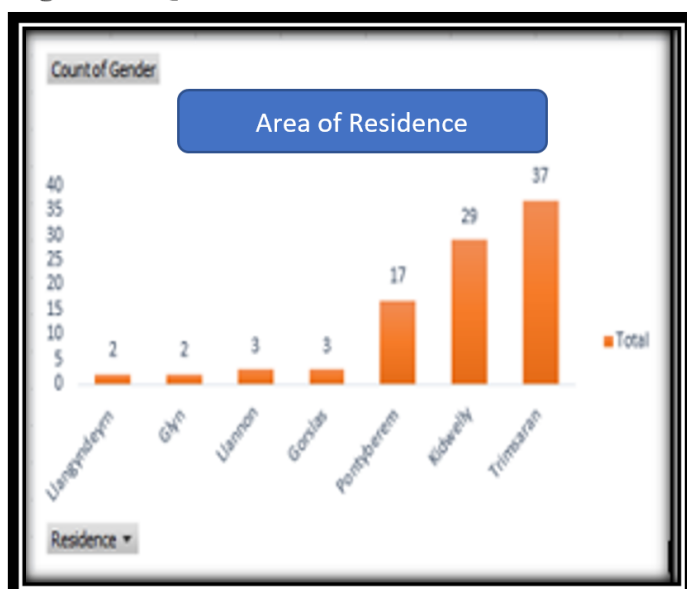
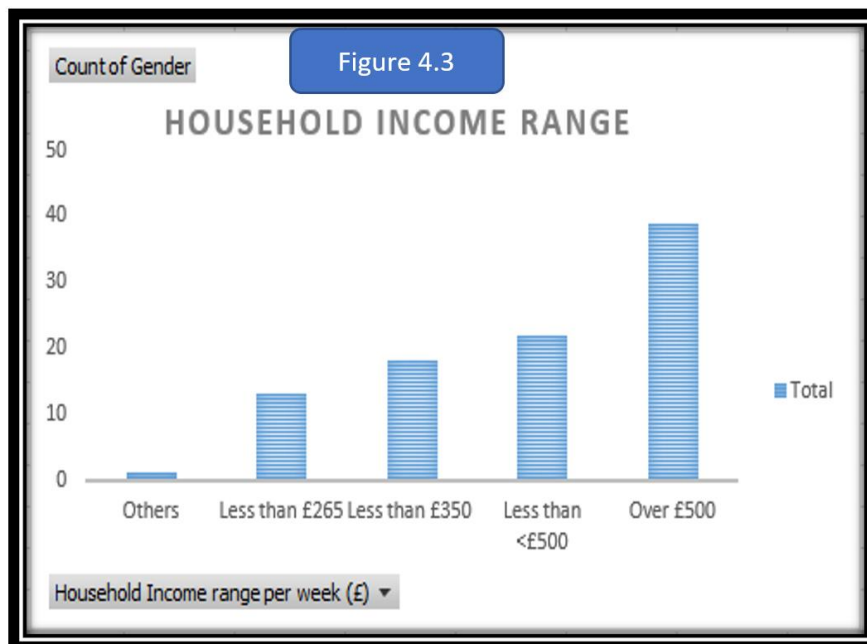


Figure 4.2 revealed the spread of the respondents 37 responded in Trimsaran, Kidwelly 29, and Pontyberem 17 and although respondents were located in the other areas the majority of respondents were from three key areas with good size populations. Yet there was no

respondent in Llanddarog. So, seven out of the eight areas in the valley were represented.

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

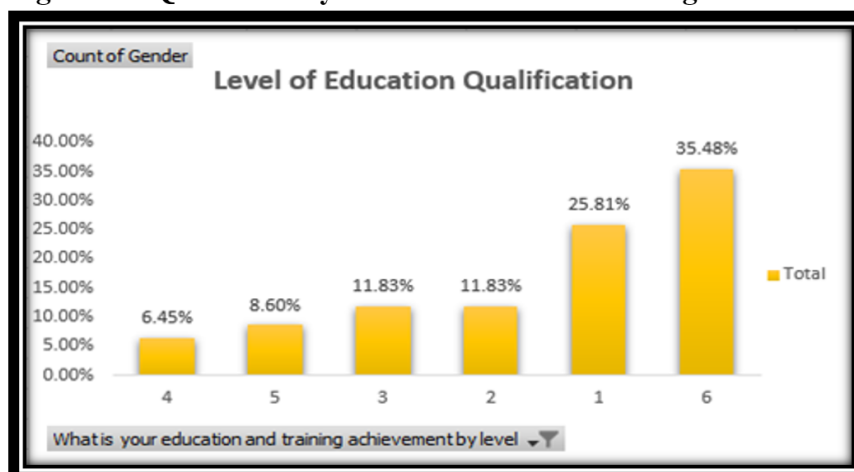
Figure 4.3 Household Income range per week (£)



Education level	
level 6	33
level 5	8
level 4+	6
level 4+	47
total	93 51%

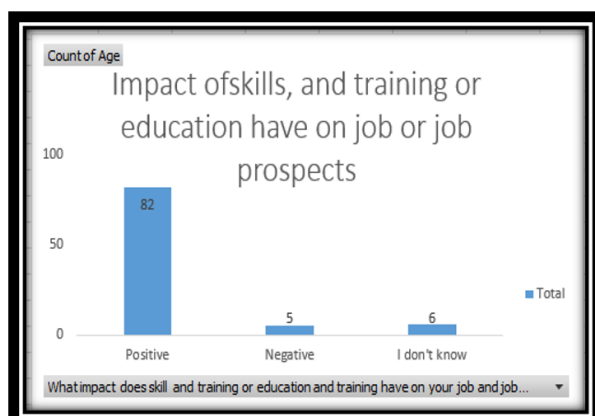
From Figure 4.3, most participants have a household income of over £350

Figure 4.4 Q19 what is your education and training achievement by level?



In figure 4.4, 33 respondents had level 6 (Graduate) and above and interestingly, 24 people have below level 2 (Diploma) education.

Figure 4.5 Q 21. What impact does skill and training or education and training have on your job/job prospects?



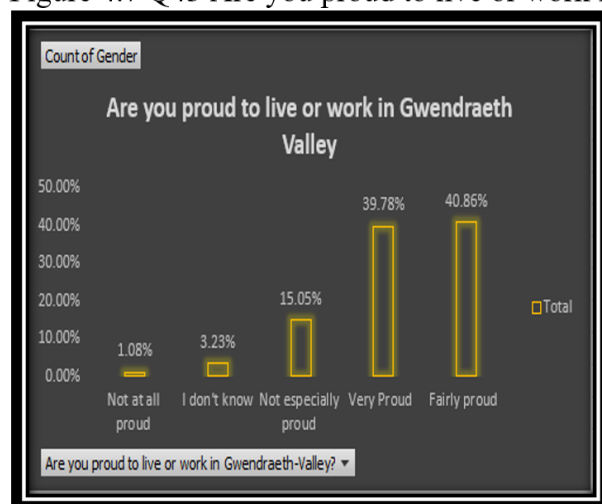
From the survey 82 participant acknowledge that skill, training and education has a positive effect on their job or job prospects, the possible reason is it gives them confidence and advantage over someone without such training, skills or education.

Figure 4.6 Q7. How many hours do you work?

Sum of How many hours do you work? Hours worked/ week	15	20	32	33	Grand Total
Age Range					
24	45	96	99		240
49	90	120	128	1650	1988
59	15	20	32	264	331
60	30	20	64	66	180
Grand Total	180	160	320	2079	2739

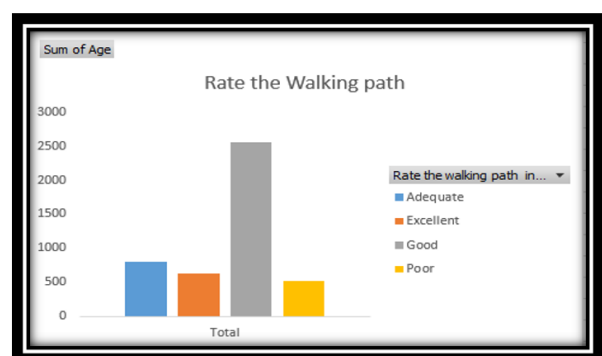
In figure 4.6, the people within the age of 49 years (25-49 Appendix 7c.2), are always employed either full-time or part-time. Respondent in the 49 years earns more than the rest age groups regardless of hours worked.

Figure 4.7 Q43 Are you proud to live or work in Gwendraeth Valley



Change the chart When the people were asked about their pride for living in the area (figure 4.7), the overwhelming majority were both fairly and very proud of living in the area.

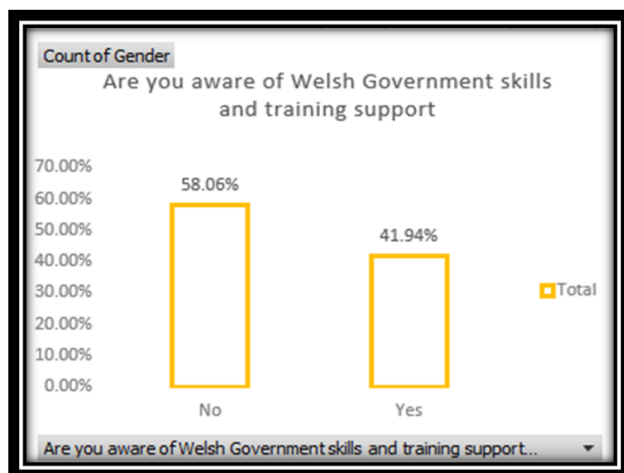
Figure 4.8 Q46 Rate the walking path



Most participants rated the walking path in the valley areas as good. However, later in the chapter, several the interviewees reported that when walking between the areas the walking paths are not good and, in some

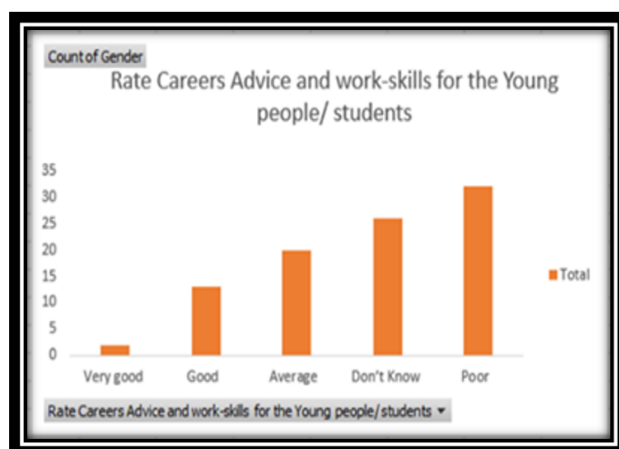
cases, come to an end, which means there are no walking path links between areas. So, there is a separation between the areas which is unnecessary as it requires the public to use other forms of transport to access the close areas.

Figure 4.8 Q30 Are you aware of Welsh Government skills and training support programmes



The participants were quite split, but the majority were not aware of the Welsh government skills and training programmes. This means a lot of people are missing out on potential life changing skill and training support, because the information is not well advertised.

Figure 4.9 Q26, Rate Careers Advice and work-skills for the Young people/ students

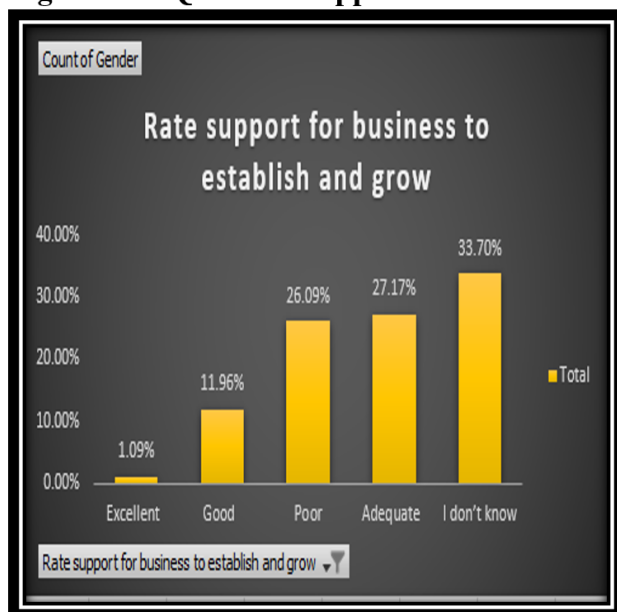


This is important if Gwendraeth young people are going to remain in the area this is an important service that needs to be more visible and accessible to young people and students.

Figure 4.10 Q18, Will you like to own a business?

The participant responded, 49 people said yes, and 44 people said no. this result is very encouraging, it proves there are potential entrepreneurs in the region.

Figure 4.11 Q58 Rate support for business to establish and grow



Only 40% of respondents believed there was enough support for business. This is despite all the help and support systems available. The conjecture could probably be because whether people are worried about business growth due to patronage that may not be enough to sustain local businesses sparse population in the area is.

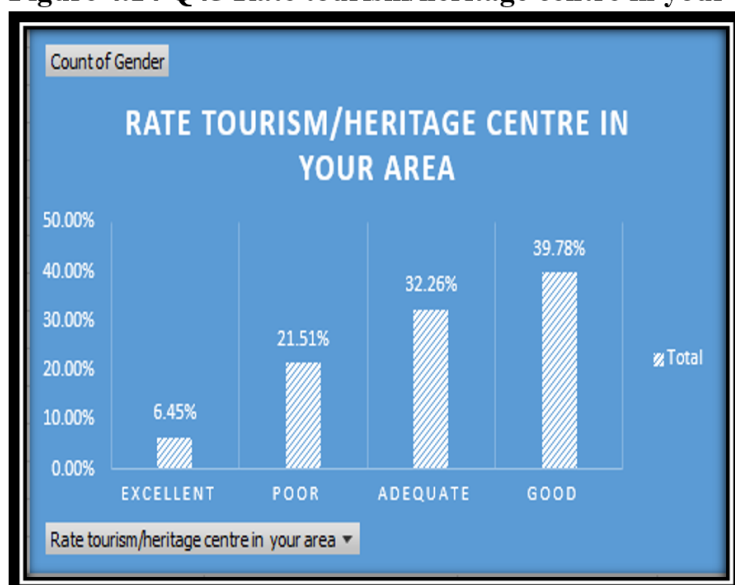
Figure 4.12 Q32 Are you aware of disruptive technologies like Robots are doing more human jobs?

When the participants were asked about how aware were, they of disruptive technologies, about one third 31.18% were not really aware, while over 68% were aware. This could mean they are aware of future changes to work, to life, to services.

Figure 4.13 Q63 Rate the car park for work in the area

Only, 40% thinks the car park is adequate, this is a poor result, and this will affect the vibrancy of the town centres. It could further impact businesses in the town centres. Equally, there is no park and ride provision even at the train station in Kidwelly.

Figure 4.14 Q45 Rate tourism/heritage centre in your area



Over 78% of the community, as a combined result, rated the tourism/heritage centre in their area as either adequate or good or excellent. Whereas, 21.5% stated it was poor. Therefore, tourism and heritage are recognised as important feature of the areas.

Figure 4.15 Q67, is it important to have sustainable renewable energy home?

98% of the respondent said yes to sustainable home, while the remaining 2% said no or it is inadequate. A possible explanation for this might be that the participants are embracing sustainable energy home which could be influenced by the rising energy cost. It may be a perception that the cost of sustainable energy homes is higher, or they tend to be larger builds and unattainable.

Figure 4.16 Q8 Are there job opportunities available locally?

job opportunities available locally?	
	Gender
very satisfied	5.38%
Dissatisfied	25.81%
Somewhat dissatisfied	30.11%
Somewhat satisfied	38.71%
Grand Total	100.00%

Over 55% of the participant was adamant there were no job opportunities locally, compared to only 5% that was satisfied with job opportunity. The choice of a job could be limited.

4.1.2 Contingency Tables and Cross tabulation

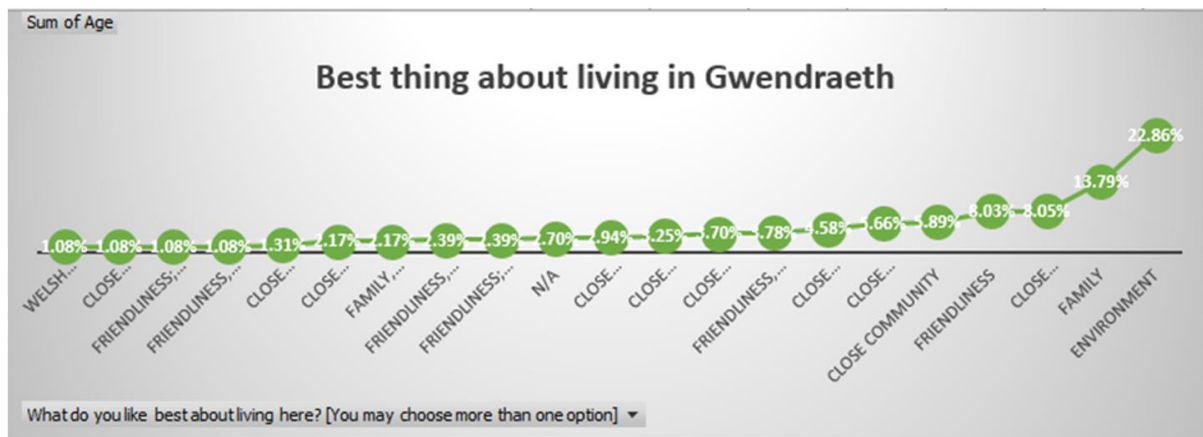
To analyse the variables in greater detail it was possible to use contingency tables for a view of the cross-tabulation of results. The following illustrates some interesting cross-tabulated findings.

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Figure 4.20 Education and impact

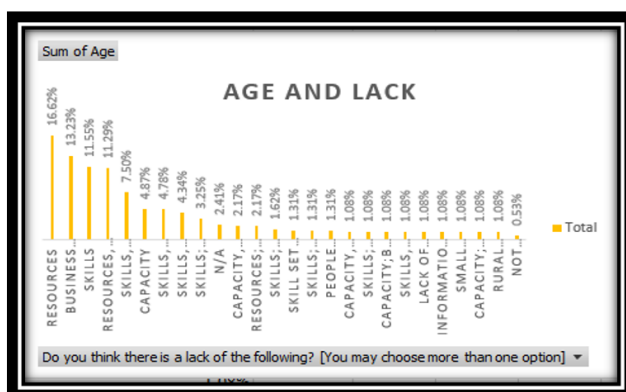
Generally, Education has a positive impact on work, especially for women. They realised because of skills and education, they could lead to a better quality of life.

Figure 4.21 Q44 what do you like best about living here?



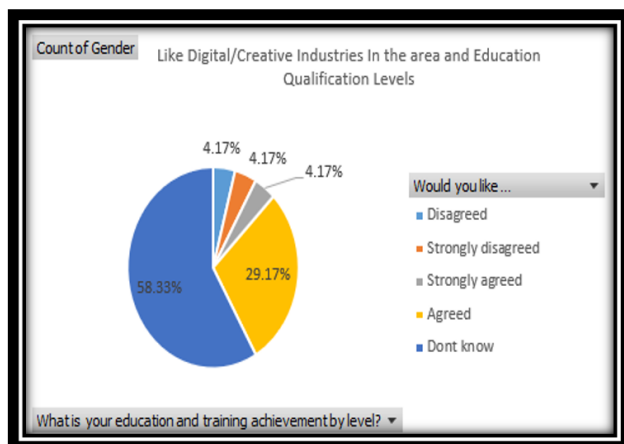
From figure 4.21, it was the environment that people loved most about the area. This was closely followed by the family. The participant cherishes the natural environment more than anything and these people will support eco-friendly initiatives.

Figure 4.22 Age and lack



The results indicated clearly that business opportunities were the number one drawback in the area. Resources (know-house, business plan, management) were the second most common limiting factor.

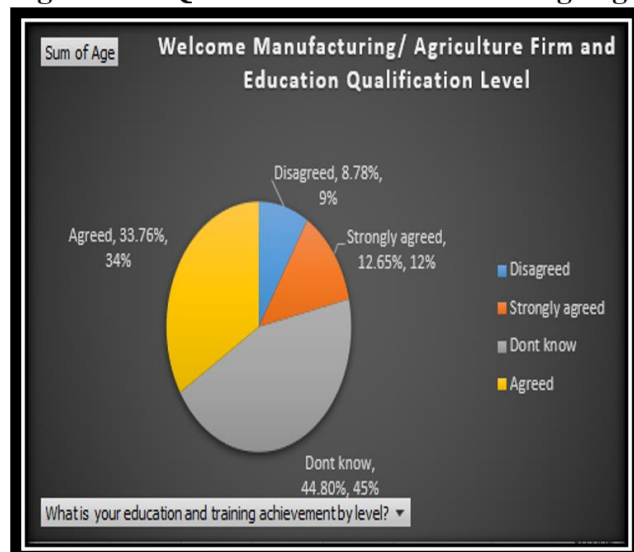
Figure 4.25 Q47 like Digital/Creative industries in the area and Education Qualification



The result here is rather disappointing because Swansea City Deal earn marked Carmarthen as the digital and creative hub, and if 58% of respondents with levels 1-6 education qualification don't know if they wanted such industries in their region. It could be concluded that they are not fully

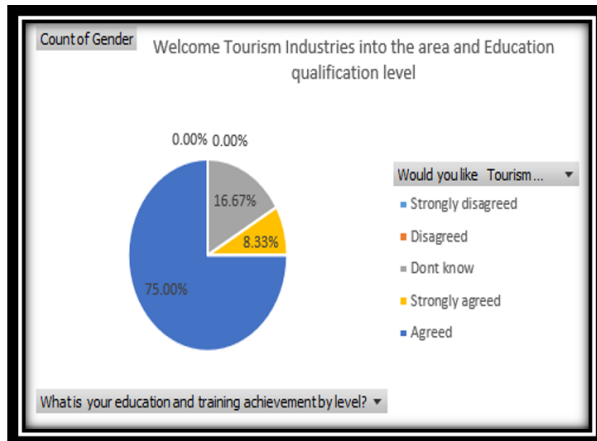
aware of such government strategy.

Figure 4.26 Q48 Welcome Manufacturing/ Agriculture Firm and qualification level



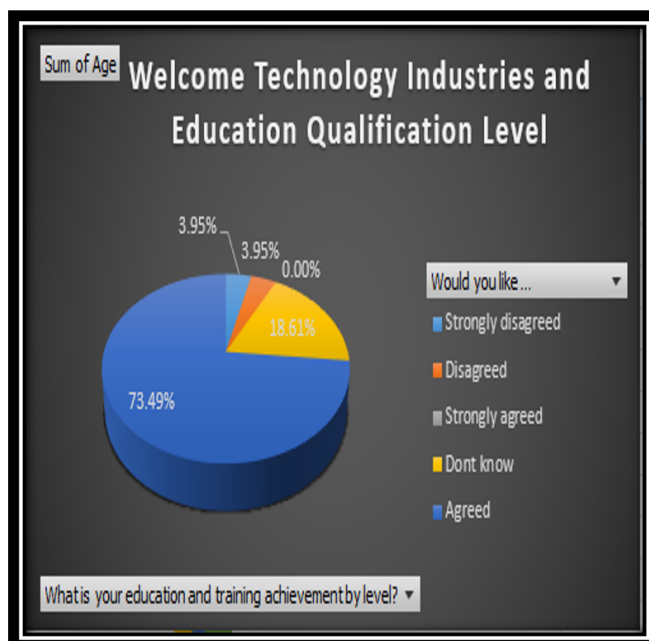
The respondents across all educational qualification levels (1-6), about 46% are in support of either a manufacturing or agricultural industries. However, 45% were unsure and this is disappointing or maybe the participants understood the area already relies upon or agriculturally based business.

Figure 4.27 Q49 Welcome Tourism Industrys into the area and Education qualification



From the survey result, over 81.72% were in favour of tourism Industries. The conjecture is the people appreciate the history and tourism and heritage attraction and potential of the area.

Figure 4.28 Q50 Welcome Technology industries and education qualification level



The respondents would welcome technology companies to the area. Interestingly, the people with level 1 and level 6 were in favour which might suggest the participants recognise alternative types of companies would provide a good variety of jobs, or working from home may be an option or the salary with technology companies is

usually good.

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

Figure 4.29 Gender, Age Household Income and Hours worked

Table 1		Table 2		Table 3		Table 4	
Gender		Age		Household Income range per week		How many hours do you work	
Mean	1.62365591	Mean	48.5913978	Mean	437.225806	Mean	29.4516129
Standard Error	0.05050928	Standard Error	0.93977564	Standard Error	9.6039882	Standard Error	0.69046741
Median	2	Median	49	Median	500	Median	33
Mode	2	Mode	49	Mode	500	Mode	33
Standard Deviation	0.48709383	Standard Deviation	9.06286805	Standard Deviation	92.6175081	Standard Deviation	6.65862652
Sample Variance	0.2372604	Sample Variance	82.1355774	Sample Variance	8578.00281	Sample Variance	44.3373072
Kurtosis	-1.76928057	Kurtosis	2.98608277	Kurtosis	-0.85090534	Kurtosis	0.42707992
Skewness	-0.51888822	Skewness	-1.6570356	Skewness	-0.94296174	Skewness	-1.50481707
Range	1	Range	36	Range	236	Range	18
Minimum	1	Minimum	24	Minimum	265	Minimum	15
Maximum	2	Maximum	60	Maximum	501	Maximum	33
Sum	151	Sum	4519	Sum	40662	Sum	2739
Count	93	Count	93	Count	93	Count	93
Confidence Level(95%	0.10031579	Confidence Level(95%	1.86647554	Confidence Level(95%	19.0743495	Confidence Level(95%	1.37132787

From figure 4.29 above, Gender, Age, Household income and hours worked are negatively skewed that is the distribution values are tailed to the left.

Q2. Age

The most frequent (mode) age group was the 49 (25-49, appendix 9a). incidentally 49 age range was still the median, the average age, was 48.59 years. Perhaps this age range were more receptive to a conversation face-to-face, and the individuals were from the areas and were also more educated, so they had a direct interest in the study.

Q4. Household Income range per week (£)

The most frequent income range was £500, and the median income was £500 but the average income was £437.23. This was important as the income is well above the Welsh government Poverty index.

Q7. How many hours do you work?

Here, the mode was 33 which meant most people worked full-time, the median and were still 33-full-time.

Figure 4.30 travel time, transport to work and level of education qualification.

Table 5		Table 6		Table 7	
On average how, many miles do travel to drive to work and training		How many minutes will you be willing to walk or cycle to work		What is your education and training achievement by level	
Mean	13.5806452	Mean	6.55913978	Mean	3.66666667
Standard Error	0.6973406	Standard Error	0.46486219	Standard Error	0.21639948
Median	10	Median	10	Median	4
Mode	6	Mode	10	Mode	6
Standard Deviation	6.72490921	Standard Deviation	4.48296865	Standard Deviation	2.08688104
Sample Variance	45.2244039	Sample Variance	20.0970079	Sample Variance	4.35507246
Kurtosis	-1.9025107	Kurtosis	-1.43759553	Kurtosis	-1.69084169
Skewness	-0.0021835	Skewness	-0.6628114	Skewness	-0.08664407
Range	15	Range	10	Range	5
Minimum	6	Minimum	0	Minimum	1
Maximum	21	Maximum	10	Maximum	6
Sum	1263	Sum	610	Sum	341
Count	93	Count	93	Count	93
Confidence Level(95%)	1.38497863	Confidence Level(95%)	0.92325644	Confidence Level(95%)	0.42978805

Illustrates the Average miles travel or drive to work/training, Minutes willing to walk or cycle to work, Education and training achievement level.

Q10. On average how, many miles do travel to drive to work/training?

Most frequent (mode) travel to work was 6 miles Figure 7, but the average miles travelled was 13.58 miles Figure 4.30-table-5. This reflects the unavailability of work in Gwendraeth-valley.

Q12. How many minutes will you be willing to walk or cycle to work?

Interestingly, the respondents are willing to walk or cycle up to an average of 6.55 minutes to work (Figure 4.30-table-6). This could have a correlation with the distance people have to drive to work.

Q19. What is your education and training achievement by level?

The mode of education achievement was level 6 but the average was at least level 4 Figure 4.30-table-7. The significance of this is that they want to raise the education level, and this result is again evidence that the region is on track to meet those targets.

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

Figure 4.31-table Qualification, impact, transport mode and limitation.

Table 8		Table 9		Table 10		Table 11	
Is your qualification relevant to your work		What impact does skill and training or education and training have on your job and job prospects		Does transport mode limit access to the following Skills, training, apprenticeship		Does transport mode limit access to the business network support networktc	
Mean	2.3655914	Mean	1.1827957	Mean	3.3655914	Mean	3.4516129
Standard Error	0.13221682	Standard Error	0.05501123	Standard Error	0.11622163	Standard Error	0.1008567
Median	2	Median	1	Median	3	Median	4
Mode	1	Mode	1	Mode	4	Mode	4
Standard Deviation	1.27505282	Standard Deviation	0.53050912	Standard Deviation	1.12080082	Standard Deviation	0.97262676
Sample Variance	1.6257597	Sample Variance	0.28143993	Sample Variance	1.25619448	Sample Variance	0.94600281
Kurtosis	-0.90307915	Kurtosis	6.82339332	Kurtosis	-0.40555356	Kurtosis	-0.4056895
Skewness	0.46842125	Skewness	2.84453936	Skewness	-0.43629587	Skewness	-0.29555601
Range	4	Range	2	Range	4	Range	4
Minimum	1	Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	3	Maximum	5	Maximum	5
Sum	220	Sum	110	Sum	313	Sum	321
Count	93	Count	93	Count	93	Count	93
Confidence Level(95	0.26259401	Confidence Level(9	0.10925706	Confidence Level(95	0.23082619	Confidence Level(95	0.2003101

In figure 4.31-table 8, the mean was 2.4, therefore, the participants were clear that their qualification attainment did not match the work available. In 4.31-tables 10 and 11, The impact was low on skills, training in gaining job prospects this may be since there are limited jobs so improvements in skills and training would have no bearing on gaining a job in the areas. Notable high for a negative affect – table 11 high for a negative. These are important negative effects that can be remedied with CCC and other public body interventions.

Figure 4.32 pride, tourism and support for business

Table 12		Table 13		Table 14	
Are you proud to live or work in Gwendraeth Valley		Rate tourism and heritage centre in your area		Support for business to establish and grow rating	
Mean	4.04301075	Mean	2.33333333	Mean	1.92473118
Standard Error	0.10909331	Standard Error	0.09088075	Standard Error	0.07831285
Median	4	Median	2	Median	2
Mode	4	Mode	3	Mode	2
Standard Deviation	1.0520578	Standard Deviation	0.87642224	Standard Deviation	0.75522181
Sample Variance	1.10682562	Sample Variance	0.76811594	Sample Variance	0.57035998
Kurtosis	0.19534526	Kurtosis	-0.85422993	Kurtosis	-0.72895144
Skewness	-1.06030468	Skewness	-0.11734134	Skewness	0.28079882
Range	4	Range	3	Range	3
Minimum	1	Minimum	1	Minimum	1
Maximum	5	Maximum	4	Maximum	4
Sum	376	Sum	217	Sum	179
Count	93	Count	93	Count	93
Confidence Level(95	0.21666873	Confidence Level(9	0.18049702	Confidence Level(95	0.15553609

From Figure 4.32-table 12, the respondents were very proud to live in the community, it is a place for people regardless of the level of educational qualification, skill, job or income. The area

embraces every person in the social order.

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

Figure 4.33 road infrastructure, health facilities, car park and tourism attraction.

Table 15		Table 16		Table 17		Table 18	
Rate the Road infrastructure near you		Rate local health and sports and leisure facilities near you		Rate the car park for work in the area		Rate the tourism attraction in the area	
Mean	2.19354839	Mean	1.97849462	Mean	2.79569892	Mean	2.16129032
Standard Error	0.07683864	Standard Error	0.08912133	Standard Error	0.13112875	Standard Error	0.08274499
Median	2	Median	2	Median	3	Median	2
Mode	2	Mode	1	Mode	4	Mode	3
Standard Deviation	0.74100497	Standard Deviation	0.85945502	Standard Deviation	1.2645599	Standard Deviation	0.79796375
Sample Variance	0.54908836	Sample Variance	0.73866293	Sample Variance	1.59911173	Sample Variance	0.63674614
Kurtosis	-1.10661452	Kurtosis	-1.38791264	Kurtosis	-1.41476622	Kurtosis	-1.36467003
Skewness	-0.32779137	Skewness	0.14672365	Skewness	-0.52756652	Skewness	-0.30029962
Range	2	Range	3	Range	3	Range	2
Minimum	1	Minimum	1	Minimum	1	Minimum	1
Maximum	3	Maximum	4	Maximum	4	Maximum	3
Sum	204	Sum	184	Sum	260	Sum	201
Count	93	Count	93	Count	93	Count	93
Confidence Level(95.0%)	0.15260816	Confidence Level(95.0%)	0.17700266	Confidence Level(95.0%)	0.26043302	Confidence Level(95.0%)	0.16433868

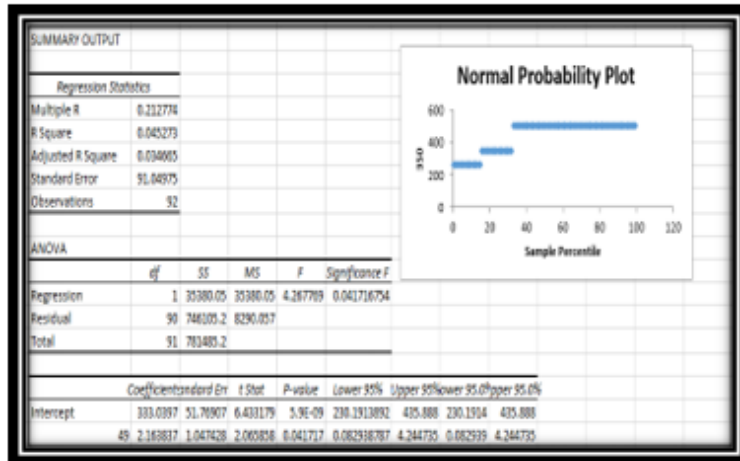
Figure 4.33-Table 15 discloses that the road infrastructure was good enough. But figure 4.33-table 16, exposes the inadequacies of the health and sports facilities. But the participants see tourism as inadequate. This is contrary to the result of being proud to live in Gwendraeth. The possible conjecture here is maybe the investment in tourism is not enough based on the tourism potential of the area.

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

4.1.3 Regression analysis

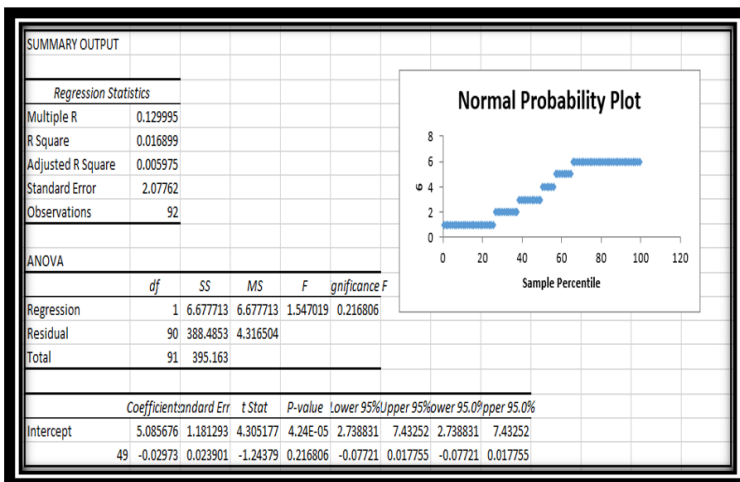
What is important about this type of analysis is that one can determine reliable and significant relationships between variables. The following reports some interesting regression tests.

Figure 4.34 is there a relationship between age and hourly income



Regression: Low R squared value suggested there is not a strong relationship between age and hourly income. The significance is there is no relationship between age and income in this area.

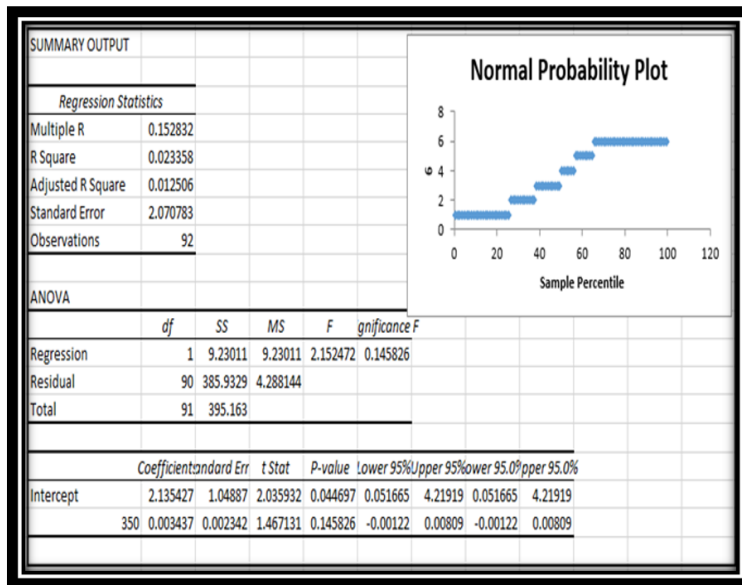
Figure 4.35 is there a relationship between education and age



Regression: Low R squared value suggested there is not a strong relationship between education and age

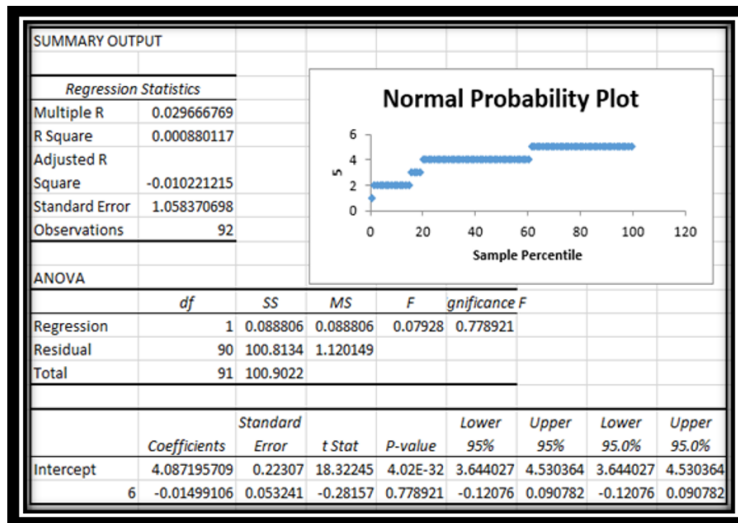
**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

Figure 4.36 the relationship between choice of work available and qualifications gained



The choice of work available does not necessarily match the qualifications gained. This may explain the low significant level. The data as it stands doesn't allow us any prediction about the future, but this might change with higher respondents.

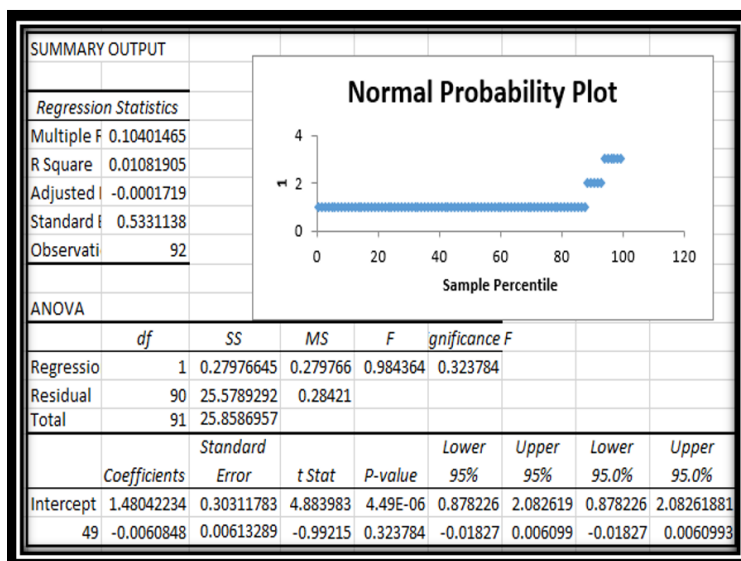
Figure 4.37 relationship between the level of Education and pride to live or work in



Gwendraeth Valley. From the above summary output, there is no significance between Education level and the pride to live or work in Gwendraeth Valley. The relevance here is that the areas consist of a wide range of education levels who value

living in the area, and this is commended.

Figure 4.38 Relationship between the Age of an individual and the impact on the level of skill, training, education and job or prospects



There is no relationship. Between an individual's Age and the impact, it has on skill, training, or education and training in gaining job prospects. This indicates that there is a limited choice of jobs so an emphasis on creating new jobs would improve this relationship

as well as encourage lower education levels to gain skills.

Figure 4.39 Q36 Have you considered starting a business? And Q42 Do you have access to resources to starting a business?

About 56% of participants never considered starting a business, and 44% considered starting a business. When asked about having resources for starting the business, 87% lacked resources, while 13% could have access to resources. Lacked resources is also a major barrier to starting a business. It could be assumed that resources are not limited to money. Resources may include know-how or expertise, business or market plan, management knowledge, marketing, communication skill and initial capital.

4.1.4 t-Test: Two-Sample Assuming Equal Variances

Figure 4.40 Pride to live in the area and tourism

t-Test: Two-Sample Assuming Equal Variances		
	Pride in Area	Tourism
Mean	4.043010753	2.333333333
Variance	1.106825619	0.768115942
Observations	93	93
Pooled Variance	0.937470781	
Hypothesized Mean Difference	0	
df	184	
t Stat	12.04097853	
P(T<=t) one-tail	2.6665E-25	
t Critical one-tail	1.653177088	
P(T<=t) two-tail	5.333E-25	
t Critical two-tail	1.972940542	

The t value is higher than the t test value, $t_{obs} = 12.0 > 1.97 = t_{crit}$ (or p-value = $5.33 \times 10^{-25} > .05 = \alpha$) so it is significant, 95% confident that any difference between the two groups is not due to chance. Thus, lending support for rejecting the null

hypothesis of no significant difference in the means (and accepting the alternative hypothesis that the means do differ). Therefore, the pride in residence affects how respondents rated tourism. Therefore, the conjecture is pride is associated or can influence healthy tourism.

Figure 4.41 Age and Support for businesses

t-Test: Two-Sample Assuming Equal Variances		
	Age	Support for Business
Mean	1.623655914	1.924731183
Variance	0.237260402	0.570359981
Observations	93	93
Pooled Variance	0.403810192	
Hypothesized Mean Difference	0	
df	184	
t Stat	-3.23082118	
P(T<=t) one-tail	0.000731181	
t Critical one-tail	1.653177088	
P(T<=t) two-tail	0.001462363	
t Critical two-tail	1.972940542	

There is wide variance between Age and Support for business. The $t_{obs} = -3.2 > 1.97 = t_{crit}$ (or p-value = $.001 < .05 = \alpha$) so it is significant, 95% confident that any difference between the two groups is not due to chance. Therefore,

lending support for rejecting the null hypothesis of no significant difference in the means (and accepting the alternative hypothesis that the means do differ). Hence, the conjecture is the people's perception support for business is influenced by respondents Age. It could be a sign of desperation for support in starting own business and being unaware of the support available for start-ups.

Figure 4.42 Relationship between Income and health and sports and leisure facilities near you

t-Test: Two-Sample Assuming Equal Variances		
	Income	sports and leisure
Mean	437.2258065	1.978494624
Variance	8578.002805	0.738662927
Observations	93	93
Pooled Variance	4289.370734	
Hypothesized Mean Difference	0	
df	184	
t Stat	45.31748314	
P(T<=t) one-tail	4.6587E-102	
t Critical one-tail	1.653177088	
P(T<=t) two-tail	9.32E-102	
t Critical two-tail	1.972940542	

There is wide variance between the two, the $t_{obs} = 45.31 > 1.97 = t_{crit}$ (or p-value = $9.32 \times 10^{-102} < .05 = \alpha$) so it is significant, 95% confident that any difference between the two groups is not due to chance. Thereby lending support for rejecting the null

hypothesis of no significant difference in the means (and accepting the alternative hypothesis

that the means do differ). Hence, the conjecture is health, sports and leisure centres rating are influenced by income level. The respondents love health fitness and there could be an opportunity for health and wellness companies especially the proposed wellness village in Llanelli.

Figure 4.43 Level of education and training achievement and relevance of qualification to work

t-Test: Two-Sample Assuming Equal Variances		
	<i>education and training achievement by level</i>	<i>qualification relevant to your work</i>
Mean	3.666666667	2.365591398
Variance	4.355072464	1.625759701
Observations	93	93
Pooled Variance	2.990416082	
Hypothesized Mean Difference	0	
df	184	
t Stat	5.130540124	
P(T<=t) one-tail	3.64692E-07	
t Critical one-tail	1.653177088	
P(T<=t) two-tail	7.29384E-07	
t Critical two-tail	1.972940542	

The t value is higher than the t test value, $t_{obs} = 5.13 > 1.97 = t_{crit}$ (or p-value = 7.29×10^{-7} .05 = α) so it is statistically significant, 95% confident that any difference between the two groups is not due to chance. Thus, lending support for rejecting the null hypothesis of

no significant difference in the means (and accepting the alternative hypothesis that the means do differ). The education and training achievement by level have no relevance to educational qualification to work.

4.2. Qualitative Research

There are two parts to be explored under qualitative analysis. The 17 interviews were recorded and then transcribed into a word document (Burnard, 1991). The documents were formatted for analysis in NVIVO. The open answer responses from the 93 survey participants were also analysed using NVIVO. Text analysis was used of the words used in the 17 interviews was analysed using word frequency method to produce the word cloud.

4.2.1 Interview themes

The interviews conducted were very revealing and have been categorised into codes that relate to one another especially as they relate to the research questions listed above. They are summarised in the table below and the full transcripts are available on the CD. The full list of themes is in appendices 7a.1, 7a.2, 7a.3, 7a.4, 7a.5 (Gibbs, 2002).

4.2.2 Suggestions from Survey respondents

Some of the suggestions by survey respondents from question 67 have been categorised according to the research categories. This is summarised in the table below and the full transcripts are available on the CD. The suggestions are in Appendix 7a.6, 7a.7, 7a.8, 7a.9, 7a.10, 7a.11 (Gibbs, 2002).

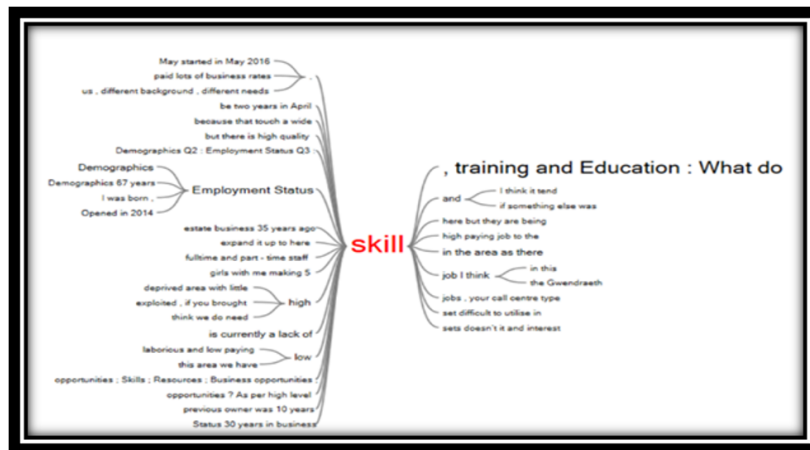
4.2.3 NVIVO

The bag of words algorithm which uses string to text methods for the language processing function was appropriate to analyse the detailed interview transcripts and open answers from the survey questionnaires. By using NVIVO, a variety of functions such as stemming, frequency, rating, ranking and dendritic trees (figure 4.44 and 4.45, appendices 7e.1 to 7e.12), were applied to each of the interviews separately and then combined to code the text in order to extract themes. The word clouds allow the research to communicate, describe and

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

interpret the characteristics of interviews and the open-ended questions on visual message (Gibbs, 2002).

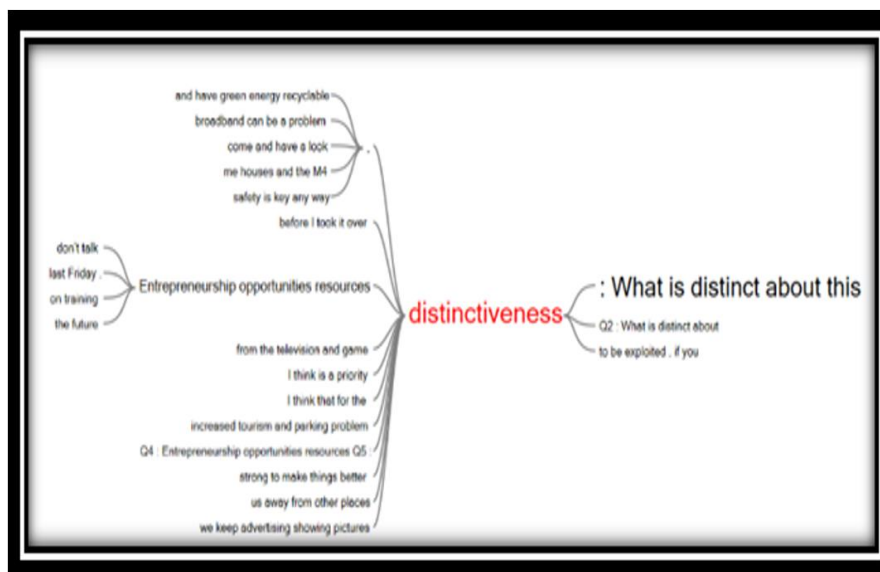
Figure 4.44 Dendritic trees for Skills



From the Dendritic trees for Skills in figure 4.44, the tree reveals the hierarchy of Skills data as a set. The Tree maps reveals the patterns in skills as it relates to employment, training and

education (Gibbs, 2002).

Figure 4.45 Dendritic trees for Distinctiveness



From the Dendritic trees for Skills in figure 4.45, the tree reveals the hierarchy of Distinctiveness data as a set. The distinctiveness map shows the patterns as

it relates to what is distinct about the area and entrepreneurship opportunities resources (Gibbs, 2002).

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

Figure 4.46-word cluster of all most frequency with synonyms changes



Cluster analysis of 1000 most frequent words with stemmed words from the top 100. The combinations for these functions are reported in the finalised word (appendix 7b.1).

Figure 4.47 Word frequency for 100



The word frequency reported for the most frequency 100 most used words with exact matches. As shown in Figure 4.47 above, “People” rated as most prominent above any other word. This an interesting initial finding.

Figure 4.48 Q44 what do you like best about living in Gwendraeth?



In 4.48, 21.50% advanced the view that the environment was what they like most about Gwendraeth, and this was closely followed by friendliness with 20.50% and family with 19.50% (Appendix 7b.2).

Figure 4.49. Q22 Do you think there is a lack of the following?



The respondents overwhelmingly rated resources as the biggest barrier (19.62%) and followed by opportunities (17.36%) as barriers? Resources in not only the initial capital, but it could also be know-how, management, business plan,

how to set-up. These are fearsome for new entrepreneurs without support such as coaching, mentoring etc. Appendix 7b.3.

Figure 4.50 Q38 If Yes, what stop you from seeing that through



Finance or money and risk were the reasons that stopped people from starting a business. But risk and confidence are vital limitations, these are essential qualities of entrepreneurs. Getting the right advice, training could alleviate some of the limitations (Appendix 7b.4).

Figure 4.51 Q39 what do you perceive as barriers to starting a business



Over 36% says Funding, 22.92% rates were the overwhelming barriers to starting a business in the Gwendraeth. The rate is the second biggest barrier to starting-up, this is in addition to home-based businesses

that compete with high street business (Appendix 7b.5).

Figure 4.52 Q what are the barriers to getting your preferred job?



Figure 4.52-table, the reason why people couldn't get their preferred job was that there was no job nearby as well as transport and lack of training centres nearby Appendix 7b.6

Figure 4.53 Q56 future service provision



In figure 4.53, 19.28% desires more bus routes in their area. The limited bus routes frustrate getting to appointments. Having to wait a long time for the bus and then having to link two or more could be discouraging especially if the youth needs to get the resource centres. Because of limited bus routes, it

forced people to drive, in turn, contributing to environmental pollution despite the resident being conscious about their health and wellbeing (18.07%) provisions (appendix 7b.7).

Figure 4.54 Q67 Do you have any suggestions?



The participants indicated that community life is important to them, this could be linked to the natural environment that impacts their wellbeing and quality of life. They are also worried about the youth, the youth's future prospect, and the playground for the kids. Furthermore, it seems they like to enjoy the natural environment such as the woodlands.

Figure 4.55 the preferred mode of transport if working within 3-6 miles radius.



The overwhelming majority prefer to use their cars even if they work within 3-6 miles radius. The respondents chose to drive their cars over, e-cards and walking when they are within 3-6 miles radius. The deductions could be poor bus services, poor footpaths and of course, participants usually work away from the area. The residents like their

environment, so they might not want to contribute to damaging the environment, but what is the alternative. Investment in charging points for e-cards to protect the environment and improved well-being, until there is better infrastructure that could support environmentally friendly commuting.

4.3 Key findings from the analysis

From the detailed analysis, five themes have emerged from the interviews and the open questions and a selection of the top issues from each are summarised. The full summary is provided in appendix 7a.1, 7a.2, 7a.3, 7a.4, 7a.5.

Figure 4.56 summary of themes

1. There are barriers to education, training, skills and there was a lack of opportunity for apprenticeship and training and resource centre for young people. digitizing job centre, it has become a barrier. Transport was a barrier to employment, training
2. The local authority is viewed as unhelpful and the rates are a barrier to entrepreneurship.
3. Online competition is impacting local businesses.
4. Fund, confidence to start a business, lack of support, and patronage many businesses closed are barriers
5. Poor digital network infrastructure, Technology as a gateway to the future and job creation through industry 4.0, robotics, AI.
6. The area distinctiveness is based on the beauty of the countryside, the friendliness of the people, the history, heritage and culture, the peacefulness and quietness, the scenery, the coastal areas, coastal paths, and it is a nice place for raising a family.
7. The area needs to build new houses and leisure facilities to keep and attract people in the area.
8. For tourism, the train station needs improvement and be made to standard including, street light, no taxi or telephone contact, and accessibility through M4

4.4 Suggestions from Survey respondents

The summary of participant's suggestions was summarised in figure 4.57. The fuller summary of the summary is in appendix 7a.6, 7a.7, 7a.8, 7a.9, 7a.10.

Figure 4.57 Suggestions from Survey respondents

1. No opportunity in the area, if highly skilled high paying jobs available locally will motivate the young people
2. Business growth, and develop the tourism potential
3. Embrace future technologies
4. Better footpath infrastructure, Woodlands and access, signals,
5. Historical notice boards. Information
6. More local courses, social areas for young and elderly
7. The new park, better skate park, information expertise
8. Water turbines in the river. Solar panels

5.0 Analysis and Discussion

5.0.1 Demographics

From the data collected as the breakdown by gender was 36% were male, 55% were female and 2% people identified as LGBT (figure 4.1). Figure 4.2 revealed the spread of the participants. 37 responded in Trimsaran, Kidwelly 29, and Pontyberem 17. There was no respondent in Llanddarog.

5.1 Employment Status

From Figure 4.3, most respondents have a household income of over £350. In the test Level of Highest Qualification Held by Economically Active Adults, the poverty level was tested and in Figure 4b.1a-table 3, the average household income is £437.22, this is well above the household median income by Welsh Government. A government statistic revealed that 24 per cent of people in Wales's lives in income poverty that is the household median income was less than £296 per week, but that was not through for this research. The skewness of the data could have impacted the data. Nonetheless, for the participants, they leave well above the poverty level (Gov.wales, 2018).

The income and employment deprivation are a fundamental factors that determines economic-wellbeing. It is pertinent to note that due to less choice of work available locally, people would have to take any job even less than their educational qualification. In figure 4.16, over 55% were stated there were no job opportunities available locally, when the bag of words was used in figures 4.23, 4.31, the biggest barrier for people to get their preferred hob was “no job nearby” and followed by transport which was confirmed by interviewee O (figure 4.56). In figure 4.24, the people in the 25-49 age range overwhelmingly rated transport as a limitation to skills. So, people must travel far for work or training. Owen, *et al.*, (2012) stated the overarching possibility of the local workforce adjusting to available work because of LSEq,

they may be discouraged from developing their skills because a poor choice of available work or people would have to travel far because of inadequate transport infrastructure. The unavailability of skilled jobs could result in a lack of motivation for the youth to train up and stay in the area and could result in emigration.

5.2 Skill, training and Education

UKES (2016) forecasted that by 2024, about 54% of people in employment will have level 4 and above qualification and from this research Gwendraeth-valley is on course to meet that target. Over 35% of respondents had level 6 and above and interestingly, 25% people have below level 2 education (figure 4.4). Over 51% of participants have level 4 and above qualifications. This finding has important implications. Education attainment is seen as important whether it is a higher-level job or apprenticeships. The participants recognised the need for jobs in the area, thus they will welcome any jobs, tourism jobs, tech jobs into the area (Figures 4.27 and 4.28).

In question 21 and in figure 4.20, Figure 4.5, 82 respondents insisted that skills and training or education have a positive impact on job or job prospects. And from question 4 and displayed in 4.18 education level has a positive impact on Income regardless of the hours worked (4.6 Question 7). This is consistent with Becker (1993) conclusion that knowledge, skills, and problems solving skills acquired through education increase earnings. But in figure 4.52. The participants lamented the non-availability or lack of a training centre. This influences skills attainment and development. This view was highlighted in figure 4.37 where the respondents also selected skills as lacking in the area. Nevertheless, from the research, the participants in figure 4.36 conclude that there was no relationship between educational

qualification and choice of work. The conjecture here could be limited available choices of jobs. Thus, no prediction could be made.

In figure 4.49. Q22 the respondents did not rate skills and capacity as the most lacking in the community but resources and opportunities. The interviewees amplified job centre's digitization and remoteness as a barrier, and 1/3 rated access to advice poor figure 4.9. In figure 4.56, people recognised the lack of apprenticeship as a barrier as well, the unavailability of a training or resource centre for young people here. Todaro (1997) expanded investing in people in formal education, vocational training and on the job training programs and adult education and other types of informal education will boost economic development and increasing human capital and skills. Interviewee W expressed frustration due to lack of opportunity to secure work experience, she wondered how to secure a work-experience without opportunity, she regretted having a University degree as she is still stuck in the same minimum-income job for ten years. The participants also highlighted the lack of opportunities and resources (figure 4.48), this is despite government strategy on apprenticeship, traineeship etc. (DCMS, 2017). The availability of quality careers advice for the youth when embarking on career choice IS critical. This will eliminate engaging in qualifications that will not improve their prospect.

5.3 Entrepreneurship

There is entrepreneurial capacity in the area, 49 out of 93 respondents wants to own their business (figure 4.10). The word-cluster was applied to the interviews collected, the result in figure 4.46, revealed "business" as the most frequent words. The interviewees mostly were business people, and undoubtedly, they recognised the value of businesses and entrepreneurs, they create employment. Finance or money and risk were the reasons that hindered people from starting a business (figure 4.50). Still, over 36% said funding, 22.92%-rates (figure 4.51) were the barriers to starting a business. According to Interviewee O, set-up cost was also identified

as a barrier. Schumpeter and Backhaus (2003) argued that the Entrepreneur required funding or bank credit to achieve their goal. As Interviewee G pointed out the lack of grants as a barrier to entrepreneurship for over twenty-fives', you must be under 25 to qualify for funding from Business-Wales. Jones and Evans (2008) underlined the importance of attracting and nurturing private businesses for economic-regeneration, this view was shared by Interviewee D "We need to encourage internet companies to move to the area". The UK government identified the Digital sector as a high-growth sector contributing 2.5% to GDP in 2015, their business and the sector are underexploited economic opportunities (DCMS, 2017; Virgin-Media-Business (2015). The BEIS (2018a) report revealed that small businesses accounted for 99.3% of all private sector, and 2018 statistics figure shows Carmarthenshire has the third more active enterprises than any other local authority in Wales (19,205) and 94.5% of those are micro business a micro business employs 0-9 staff (StatsWales, 2018a).

On capability, Cohen (1993) and Lusthaus, *et al.*, (1995), suggested the need for these capabilities to be encouraged, developed and strengthened. Additionally, Interviewee B posited that there is educational capacity around but expressed grief about the coordination and collaboration between University, Industries and the youth. In figure 4.24, 58.06% of participants were not aware of government support. He emphasised that the region is too rural and old fashioned deprived of the public network infrastructure. Thus, the research result identifies public's lack of awareness of the Welsh Government programmes and funding that was set-up for skills and training, apprenticeships and business support programmes such as, Jobs Growth Wales etc. (BusinessWales, 2017). BusinessWales (2017d) claimed they produce-regional-employment and Skills-Plans that was designed to meet the regional economic need and seeks to support growth and key infrastructure projects required in each region, but the Gwendraeth-valley does not seem to be aware of their existence.

Jones and Evans (2008) argued that regeneration policy should be targeted at creating middle to high-income jobs, services, and opportunity, this idea seems right with Interviewee K, who advocated for more qualified builders who are hindered by training. StatsWales (2018a) reported that 62.0 per cent of employment and 40 per cent of 2018 turnover in Carmarthen was through SMEs, who could continue to grow in the era of the IoT and technology changes.

Furthermore, Interviewee S suggested there was no support for businesses, hence they closed. This sentiment was shared by the respondent in Figure 4.11. Less than 40% held the view there was enough support for businesses good=11.96% and adequate=27.17%. Coincidentally, in figure 4.49 (Appendix 7b.3), the respondents proposed that resource (19.62%), opportunities (17.36%), business (16.98%) and skills (15.85%) were poor? In their community as not, all businesses seem to be able to survive.

Interviewee C a business leader accused the Local government of frustrating and being unhelpful by failing to recognise the value and benefits business creates, because the CCC is only after tax and income, and they failed in supporting small local business. In addition, the respondent's chose "rates" as the second biggest barrier to starting a business (figure 4.51, Appendix 7b.5). Interviewee C frowned at the focus on big developers at the detriment of small local business who spend locally thereby boosting the local economy. Unsurprisingly, Armstrong (2001) accused policy-makers of fixating on attracting big builders for rural construction projects. Similarly, Pike, *et al.*, (2006) also advanced the view that local governments were sometimes ineffective and inadequate in executing economic-development policy. Nevertheless, the local governments such as CCC could easily identify and act on impediments to economic-growth (Beer, *et al.*, 2003; Todaro 1997). The CCC is perceived as

being a barrier to business and entrepreneurs, unlike the EU that is removing regulatory barriers to investment (European Commission, 2018).

Interviewee M complained about how online competition is impacting local businesses and is asking for a kind of relieve for Local business. However, Kagermann, *et al.*, (2016a) has warned traditional businesses about the impact of the Internet of Things. It is important for entrepreneurs and businesses to adjust to the changing economic environment and must adopt new technologies' as well. (Schultz, 1961; Nelson and Phelps, 1966).

There is entrepreneurial capacity in the region, but many referred to “risk” and “confidence”, two things that are characteristic of entrepreneurs. They are risk takers and displays confidence. The availability of information and business support, access to funding, loans and networking need to be more forthcoming because the people that need the support seems to be unaware of their existence. Businesses in the area will be better served by recognising new business and technology models such as Industry 4.0 which is transforming the way goods are designed, manufactured, delivered, and paid for (Hofmann and Rüscher, 2017; Kagermann, 2014; Stock and Seliger, 2016). Training and skills in these developing areas may be vital to maintaining local business survival for the future.

5.4 Technology

McAfee and Brynjolfsson (2017a); WEFForum (2016); Anderson and Wladawsky-Berger (2016) all affirmed how industry 4.0 technology is evading every aspect of life and business including how people interact, impact skills for a good job, inspire new job opportunities, and improve people's well-being. But the challenge for every citizen is they could suffer income inequality if they are displaced by the disruption being created by robotics and automatization of the labour market that could result in increased unemployment and loss

of wages as demand increase for high skill staff or the disruption could provide new opportunities for high-skill workers (Drucker, 2014). In figure 4.12, 68.82% of the respondent was aware of these technologies but one-third of the people are not aware, these people could be left behind. This sentiment was shared by Interviewee O who didn't want anyone being left behind as more things will be more automated in the future. Interviewee K wanted free computer lessons so that no one is left behind, obviously, he was not aware of the "Digital skills and inclusion" programme by the government giving everyone access to the digital skills they need (Crown, 2017). However, Interviewee M was wearied of technology "taking a human touch off everything". Despite this, Interviewee P agreed with Drucker and other writers that although the internet of things industry-4.0 is disrupting everything, that will result in loss of jobs. Nonetheless, it will create more new jobs including the design and manufacture of the robots. He advanced the view that "It is important to view technology as a gateway to the future". Therefore, to avoid unemployment in the future, McAfee and Brynjolfsson, (2017a; 2017b) advised that people, entrepreneurs and companies must adapt quickly as they provide new opportunities (Deloitte, 2014b; Schumpeter and Backhaus 2003). This opinion was shared by Interviewee S that wanted the youth to be trained to take advantage of industry 4.0, robotics, AI for future employment. This adaptation could only be facilitated by education in high cognitive and education or training. Equally, Bellamy and Taylor (1998) advised taking advantage of the information and communication technology and digital technologies could stimulate the economic regeneration of a rural economic-development. Similarly, Interviewee P recognised the role of science and innovation and Interviewee M professed the importance of education and training curriculums to recognise the spate of technology change. This view was underscored by West, *et al.*, (2016); Heckman and Rubinstein, (2001) CIPD (2017) that insisted that workers with cognitive skills are resilient to technological change.

5.5 Service and infrastructure

The participants in the 25-49 years age range with levels 1 and 6 highly rated the services infrastructure in the area (figure4.19). This was consistent with a recent Welsh government survey where 77% of people surveyed were satisfied with access to services, and 70% satisfied with the local facilities in their community (Welsh Government, 2018c). Notwithstanding, many interviewees decried the deplorable service and infrastructures available locally. In contrast, Interviewee S contended that the fast-broadband provision is improving but is not universally available, and the telephone service was very poor and warned that the lack of infrastructure could hinder attracting people and companies to the area. Although the Swansea Bay City Deal (2017) promised accessible digital infrastructure, Skills and Talent initiative to facilitate jobs creation, Interviewee M posited the deplorable broadband and internet connections that resulted in a loss of sales. Blakely and Bradshaw (2002) and Birkeland (2009) stated the overarching need for digital infrastructure to facilitate economic growth. They further argued the need for industrial and commercial buildings to attract business in addition to the need for better community services for both households and to businesses.

Interviewee C advanced the point of building more houses to attract immigration to Wales. More houses will bring in more people, more people give us more children and that creates more opportunity and that will create more employment. Interviewee C wished-for M4 congestion to be solved to encourage tourism. How can there be two lanes of motorway path from Port Talbot through Carmarthenshire? Cross-hands experienced growth and wealth because of its proximity to the M4. And the train station should be made more appealing with street light in the night for commuters. CIPD (2017) and Tyler (2011) argued for quality housing, industrial zones, and other key infrastructures as enhancing the quality of an area such as Gwendraeth-valley. Similarly, Interviewee C, advocated for the construction of new houses

and leisure facilities to keeps people in the area. He was discontented with the train station, there is no light at the station for commuters at night, and there is no automatic stop. When a tourist visits Kidwelly St Ishmael, Interviewee D contended that is no hospitality bus to bring tourist into town, there is no taxi rank or taxi phone number at the train station, potholes on the road leading to the Kidwelly castle. To open the Gwendraeth-valley railway for tourism, the towns need to be presented more attractively for tourist.

At Cross-hands, Interviewee E backed the provision of a community centre where the old people could get together, interact like the one in Kidwelly. However, interviewees G alleges that there was no club in Kidwelly (a Social gathering). Car parking has also become a problem. In figure 4.13, only 40.86% of the respondents rated car park as adequate. Interviewee G echoed this concern. In Kidwelly, traffic is increasing in the town, she believed the town was not built for many people. She further elucidated that the people only used the car park when the yellow lines are full. The Interviewee S supported the idea of knocking down the old town hall to improve the junction as well as parking and the kids' park is poor. Interviewee S wants an investment for the kids. The point raised here correlate with figure 4.55 where the respondent chose driving their cars even if they work between 3-6 miles radius. The driving attitude was confirmed by the Welsh Government (2018c) that found only 26% of people in Wales walk to work. But, Birkeland (2009) pointed out that to utilising less transport is essential to achieving a Sustainable rural settlement design (SRSD) the public will need to embrace riding bike and walk to work.

5.6 Distinctiveness

Pike, *et al.*, (2006) maintained that the economic-regeneration / economic-development approach must recognize the local distinctiveness. Some of the issues emerging from this finding relate specifically to the participants' pride in living in Gwendraeth-valley (figures 4.7).

When they were asked to comment about what they liked best about the area, 21.50% chose the environment and this was closely followed by friendliness 20.50% and family 19.50% and the close community at 17.50% (figure 4.48). The environment was the most important factors to participants (figure 4.21), it was followed by family, but the Welsh language was least of the factors, this could be because it wasn't subject to debate since they are natives. Interviewee T was euphoric about the scenery, the coastal areas, coastal paths, and it is a nice place for raising a family.

Figure 4.37 The Education level and the pride to live or work in Gwendraeth-valley does not influence participants' pride in their community nevertheless, this is contrary to the pride the respondents have towards their community. In figure 4.33-table-18, they rated the tourist attraction in their area as inadequate (mean 2.16) while over 60% of the community rated the tourism/heritage centre in their area as either adequate or good (figure 4.14). The possible conjecture here is maybe the investment in tourism is not enough based on the tourism potential of the area as well as the role that the community's identity and their pride play in advocating the area as a tourism and heritage area. Perhaps, the participants could have viewed tourism attraction as not being fully commercialised and maximised, but they know the area is rich in history and culture. The people were then asked for their suggestions. They commented that the community is like the most important followed by the park (figure 4.54). Figure 5.1 could possibly explain the rating of tourist attraction in their area as inadequate explain what this is and why it is inadequate. This is a dilapidated structure at the Trimsaran park.

Figure 5.1 a park at Trimsaran



Furthermore, Interviewee B extol the beauty of the region as a countryside, the friendliness of the people, the history, heritage and culture, the peacefulness and quietness of the area could attract people and be good for tourism. Already tourism contributes about 16% to Welsh economy, there is room to grow. Meanwhile, Interviewee P is proclaiming the area as the most natural part of the UK and needed to be exploited. Gretzel (2011) discussed Smart tourism or e-tourism that is supported by ICTs and web-technologies. Gretzel (2011) concluded that digital-economy infrastructure will boost tourism. The digital-economy infrastructure could boost tourism tourist information search and decision-making processes especially as the area is blessed with Woodlands, the coastal trails etc (Gretzel, 2011). The technologies will enable

new forms of collaboration and create value that leads to innovation, entrepreneurship, and competitiveness thus, Economic growth could be facilitated by commercialising tourism (Gretzel, *et al.*, 2015).

Interviewee H signposted the community as nice and supportive, while interviewee K wants to maintain community quietness and peacefulness but want big businesses to migrate to the area but not too close into the community. Interviewee O emphasised the bilingual state of the area as unique. Nonetheless, Interviewee W warned that the people are cliquy, and the area is full of Old retired people but it's very quiet. There is a need for the community to be more open, to be more receptive to people moving into the area.

5.7 Sustainable energy

Birkeland (2009) proposed the development of low impact housing design, a house that generates electricity that could impact economic-development of Gwendraeth-valley. In Figure 4.15 98% voted in favour of developing Sustainable Energy Home. Interviewee T supports the combination of sustainable energy systems depending on them not being slightly but will surely prefer solar energy for its feasibility in the built-up area.

6.0 Conclusion

The purpose of the current study was to determine the entrepreneurship capacity, opportunities, support and resources. Resources include know-how or expertise, business or market plan, management knowledge, marketing, and initial capital (figure 4.39). Secondly, the economic bureaucracies facing entrepreneurs and small businesses in the area. Thirdly, the distinctiveness of the area, the perceived barriers to infrastructure and service, knowledge, employment, economy and lastly, the extent to which lack of skills, education and job training opportunities in the area impact on the people's well-being?

From the data collected, the results show the average household income in the region was above the Welsh average poverty level of £295. Which could be reconciled with the level of education, and the region is on course to surpass the UKES (2016) 2024 forecast of over 54% of people in employment having level 4 education. This is evident since the respondents regarded education, training and skills as a positive effect on their life. But it seems there is a limited job choice in the area because top quality jobs are in short supply, this was exacerbated by the fact there was no job-nearby, no training centre for skills development, poor transport link, and the people to travel far for work. This paper postulates that this area needs more high paying jobs, resource or advice centres to address employment imbalance. Many people were employed but have adjusted and taken available job, and this may discourage them from upskilling and could negatively impact the coming generation. Gwendraeth-valley as a rural economy has a distressed labour market as many rural youths will choose to migrate in search of a better life and the migration of the youth leads to loss of talented human capital.

The area is desperately in need of new businesses. Businesses and potential entrepreneurs need support, fund, and advice. Certainly, there was entrepreneurial capacity but

lack of confidence. The SME must be galvanised to create new opportunities. This study has found that generally the knock-on effect of insufficient businesses also impacts the availability of apprenticeship positions. If businesses want people with work experience, how are the graduates going to get work experience opportunities? More needs to be done in publicising and coordinating apprenticeship programme and support for those that need the opportunity.

Overall, from this study, Gwendraeth-valley recognises the potential of technology and they will welcome such companies into Gwendraeth-valley. This point is particularly important if it is viewed from Deloitte's report. Deloitte (2014a) proclaimed that 35% of UK jobs, are at high risk from automation over the next two decades and Deloitte went on to suggest that £30,000 per annum income Jobs are nearly five times more likely to be replaced by automation than jobs paying over £100,000. From Figure 4.29-table-3 the average Household Income in Gwendraeth-valley was £437.23/ week, £22,735.44 per annum therefore, Carmarthen is better served if they recognise the digital sector because it is a high growth sector and it is one of the ways of developing and creating employment in the era of IoT/ Industry 4.0, and by adopting industrial digital technology, Gwendraeth-valley could become more productive and competitive, and creating well-paid jobs across the area. The Crown (2017) advocated for digitally-focused jobs at local level. Gwendraeth-valley is aware of progress in technology, they understood it could lead to loss of jobs as well as the potential of creating new jobs. Bloomberg (2019) argued that people should begin to learn to repair Robots for job security because the industries will need a trained workforce. This present an opportunity to reskill for the future.

The results of this investigation show that some people have tried setting up business, but due to low support and patronage, they closed business. Funding is a major barrier to entrepreneurship, Confidence to start a business is also a major barrier to starting a business, it

is possible that curriculum of primary schools, secondary schools, colleges and Universities could play a role in changing mind-set as well as entrepreneurship training, coaching and mentoring.

Furthermore, the findings shed new light on the lack of opportunities and resources, and perceived frustration in dealing with the CCC as suggested by Interviewee G that could not get a permit to expand her business for eight years, although each permit application case is different. It is equally important for the CCC to not only focus on big players especially in the construction industry, but equal opportunities are needed for local small local construction companies. Building new houses could retain people, attract immigration, and with increasing population comes to increase demand for products and services. Nevertheless, businesses that have received support from the CCC should be encouraged to share their stories to counter the negative perception.

Equally, services and infrastructure play a crucial role in any economic society. Although the participants were satisfied with services and road infrastructure in Gwendraeth-valley, the M4 and the train station are major transport infrastructure that impacts on the economic potential of the area. Taken together, these results suggest that the two key transport system needs to be improved especially if the tech/tourism sector of the economy is to be boosted.

The people are satisfied with the tourist attraction of the area but there is a need for investment to boost the tourism potential of the area. Some of the parks need to be sprout-up and the town centres need to be made appealing in supporting the tourism push. The digital-economy infrastructure could boost tourism tourist information search and decision-making processes especially as the area is blessed with Woodlands, the coastal trails etc. and tourism could be a catalyst for creating new entrepreneurs (Gretzel, 2011; Gretzel, *et al.*, 2015).

Furthermore, in the era of IoT, digital infrastructure is central, some of the areas in Gwendraeth-valley experience poor signal and broadband services, the investments promised under the Swansea City deal can't come soon enough. The investments could present an opportunity for Gwendraeth-valley to become an agile town or smart cities. If infrastructures are upgraded, the indigenous potential of Gwendraeth-valley could be realised because there is potential to create new digital products or services. Therefore, the development of these infrastructures will lead to "development from beneath"

Furthermore, this findings established the attractiveness of the areas where people and business could want to come to, stay in and conduct business. Gwendraeth-valley is distinct, and the people are proud of their community, they are friendly, it is a close community, and they cherished the environment, the scenery, the coastal areas, coastal paths, and they genuinely believe is a nice place for raising a family. They recognised the history and the tourism opportunities and potentials, but they expressed disappointment of inadequate investment on tourism and heritage centres in their area.

Finally, for Gwendraeth-valley to realise its full potential, it will require full cooperation and collaboration of all stakeholders, the CCC, Universities, colleges, schools, public libraries, the voluntary sectors, consumer groups, trade unions. The information dissemination mechanism will require overhauling to reach people that desperately need information, support, and guidance. The use of social media should be considered. For the new and young entrepreneurs, information on funding will need to be made more visible. There is a plethora of government-funded resources available that is not being tapped into. Presently in Gwendraeth-valley, there is a little opportunity for highly skilled jobs resulting in highly educated or skilled moving away for work. For economic regeneration plans to be successful in Gwendraeth-valley, the regeneration initiatives must uniqueness, the attractiveness and

distinctiveness of Gwendraeth-valley as a selling point. ‘Attractive areas are those where people and business want to come to, stay in and leave reluctantly’ (Gardine, *et al.*, 2010).

6.1 Recommendations for research

1. CCC should consider incentives to entice SMEs business especially digital companies to locate into the area. Maybe a Tax-Free or Rate-Free Business Park to encourage them to come here.
 2. Create a digital/tech business park to create a cluster of tech companies in Gwendraeth-valley.
 3. Establishment of tax exemptions or suspensions for goods that are physically manufactured, packed in Carmarthenshire's rural-area (through % of VAT, or % of Corporation tax for years). The suspension or exempted tax is recoverable if the company leaves Gwendraeth-valley within a specified long-term (10, 15, 20 years).
 4. Online-tax to protect high street and the online-tax could be a new source of revenue for local governments to supplement Rates.
 5. The area needs fast broadband and better telephone signals.
 6. Road communication, pressure should be on Welsh and British government to expand M4, it's a barrier to business coming to Wales. The Cardiff airport needs to be accessible to open-up Carmarthen for business. Alternatively, a high-speed tunnel could be designed from Carmarthen to Cardiff airport, or a by-pass for Port-Talbot.
- (Recommendations for research continues in appendix 8.18).

6.2 Limitations of the study

This research is limited by time, resources and manpower; the limitations are listed beneath and in appendix 8.17.

1. Accessibility-Quality of provision and accessibility physically and financially, of various means of transport, including car and car parking, train, bus, foot, and cycle.
2. The respondents were not well spread, the collected survey was skewed towards the 25-49 years age bracket, the people with level one and level six qualifications.
3. Service provision levels
4. Design flaws as noted for the Retired (67), many of the questions were not applicable and care was needed in cleansing and 'go-to-number' questions must be recognised
5. The survey could not be translated into Welsh due to logistical and time constraints.
6. The Survey questions were not fully extensive
7. The online response was not as high as expected.
8. Some areas were not as enthusiastic therefore; the community's view may not be fully represented.
9. The survey failed to ask the participants to be specific about the type of, parks in their areas i.e. kids or general parks.
10. Household income did not anticipate graduates or working adults still living with parents.
11. The apathy of people especially in the perceived deprived area to participate in the survey hinders the survey
12. The youth were so hard to reach as well, they exist, but they were hard to find.

6.3 Future research

1. Furthermore, there is a need for more multi-disciplinary research on the IoT on the economic development of the area.
2. Confidence to start business in the area is low, the reasons for this could be researched.
3. The digital-economy infrastructure is designed so that no one is left behind in the digital age especially for the senior citizens. Therefore, how can training be provided for the senior citizens when more and more libraries are being closed?

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7.0 Appendices

7.1 Pivot table Income and Employment deprivation downloaded from Welsh-Government (2018)

Row Labels	Sum of Income deprivation	Sum of Employment deprivation
Glyn (Carmarthenshire)	22	15
Gorslas 1	23	12
Gorslas 2	18	15
Kidwelly 1	32	25
Kidwelly 2	21	11
Llanddarog	18	7
Llangyndeyrn 1	17	18
Llangyndeyrn 2	12	17
Llannon 1	25	21
Llannon 2	22	23
Llannon 3	11	7
Pontyberem 1	19	12
Pontyberem 2	27	21
Trimsaran 1	32	19
Trimsaran 2	21	16
Average	23.96754386	14.82894737
Grand Total	343.9675439	253.8289474

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

7.2 Income deprivation downloaded from Welsh-Government (2018)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1		Name	Income deprivation															
2		Description	Percent	Percentage of population	Percentage receiving	Percentage employed	Percentage related	Percentage benefits	Percentage were	Percentage living in	Percentage come from	Percentage reduced benefits	Percentage supported	Percentage asylum	Percentage seeking or	Percentage dependent	Percentage child of	Percentage lone
657	W01000662	Glyn (Carmarthenshire)	13	20	20	10	17	20	20	21	22	10	8	9	10	9	13	22
674	W01000663	Gorslas 1	13	19	18	9	20	19	25	14	14	11	10	10	8	7	18	23
675	W01000664	Gorslas 2	10	12	12	9	14	7	15	15	13	11	10	10	6	7	11	18
788	W01000670	Kidwelly 1	27	42	40	23	24	41	46	39	32	18	24	27	23	18	19	32
789	W01000671	Kidwelly 2	13	22	21	10	14	22	26	20	16	14	11	10	9	6	9	21
864	W01000675	Llanddarog	8	12	12	5	12	11	11	15	10	10	5	6	4	4	8	18
942	W01000695	Llangyndeyrn 1	18	29	30	16	16	25	30	31	36	20	10	18	15	13	15	17
943	W01000696	Llangyndeyrn 2	15	30	30	12	12	32	27	33	29	14	14	13	8	8	11	12
971	W01000697	Llannon 1	16	29	29	12	19	32	29	25	31	12	9	11	12	10	13	25
972	W01000698	Llannon 2	14	19	19	11	18	18	15	24	16	16	9	12	11	7	15	22
973	W01000699	Llannon 3	8	13	12	6	9	23	12	8	5	8	8	8	6	4	8	11
419	W01000716	Pontyberem 1	9	13	14	7	11	13	19	10	16	5	4	7	5	8	5	19
420	W01000717	Pontyberem 2	15	18	20	13	21	21	18	15	28	13	12	9	11	15	15	27
797	W01000729	Trimsaran 1	24	43	41	18	26	43	41	44	28	17	19	23	14	14	22	32
798	W01000730	Trimsaran 2	20	32	33	17	18	33	31	32	39	19	18	19	13	11	17	21
918																		
919	Employment Deprivation	The Department for Work and Pensions (DWP)																
920	Cancer Incidence	Welsh Cancer Intelligence and Surveillance Unit's National Cancer Registry																
921	Fire Incidence	Welsh Government																
922	KS2 Average Point Score	Pupil Level Annual School Census (PLASC) and National Data Collection (NDC)																
923	KS4 Averaged Capp	Pupil Level Annual School Census (PLASC), the National Pupil Database (from the Department for Education) and Welsh Examinations Database (WED)																
924	KS4 Level 2 Indicator	Pupil Level Annual School Census (PLASC), the National Pupil Database (from the Department for Education) and Welsh Examinations Database (WED)																

7.3 Employment deprivation downloaded from Welsh-Government (2018)

	A	B	S	T	U	V	W	X	Y	Z	AA	AB	AC
1		Name	Employment deprivation										
2		Description	Percentage	Percentage of workforce	Percentage age population	Percentage receiving	Percentage employed	Percentage related	Percentage benefits	Percentage were	Percentage living in	Percentage come from	Percentage reduced benefits
657	W01000662	Glyn (Carmarthenshire)	10	1	7	5	7	7	9	13	12	17	12
674	W01000663	Gorslas 1	9	2	8	7	10	9	9	6	6	12	10
675	W01000664	Gorslas 2	11	0	7	6	12	10	12	9	12	18	10
788	W01000670	Kidwelly 1	19	3	11	14	16	18	25	32	23	19	10
789	W01000671	Kidwelly 2	10	1	9	7	10	9	14	15	9	13	10
864	W01000675	Llanddarog	5	0	8	2	4	2	2	4	6	10	10
942	W01000695	Llangyndeyrn 1	13	4	14	6	7	15	22	15	11	15	10
943	W01000696	Llangyndeyrn 2	10	2	10	9	8	5	10	13	8	13	10
971	W01000697	Llannon 1	10	2	5	6	6	9	9	9	12	22	10
972	W01000698	Llannon 2	11	1	12	8	8	11	8	10	15	15	10
973	W01000699	Llannon 3	6	1	6	3	3	6	4	3	8	11	10
419	W01000716	Pontyberem 1	7	0	5	6	3	6	11	3	10	11	10
420	W01000717	Pontyberem 2	12	3	10	6	4	10	11	13	14	23	10
797	W01000729	Trimsaran 1	16	2	12	15	11	21	16	19	14	27	10
798	W01000730	Trimsaran 2	13	0	10	11	15	11	14	17	11	17	10
918													
919	Employment Deprivation	The Department for Work and Pensions (DWP)											
920	Cancer Incidence	Welsh Cancer Intelligence and Surveillance Unit's National Cancer Registry											
921	Fire Incidence	Welsh Government											
922	KS2 Average Point Score	Pupil Level Annual School Census (PLASC) and National Data Collection (NDC)											
923	KS4 Averaged Capp	Pupil Level Annual School Census (PLASC), the National Pupil Database (from the Department for Education) and Welsh Examinations Database (WED)											
924	KS4 Level 2 Indicator	Pupil Level Annual School Census (PLASC), the National Pupil Database (from the Department for Education) and Welsh Examinations Database (WED)											

7.4 Heightening your Awareness Research Philosophy harp

Heightening your Awareness Research Philosophy							
	1	6	11	16	21	26	
Positivism	3	3	3	2	-3	-2	6
Poststructuralism/postmodernism	3	2	2	-2	3	3	11
Critical Realism	3	3	3	1	1	-3	8
Pragmatism	3	3	2	3	3	-2	12
Interpretivism	3	3	2	2	3	3	16

7.5 Heightening your Awareness Research Philosophy HARP Statement

Heightening your Awareness Research						
HARP Statement						
	Strongly agreed	Agreed	Slightly disagree	Slightly agree	Disagree	Strogly disagree
1	3					
2	3					
3	3					
4	3					
5	3					
	15					
6	3					
7	3					
8	3					
9		2				
10	3					
11	3					
12	3					
13		2				
14		2				
15		2				
	18	8				
16			1			
17			1			
18		2				
19					-2	
20	3					
	3	2	2		-2	
21						-3
22			1			
			1			-3
23	3					
24	3					
25	3					
	9					
26					-2	
27						-3
28	3					
29	3					
30			0		-2	
	6				-4	-3

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

7.6a Online questionnaire

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH OF GWENDRAETH-VALLEY

1. Gender *

☐ Male

☐ Female

☐ LGBT

☐ Unidentified

4. Household Income range per week (£)

☐ Less than £265

☐ Less than £350

☐ Less than <£500

☐ Over £500

☐ Unemployed receiving state benefits

☐ Homemaker

☐ Unemployed but in training

☐ Unemployed graduate

☐ Unemployed young person

☐ Fulltime student

☐ Part-time student

2. Question

☐ 19-24

☐ 25-49

☐ 50+

5. Residence

☐ Trimsaran

☐ Gorslas

☐ Llannon

☐ Pontyberem

☐ Glyn

7. How many hours do you work?

☐ 0-15 hours

☐ 16-20 hours

☐ 21-32 hours

7.6b Paper questionnaire



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Trimsaran, Gorslas, Llannon, Pontyberem, Glyn, Llanddarog, Llangydeyrn and Kidwelly

Survey

Section 1: Demographics

Please tick or circle

1. Gender	2. Age	3. Family structure	4. Household Income range per week (£)	5. Residence
Male	19-24	Divorced/ separated	£265	Trimsaran
Female	25-49	Couple only	Less than £350	Gorslas
LGBT	50+	Widow	Less than <£500	Llannon
Unidentified	Over 60s	Single	Over £500	Pontyberem
		Lone parent with 1 or 2 children		Glyn
		Lone parent with 3 or more children		Llanddarog
		Lone parent with 18+		Llangydeyrn
		Couple with 1 or 2 children		Kidwelly
		Couple with 3 or more children		
		Student Household		

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Employment Status		Other type of household		
Employment Status	6. Employment work status?	7. How many hours do you work?	8. Are there job opportunities available locally?	9. What mode of transport do you use to get to work/training?
	Retired (if you answered retired please go to num 0-15 hours)	16-20 hours	very satisfied	Walk
	Unemployed receiving no state benefits	21-32 hours	Somewhat satisfied	Cycle
	Employed and receiving top up benefits	Over 32 hours	Somewhat dissatisfied	Public Bus
	Employed fulltime		Dissatisfied	Drive
	Employed part-time			
	Unemployed receiving state benefits			
	Homemaker			
	Unemployed but in training			
	Unemployed graduate			
Skill, training and Education	11. Is walking or cycle to work important for your wellbeing?	12. How many minutes will you be willing to walk or cycle to work?	13. Rate your local area as a place for working	14. What do you like best about working/ living in this area?
	Strongly agree	5 minutes	Very satisfied	
	Agree	up to 10 minutes	Fairly satisfied	
	Neutral	above 10 minutes	Neither satisfied nor dissatisfied	
	Disagree	Not interested	Fairly dissatisfied	
	Strongly disagree	Not Applicable	Very dissatisfied	
	Don't know		I don't know	
				ESA and Incapacity Benefits
				Income Support
				Universal Credit
Skill, training and Education	16. Have you ever been a business owner?	17. Do you currently own business?	18. Will you love to own a business?	Empty Column 1
	Yes (how many years)	Yes	Yes	
	No	No	No	
				Empty Column 2
Skill, training and Education	19. What is your education and training achievement by level?	20. Is your qualification relevant to your work?	21. What impact does skill and training or education and training have on your job/job prospects?	22. Do you think there is a lack of the following? [You may choose more than one option]
	Below A-Levels	Strongly agree	Positive	Skills
	Up to NQF Level 2	Agree	Negative	Capacity
	Up to NQF Level 3	Neutral	Don't know why?.....	Resources
	Up to NQF Level 4	Disagree		Business opportunities
Skill, training and Education	24. Does transport mode limit access to the business network, Support network etc?	25. Rate Careers Advice and work-skills for the Retired	26. Rate Careers Advice and work-skills for the Young people/ students	27. Rate Careers Advice and work-skills for the Graduates
	Strongly disagreed	Poor	Poor	Poor
	Disagreed	Average	Average	Average
	Don't know	Good	Good	Good
	Agreed	Very good	Very good	Very good
	Strongly agreed	Don't Know	Don't Know	Don't Know
Skill, training and Education	29. Rate Careers Advice and work-skills for the Homemaker	30. Are you aware of Welsh Government skills and training support programmes such as ReAct ?	31. Are you aware of Welsh Government skills and training support programmes such as Jobs Growth Wales and Employability Skills Programme?	Empty column
	Poor	Yes	Yes	
	Average	No	No	
	Good			
	Very good			

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Section 6: Entrepreneurship	Sec. Tech: Technolog	Don't know				
		32. Are you aware of disruptive technologies like Robots are doing more human jobs?	33. Do you have computers skills?	34. Rate your computer skills	35. Do you think that good computer skills will improve your ability to get a better job?	Empty column
		more human jobs?			improve your ability to get a better job?	
			Good	Don't know		
			Very good	Agreed		
				Strongly agreed		
	Section 6: Entrepreneurship	36. Have you considered starting a business?	37. If no, what is the barrier to starting a business?	38. If yes, what stop you from seeing that through?	39. What do you perceive as barriers to starting a business in the area? [You may choose more than one option]	40. Do you sometimes work from home?
Yes				Rent	Yes	
No				Rates	No	
				Facilities		
			Funding			
Section 7: Distinctiveness	41. What is your preference?	42. Do you have access to resources to starting a business?	Empty column	Empty column 2	Empty column 3	
	Go to work	Yes				
	Work from home	No				
	43. Are you proud to live or work in Gwendraeth-Valley?	44. What do you like best about living here? [You may choose more than one option]	45. Rate tourism/heritage centre in your area	46. Rate the walking path in your area	Empty column 1	
	Very Proud	Close community	Excellent	Excellent		
	Fairly proud	Friendliness	Good	Good		
	Not especially proud	Family	Adequate	Adequate		
	Not at all proud	Environment	Poor	Poor		
	Others					
Section 8: Service anstructure	47. Would you like Digital/Creative Industries in the area?	48. Would you like manufacturing/ agricultural Industries in	49. Would you like Tourism Industries in the area?	50. Would you like Technology Industries in the area?	51. Would you like the Conversion of old mines to other use (pub, electricity, cloud computing)?	
	Strongly disagreed	Strongly disagreed	Strongly disagreed	Strongly disagreed	Strongly disagreed	
	Disagreed	Disagreed	Disagreed	Disagreed	Disagreed	
	Don't know	Don't know	Don't know	Don't know	Don't know	
	Agreed	Agreed	Agreed	Agreed	Agreed	
	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed	Strongly agreed	
	52. Do this industry [Your preferred industry(ies) from 47-51] complement the distinctiveness of the area?	53. Do you agree to convert the old mining pits into other uses such as [You may choose more than one option]	Empty column	Empty column 2	Empty column 3	
	Yes and how	Cloud computing storage				
No and how	Underground pub					
	Other kinds of tourism					
	Do not disturb the mines?					
	Other use (specify)					
Section 9: Sustainable energy	54. What are the barriers to getting more employment in the area?	55. Which of these options would you like to see implemented?	56. What future service would you like to see implemented?	57. If you were to work within 3.6 miles radius may choose up to two	58. Rate support for business to establish and grow	
	Transport	No skills/ training	More roads	e-bike	Excellent	
	Internet	No education	More bus route	e-car	Good	
	No job nearby	No job	Local resource centers	Bus	Adequate	
	No training center	No opportunities	Health and well-being	Private car	Poor	
	Learning Difficulty/Disability	Learning Difficulty/Disability	Swimming pool	Walking	I don't know	
		Traineeships	Leisure center	Curling		
Section 9: Sustainable energy	59. Rate their local town centers vibrancy	60. Rate the food market near you	61. Rate the Road infrastructure near you	62. Rate local health/sports and leisure facilities near	63. Rate the car park for work in the area	
	Excellent	Excellent	Excellent	Excellent	Adequate	
	Good	Good	Good	Good	Inadequate	
	Adequate	Adequate	Adequate	Adequate	I don't know	
	Poor	Poor	Poor	Poor		
	64. Rate the tourism attraction in the area	65. Rate the Services centers in the area	66. Do you believe renewable energy should be used in the community?	67. Is it important to have sustainable renewable energy home?	Do you have suggestions?	
	Adequate	Adequate	Yes	Yes		
	Inadequate	Inadequate	No	No		
I don't know	I don't know					

7a Analysis and themes table

Figure 7a.1. Barriers to Skill, training and Education

Interviewee K

Argued that the barrier was education, and the opportunity for training. Still advocated for apprenticeship but were concerned of non-availability of apprenticeship opportunities and the cost of taken on an apprentice. He still believed

Interviewee S

Any young person engaged in apprenticeship has a better chance of securing a job than anyone with a degree.

Interviewee W

A graduate with low level job regretted going to Uni, would have jumped at any apprenticeship opportunity.

Interviewee D

lamented the unavailability of a training or resource centre for young people here. Whereas some still insisted that their area good University and Coleg Sir Gar around for training.

Interviewee E

Mentioned the social and communication skills being lost due to technology and the resulting mental health problems as a consequent of the lack of those skill that would enhance work opportunities.

Interviewee M

It is equally important that future education and training is mindful of the spate of technology change. There is no point in a curriculum that will soon be obsolete.

Figure 7a.1 continues

Interviewee O

argued that transport link was a barrier.

Interviewee P

Sees perception of the area s barrier because the viewed as area with little skills tend to be neglected.

Interviewee S

Warned If the industry comes to us and they haven't got the work force to go in then we are back to square one.

Interviewee B

Think the opportunities are in the big cities

Interviewee E

Averred that by digitizing job centre, it has become a barrier. Interviewee Agreed there is no advice from anyone. locally' Still insisted we are losing the "art of conversation" by being too wired to tech gears.

Interviewee F

This subject is getting the new job by word of mouth or "the boys informed me"

Interviewee M

concurred that you get job because of who you know while Interviewee posited that all jobs, she ever held was through whom she knew.

Figure 7a.1 continues

Interviewee K

Was concerned of lack of digital know-how in about 50% of older citizens that do not have an email. Was worried that their I a gap for qualified builders, but fund to get trained is a barrier.

Interviewee G

Elucidated that some people want to better themselves unfortunately free training is only available for unemployed but not for people with but there is no help for the working youngsters with very low income because they are employed, they don't qualify.

The Interviewee W

Expressed frustration due to lack of experience, how can you get experience without opportunity? Despite having level 6 the degree hasn't help her. She further lamented lack of placements, or apprenticeship and there was no help from the University. The point of studying for a degree was to get a better job unfortunately, nobody asked for her degree at interviews. Is it who you know??

Figure 7a.2 Entrepreneurship

Interviewee B

Commented that there is educational capacity around but no? coordination/ collaboration between to attract industries and the youth. There is a lot of tradition that needs to be done away with. The region is too rural and old fashioned and deprived of the network infrastructure and the travel waiting time is horrible. The land is not being fully utilised for outdoor pursuit. This could be a competitive advantage because green space that is vital for wellbeing, is available.

Interviewee C

Expressed frustration about the local authority erm local being unhelpful by failing to recognise the value and benefits business creates, as they are only after tax and income.

Focus on big developers at the detriment of small local business that will create a multiplier effect. But this is contrary to Interviewee Ds (Interviewee M) argument that big companies should be enticed to move to Carmarthen.

Interviewee M

Online competition is impacting local businesses. Local business has to maybe there could be a?

Interviewee O

Set up cost is a barrier.

Interviewee S

Due to lack of support, and patronage many businesses closed down.

Figure 7a.2 continues

Interviewee G

affirmed lack of grants for under twenty-five is a barrier.

Also view council as a barrier to entrepreneurship.

Interviewee W

Kidwelly is cliquey

Interviewee D

We need to encourage internet companies to move to the area

Figure 7a.3 Impact of technology development like Robots

Interviewee P

The advent of internet of things industry 4.0 is disrupting everything as we know it, they will take some jobs away and create more such as the design and manufacture of the robots. It is important to view technology as gateway to the future. Nonetheless,

Interviewee M

warned that technology is taking human touch off everything, computer cannot provide experience, this is a core customer service.

Interviewee S

Is of the view that the youth could be trained to take advantage of industry 4.0, robotics, AI in order to create jobs

Interviewee O

there is no point of being left behind as more things will years and be more automated

Interviewee K

wanted free computer lessons so that no one is left behind

Interviewee P

Suggested we need high skill job I think in this area by focusing on science and innovation things

Figure 7a.4 Distinctiveness

Interviewee B

Expounded the beauty of the region as a countryside, the friendliness of the people, the history, heritage and culture, the peacefulness and quietness of the area could attract people and be good for tourism. All these could facilitate economic growth. In addition, houses prices are lower and there is space to build more houses.

Interviewee D

Commented on "appearance" of the town could influence people and business relocating to the area.

Interviewee H

Alluded to the community is nice and supportive

Interviewee K

On the other hand, likes to keep community quiet and peaceful, he wants big businesses to migrate to the area but not too close into the community.

Interviewee M

Commented on the area's accessibility to M4.

Interviewee O

Emphasised the bilingual state of the area.

Figure 7a.4 continues

Interviewee P

Advanced the view of the area as the most natural part of the UK and it needed be exploited.

Interviewee T

Professed the friendliness of the people and the area is a nice and lovely area to live in. the scenery, the coastal areas, coastal paths, a nice place for raising a family.

The Interviewee W

Insisted that the people are cliquey, and the area is full of Old retired people but it's very quiet

Figure 7a.5 Service and infrastructure

Interviewee C

Contented that there is good tourism opportunity in but the support for local businesses has been poor. in Gwendraeth valley, Cross-hands, is the only that has experience significant changes. but others still look like 30 years ago. Because it has benefited from Wealth created along the M4 corridor. The other towns further from M4 have huge unemployment, older housing stock older property stock. but cross hands benefited from the open Greenfields, open space.

Building new houses and leisure facilities will keeps people in the area. asserted that the road link, is good, train is okay, land is available, and broadband is reasonable, he dissatisfied about the appeal of the train station. No light at station for commuters at night.

Interviewee D

proclaimed that there is no hospitality bus to bring tourist into town from St Ishmael if they don't have a car, they are stuck this is the thing. there is no taxi rank or taxi phone number at the train station. He furthered raised the pot holes issues leading to the Kidwelly castle considering the number of visitors a major health and safety issue. They wonder what has happened to the attempt to open the Gwendraeth rail way for tourism. Since Kidwelly depends on tourism, therefore the town needs to be sprout up. appearance of the town is a priority.

Interviewee E

Would love to see a, centre for old people, where they can get together interaction with other people in Cross-hands

Interviewee G

In Kidwelly, there is a youth club around

Figure 7a.5 continues

Interviewee M

Businesses face a barrier such as internet broadband has a slow connection, having internet is despondent

Interviewee S

Also concurred that the telephone services are very poor, but the faster broadband is improving but is not universally available, because of lack of infrastructure that could hinder attracting people and companies to the area.

He advised the old town hall should be knocked down and it will improve the parking as well improve the junction in Kidwelly.

Interviewee G

Questioned the idea that there is a place for the older generation where they meet regularly but there is none for the youngster. Furthermore, traffic is increasing in the town and the people are complaining about parking, she believed the town was not built for many people. But she could not decide how to balance the need for tourist, increase population and the accompanying traffic congestion problems. But he observed that people only used the car park when the yellow lines are full.

Interviewee S

the children's park is poor. Financial support is required from the CCC in maintaining the sports park for the sport team's rugby, cricket, football, all of the junior teams, a lot of junior teams with the future potential of developing pl county players in different sports, welsh players.

Suggestions from Survey respondents

Figure 7a.6 Employment and skill and Barrier to work

More work

More things for kids to do in our community

There is currently a lack of skill in the area as there is little opportunity at the moment for highly skilled jobs. Those who are highly educated or skilled need to move away to work. If there were skilled jobs available, it would motivate young people to train up and stay in the area;

Figure 7a.7 Entrepreneurship

Business growth and development is non-existent within the Kidwelly area. I travel across South Wales to maintain my business however I would love some new ventures in this part of Carmarthenshire

Develop potential for tourism

In courage to support local businesses use local

Kidwelly to make more for holiday makers

Figure 7a.8 Technology

We must embrace future technologies, biotechnologies and renewable energies as these in my view are what will provide future employment

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Figure 7a.9 Service and infrastructure

More things for kids to do in our community

"Yes, maintain woodlands and access, signals, historical notice boards. Information!!! Regenerate social areas for leisure and community healthy project"

We need a pathway that links Carway to pontiets!!!

Better footpath infrastructure

Develop potential for tourism

A new and refurbished park at park Stephen's.

Places for youth group to go and get them off the streets to avoid crimes etc. e.g. youth clubs etc (more cycling lanes)

More local courses, social elderly groups

New park, better skate park, information expertise

Figure 7a.10 Sustainable energy

Water turbines in river. Solar panels

Put solar panels on house roofs

Solar panels should be common for every household

7b Cluster analysis

7b.1 Cluster Analysis for Figure 4.46 Word frequency for whole interviews

Search in	All Sources	Selected Items...	Selected Folders...	Grouping
Display words	☐ 100 most frequent			☐ Exact matches (e.g. "talk") ☐ With stemmed words (e.g. "talking") ☒ With synonyms (e.g. "speak") ☐ With specializations (e.g. "whisper") ☐ With generalizations (e.g. "communicate")
With minimum length	4			
Word	Length	Count	Weighted Percentage (%)	Similar Words
people	6	175	2.90	people, peoples
business	8	183	2.82	business, businesses, busy, jobs, line, lines, occupied, occupy
think	5	122	1.71	believe, consider, considered, guess, imagine, mean, reason, reasonable, suppose, think
going	5	196	1.64	becoming, breaking, departments, gets, getting, going, last, lead, leading, leave, leaving
need	4	125	1.45	asking, demand, involve, involved, motivate, motivated, necessarily, need, needed, need
area	4	94	1.42	area, areas, country, field, region
know	4	101	1.36	experience, know, knows, learn, learning, live, lived, lively, living, love, loved, lovely, lover
work	4	172	1.30	bring, bringing, employ, employed, employer, employing, employment, employs, exploi
place	5	121	1.24	home, homes, invest, invested, investing, investment, investments, local, locally, located

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

7b.2 Cluster Analysis for Figure 4.48 Word frequency for you like best about living in
Gwendraeth-valley?

Display words ☒ 10 most frequent ☐ All				
With minimum length 3				
Word	Length	Count	Weighted Percentage (%) ▾	Similar Words
environment	11	43	21.50	environment
friendliness	12	41	20.50	friendliness
family	6	39	19.50	family
close	5	35	17.50	close
community	9	35	17.50	community
best	4	1	0.50	best
language	8	1	0.50	language
living	6	1	0.50	living
welsh	5	1	0.50	welsh

7b.3 Cluster Analysis for Figure 4.49-word frequency Q22 Do you think there is a lack of the
following?

Word	Length	Count	Weighted Percentage (%) ▾	Similar Words
reso	9	52	19.62	resources
opp	13	46	17.36	opportunities, opportunity
busi	8	45	16.98	business
skills	6	42	15.85	skill, skilled, skills
capa	8	18	6.79	capacity

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

7b.4 Cluster Analysis for Figure 4.50-word frequency for what stopped you from starting business.

Word	Length	Count	Weighted Percentage (%)	Similar Words
finance	7	6	6.00	finance, finances
money	5	6	6.00	money
risk	4	5	5.00	risk
business	8	4	4.00	business
capital	7	4	4.00	capital
confidenc	10	4	4.00	confidence
financial	9	4	4.00	financial, financially
time	4	4	4.00	time
nothing	7	3	3.00	nothing
commitm	10	2	2.00	commitment, commitments

7b.5 Cluster Analysis for Figure 4.51-word frequency of the barrier to starting a business.

Word	Length	Count	Weighted Percentage (%)
funding	7	70	36.46
rates	5	44	23.92
rent	4	36	18.75
facilities	10	34	17.71
area	4	1	0.52

Word Frequency Criteria

Search in: Grouping:

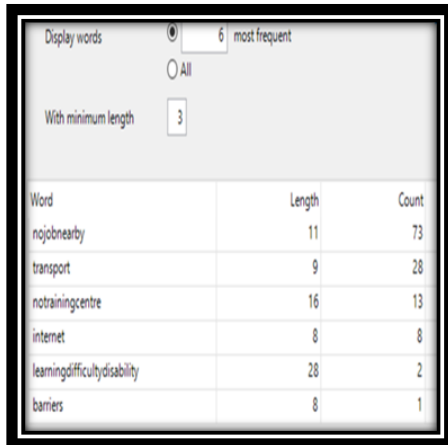
Display words: ☒ 6 most frequent ☐ All

With minimum length:

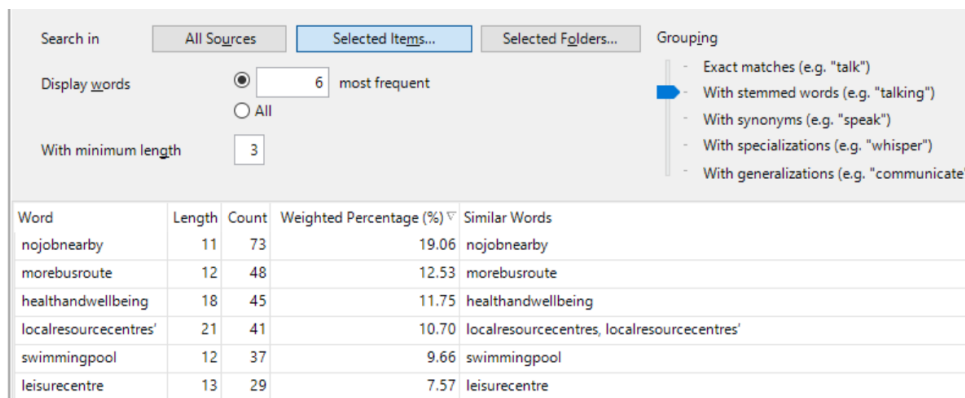
Word	Length	Count	Weighted Percentage (%)	Similar Words
funding	7	70	36.65	funding
rates	5	44	23.04	rates
rent	4	36	18.85	rent
facilities	10	33	17.28	facilities
area	4	1	0.52	area
barriers	8	1	0.52	barriers

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

7b.6 Cluster Analysis for Figure 4.52 Word frequency for the barriers to getting preferred job.



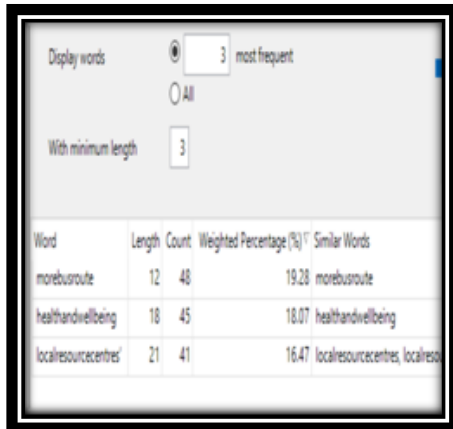
Word	Length	Count
nojobnearby	11	73
transport	9	28
notrainingcentre	16	13
internet	8	8
learningdifficultydisability	28	2
barriers	8	1



Word	Length	Count	Weighted Percentage (%)	Similar Words
nojobnearby	11	73	19.06	nojobnearby
morebusroute	12	48	12.53	morebusroute
healthandwellbeing	18	45	11.75	healthandwellbeing
localresourcecentres'	21	41	10.70	localresourcecentres, localresourcecentres'
swimmingpool	12	37	9.66	swimmingpool
leisurecentre	13	29	7.57	leisurecentre

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

7b.7 Cluster Analysis for Figure 4.53-word frequency for what future service provision do you needed in the community.



Display words ☒ 3 most frequent
☐ All
 With minimum length

Word	Length	Count	Weighted Percentage (%)	Similar Words
morebusroute	12	48	19.28	morebusroute
healthandwellbeing	18	45	18.07	healthandwellbeing
localresourcecentres	21	41	16.47	localresourcecentres, localres

Search in All Sources Selected Items... Selected Folders...

Display words ☒ 3 most frequent
☐ All
 With minimum length

Word	Length	Count	Weighted Percentage (%)	Similar Words
mor	12	48	19.28	morebusroute
healt	18	45	18.07	healthandwellbeing
local	21	41	16.47	localresourcecentres, localresourcecentres'

7c.0 Coding frame

7c.1 Interviewee code

Interviewee	Code
Botanic	B
Car Dealer	C
Dave	D
Estate Agent	E
Fire boy	F
The Gate House	G
Hairdresser	H
Kevin	k
Music	M
Special need	N
Pharm 1	O
Pharm 2	P
Pharm 3	Q
Menter	R
Sports chairman	S
Tanner	T
Waitress	W

7c.2 Interview themes Samples

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

Appendix 7c.2 Interview themes

Interviewee B= B, Interviewee C= C, Interviewee D= D, Interviewee E = E, Interviewee F = F, Interviewee G = G, Interviewee H = H, Interviewee K = K, Interviewee M = M, Interviewee N =N, Interviewee O = O, Interviewee P = P, Interviewee Q = Q, Interviewee R = R, Interviewee S = S, Interviewee T = T, Interviewee W = W,

Concepts/Themes Identified	Voices of the participants grouped	Meaning interpretation
Skill, training and Education~ What do you perceive to be a barrier to high-level skilled jobs, education, skills, training, capacity, resources and entrepreneurial opportunities~	Interviewee B <i>I will say from my experience industry or lack of industry or declining industry certainly around here Coaltown and mining town, over the last fifty years, they have lost a lot of their industry, you are limited to your retail options</i>	Subject Interviewee B emphasised the declined in big industries since the coal mining days, this now poses a problem for apprenticeship.
	Interviewee C <i>We took 6 apprenticeship in into the shops in November last year, so we are developing them as workshop technicians, we have taken on apprentice we normally take on two to three every year. And take them through the business in the future.</i>	Interviewee K Argued that the barrier was education, and the opportunity for training. Still advocated for apprenticeship but were concerned of non-availability of apprenticeship opportunities and the cost of taken on an apprentice. He still believed
	Interviewee D <i>No, training or resource centre for young people here. we don't, we've got two main businesses in the area</i>	Interviewee S Anyone young person engaged in apprenticeship has a better chance of securing job than anyone with a degree.
	Interviewee E	Interviewee W

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

<i>I think a lot of this mental health problem that we haven't got a lot of that is because they are not interacting they are not speaking and they are in a little phone telling them how terrible they are</i> Interviewee K <i>think the barrier is education, and the opportunity for training. I don't believe there are many companies that are taken apprenticeship on because of financial that's what I believe</i> Interviewee K <i>she has never been taught computer properly</i> Interviewee K <i>day but I can't lose her for a day, so it will be nice if somebody came out and taught her here you know</i> Interviewee K <i>But I think there could be a service that people could go to people's homes or businesses to give them the basics to teach them up front or start them on</i> Interviewee M	A graduate with low level job regretted going to Uni, would have jumped at any apprenticeship opportunity. Interviewee D Lamented the unavailability of a training or resource centre for young people here. Whereas some still insisted that their area good University and <u>coleg si gar</u> around for training. Interviewee E <u>mentioned</u> the social and communication skills being lost due to technology and the resulting mental health problems as a consequent of the lack of those skill that would enhance work opportunities. Interviewee M It is equally important that future education and training is mindful of the
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7d.0 Cleansing Appendix

7c.2 Q2. Age

Q2. Age	
19-24	24
25-49	49
50+	59
Over 60s	60

7c.3 Text amendments

From	Changed to
well-being	wellbeing
;	,
-	removed

7c.4 Q4. Household Income range per week (£)

Household Income range per week (£)	
Less than £266	265
Less than £350	350
Less than <£500	500
Over £500	501
Other	

7c.5 Q7. How many hours do you work?

How many hours do you work?	
0-15 hours	15
16-20 hours	20
21-32 hours	32
Over 32 hours	33

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7c.6 Q10. On average how, many miles do travel to drive to work/training?

On average how, many miles do travel to drive to work/training?	
Up to 6 miles	6
7-10 miles	10
11-20 miles	20
Above 20 miles	21

7c.7 Q12. How many minutes will you be willing to walk or cycle to work?

Q12. How many minutes will you be willing to walk or cycle to work?	
5 minutes	5
up to 10 minutes	10
above 10 minutes	11
Not interested	0
Not Applicable	0

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

7c.8 Q19 what is your education and training achievement by level?

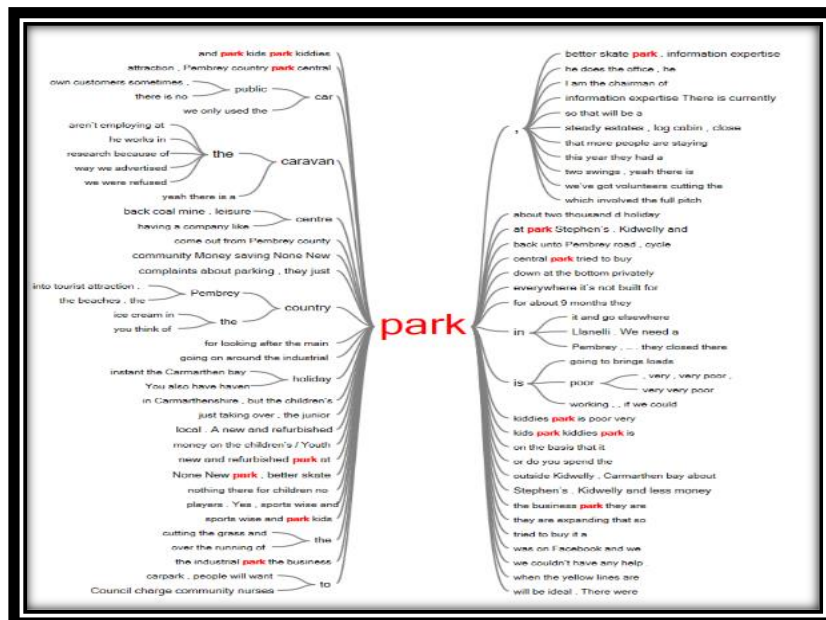
Q19 What is your education and training achievement by level?		
Below A-Levels		1
Up to NQF Level 2		2
Up to NQF Level 3		3
Up to NQF Level 4		4
Up to NQF Level 5		5
NQF Level 6 and above		6
Other		0

7e.0 dendritic tree for combined interviews (Appendix)

The themes emerging from across the interviews, they say some special themes

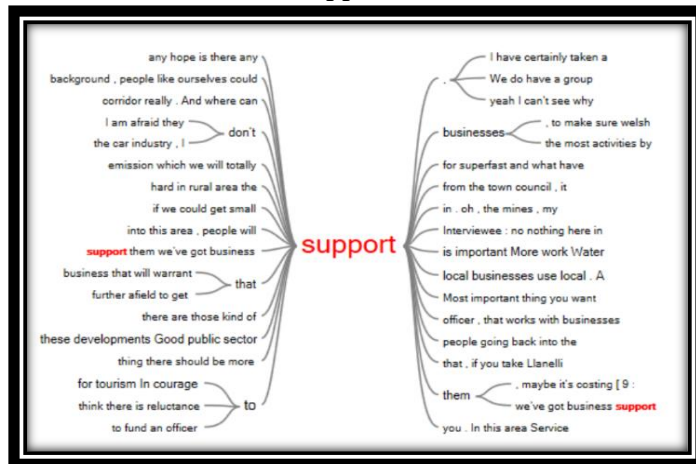
Found the themes emerge quite often. Sometimes it's NVIVO and sometimes its NVIVO and Excel.

7e.1 dendritic tree for Park

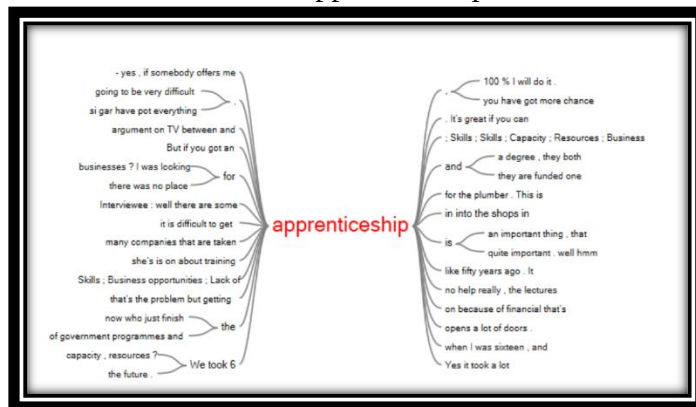


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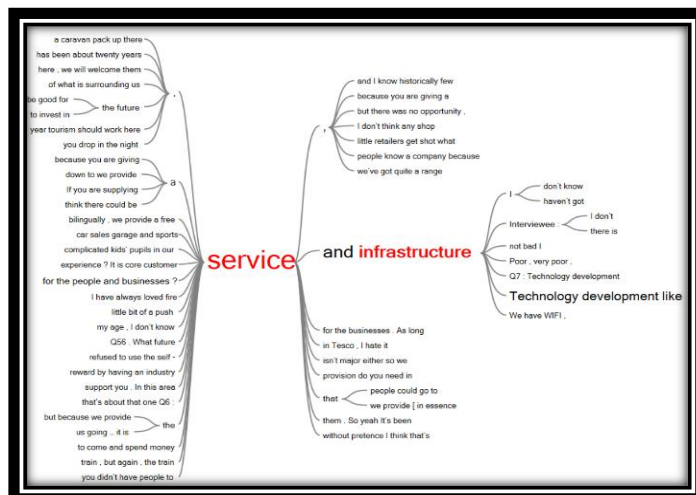
7e.2 dendritic tree for Support



7e.3 dendritic tree for Apprenticeship

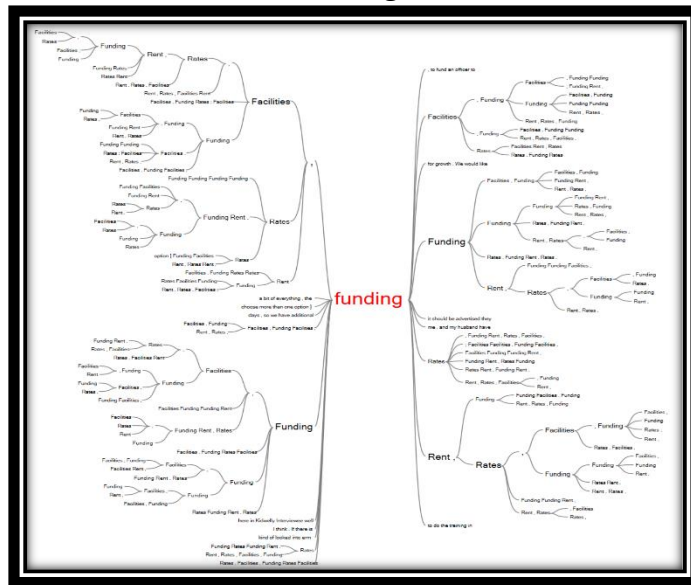


7e.4 dendritic tree for Service

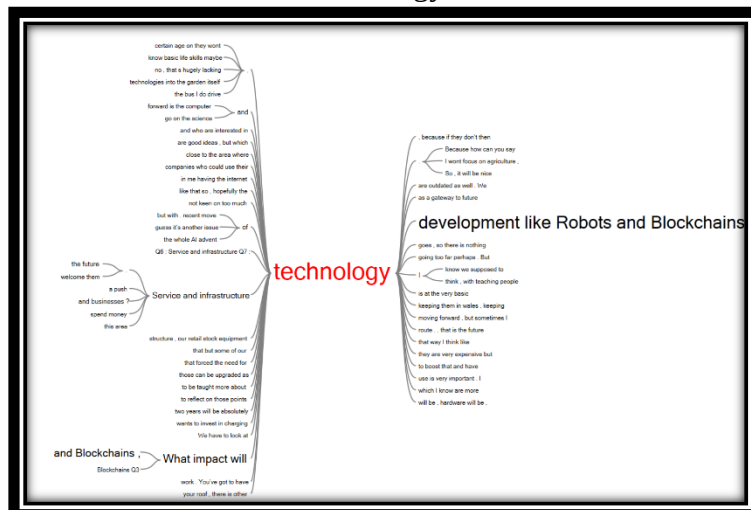


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[REGENERATION] OF GWENDRAETH-VALLEY REGION

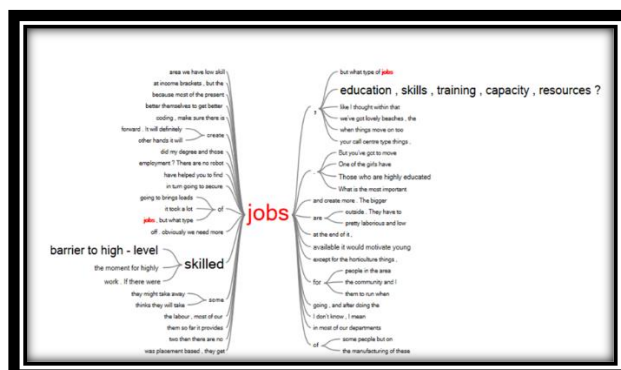
7e.8 dendritic tree for Funding



7e.9 dendritic tree for Technology



7e.10 dendritic tree for Jobs



PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7f.0 the full data set 1(scaled page 1)

Project Information		Project Details		Project Status		Project Location		Project Budget		Project Timeline		Project Risk		Project Notes	
Project ID	Project Name	Project Manager	Project Sponsor	Project Status	Project Location	Project Budget	Project Timeline	Project Risk	Project Notes	Project ID	Project Name	Project Manager	Project Sponsor	Project Status	Project Location
001	Project A	John Doe	John Doe	Completed	New York	\$1,000,000	2020-01-01 to 2020-12-31	Low	Project A completed successfully.	002	Project B	Jane Smith	Jane Smith	In Progress	Los Angeles
003	Project C	Mike Johnson	Mike Johnson	On Hold	Chicago	\$500,000	2020-03-01 to 2020-06-30	Medium	Project C on hold due to budget constraints.	004	Project D	Sarah Lee	Sarah Lee	Completed	San Francisco
005	Project E	David Brown	David Brown	Completed	Seattle	\$750,000	2020-07-01 to 2020-09-30	Low	Project E completed successfully.	006	Project F	Emily White	Emily White	In Progress	Portland
007	Project G	Chris Green	Chris Green	On Hold	Denver	\$300,000	2020-10-01 to 2020-12-31	Medium	Project G on hold due to budget constraints.	008	Project H	Alex Black	Alex Black	Completed	Phoenix
009	Project I	Olivia Grey	Olivia Grey	Completed	San Diego	\$600,000	2020-11-01 to 2020-12-31	Low	Project I completed successfully.	010	Project J	Noah Blue	Noah Blue	In Progress	San Jose
011	Project K	Isabella Pink	Isabella Pink	On Hold	San Antonio	\$400,000	2021-01-01 to 2021-03-31	Medium	Project K on hold due to budget constraints.	012	Project L	Liam Yellow	Liam Yellow	Completed	San Francisco
013	Project M	Mia Purple	Mia Purple	Completed	San Francisco	\$800,000	2021-04-01 to 2021-06-30	Low	Project M completed successfully.	014	Project N	Ben Green	Ben Green	In Progress	San Jose
015	Project O	Charlotte Blue	Charlotte Blue	On Hold	San Francisco	\$200,000	2021-07-01 to 2021-09-30	Medium	Project O on hold due to budget constraints.	016	Project P	Lucas Red	Lucas Red	Completed	San Jose
017	Project Q	Harper Orange	Harper Orange	Completed	San Jose	\$900,000	2021-10-01 to 2021-12-31	Low	Project Q completed successfully.	018	Project R	Ethan Yellow	Ethan Yellow	In Progress	San Jose
019	Project S	Avery Green	Avery Green	On Hold	San Jose	\$100,000	2022-01-01 to 2022-03-31	Medium	Project S on hold due to budget constraints.	020	Project T	Michael Blue	Michael Blue	Completed	San Jose
021	Project U	Sophia Purple	Sophia Purple	Completed	San Jose	\$600,000	2022-04-01 to 2022-06-30	Low	Project U completed successfully.	022	Project V	Daniel Red	Daniel Red	In Progress	San Jose
023	Project W	Oliver Orange	Oliver Orange	On Hold	San Jose	\$300,000	2022-07-01 to 2022-09-30	Medium	Project W on hold due to budget constraints.	024	Project X	Chloe Yellow	Chloe Yellow	Completed	San Jose
025	Project Y	William Green	William Green	Completed	San Jose	\$700,000	2022-10-01 to 2022-12-31	Low	Project Y completed successfully.	026	Project Z	Grace Blue	Grace Blue	In Progress	San Jose
027	Project AA	James Purple	James Purple	On Hold	San Jose	\$400,000	2023-01-01 to 2023-03-31	Medium	Project AA on hold due to budget constraints.	028	Project AB	Madison Red	Madison Red	Completed	San Jose
029	Project AC	Benjamin Orange	Benjamin Orange	Completed	San Jose	\$500,000	2023-04-01 to 2023-06-30	Low	Project AC completed successfully.	030	Project AD	Isabella Yellow	Isabella Yellow	In Progress	San Jose
031	Project AE	Lucas Green	Lucas Green	On Hold	San Jose	\$200,000	2023-07-01 to 2023-09-30	Medium	Project AE on hold due to budget constraints.	032	Project AF	Charlotte Blue	Charlotte Blue	Completed	San Jose
033	Project AG	Oliver Purple	Oliver Purple	Completed	San Jose	\$800,000	2023-10-01 to 2023-12-31	Low	Project AG completed successfully.	034	Project AH	Grace Red	Grace Red	In Progress	San Jose
035	Project AI	William Orange	William Orange	On Hold	San Jose	\$300,000	2024-01-01 to 2024-03-31	Medium	Project AI on hold due to budget constraints.	036	Project AJ	Chloe Yellow	Chloe Yellow	Completed	San Jose
037	Project AK	James Green	James Green	Completed	San Jose	\$600,000	2024-04-01 to 2024-06-30	Low	Project AK completed successfully.	038	Project AL	Madison Blue	Madison Blue	In Progress	San Jose
039	Project AM	Benjamin Purple	Benjamin Purple	On Hold	San Jose	\$400,000	2024-07-01 to 2024-09-30	Medium	Project AM on hold due to budget constraints.	040	Project AN	Isabella Red	Isabella Red	Completed	San Jose
041	Project AO	Lucas Orange	Lucas Orange	Completed	San Jose	\$500,000	2024-10-01 to 2024-12-31	Low	Project AO completed successfully.	042	Project AP	Charlotte Yellow	Charlotte Yellow	In Progress	San Jose
043	Project AQ	Oliver Green	Oliver Green	On Hold	San Jose	\$200,000	2025-01-01 to 2025-03-31	Medium	Project AQ on hold due to budget constraints.	044	Project AR	Grace Blue	Grace Blue	Completed	San Jose
045	Project AS	William Purple	William Purple	Completed	San Jose	\$800,000	2025-04-01 to 2025-06-30	Low	Project AS completed successfully.	046	Project AT	Chloe Red	Chloe Red	In Progress	San Jose
047	Project AU	James Orange	James Orange	On Hold	San Jose	\$300,000	2025-07-01 to 2025-09-30	Medium	Project AU on hold due to budget constraints.	048	Project AV	Madison Yellow	Madison Yellow	Completed	San Jose
049	Project AW	Benjamin Green	Benjamin Green	Completed	San Jose	\$600,000	2025-10-01 to 2025-12-31	Low	Project AW completed successfully.	050	Project AX	Isabella Blue	Isabella Blue	In Progress	San Jose
051	Project AY	Lucas Purple	Lucas Purple	On Hold	San Jose	\$400,000	2026-01-01 to 2026-03-31	Medium	Project AY on hold due to budget constraints.	052	Project AZ	Charlotte Red	Charlotte Red	Completed	San Jose
053	Project BA	Oliver Orange	Oliver Orange	Completed	San Jose	\$500,000	2026-04-01 to 2026-06-30	Low	Project BA completed successfully.	054	Project BB	Grace Yellow	Grace Yellow	In Progress	San Jose
055	Project BC	William Green	William Green	On Hold	San Jose	\$200,000	2026-07-01 to 2026-09-30	Medium	Project BC on hold due to budget constraints.	056	Project BD	Chloe Blue	Chloe Blue	Completed	San Jose
057	Project BE	James Purple	James Purple	Completed	San Jose	\$800,000	2026-10-01 to 2026-12-31	Low	Project BE completed successfully.	058	Project BF	Madison Red	Madison Red	In Progress	San Jose
059	Project BG	Benjamin Orange	Benjamin Orange	On Hold	San Jose	\$300,000	2027-01-01 to 2027-03-31	Medium	Project BG on hold due to budget constraints.	060	Project BH	Isabella Yellow	Isabella Yellow	Completed	San Jose
061	Project BI	Lucas Green	Lucas Green	Completed	San Jose	\$600,000	2027-04-01 to 2027-06-30	Low	Project BI completed successfully.	062	Project BJ	Charlotte Blue	Charlotte Blue	In Progress	San Jose
063	Project BK	Oliver Purple	Oliver Purple	On Hold	San Jose	\$400,000	2027-07-01 to 2027-09-30	Medium	Project BK on hold due to budget constraints.	064	Project BL	Grace Red	Grace Red	Completed	San Jose
065	Project BM	William Orange	William Orange	Completed	San Jose	\$500,000	2027-10-01 to 2027-12-31	Low	Project BM completed successfully.	066	Project BN	Chloe Yellow	Chloe Yellow	In Progress	San Jose
067	Project BO	James Green	James Green	On Hold	San Jose	\$200,000	2028-01-01 to 2028-03-31	Medium	Project BO on hold due to budget constraints.	068	Project BP	Madison Blue	Madison Blue	Completed	San Jose
069	Project BQ	Benjamin Purple	Benjamin Purple	Completed	San Jose	\$800,000	2028-04-01 to 2028-06-30	Low	Project BQ completed successfully.	070	Project BR	Isabella Red	Isabella Red	In Progress	San Jose
071	Project BS	Lucas Orange	Lucas Orange	On Hold	San Jose	\$300,000	2028-07-01 to 2028-09-30	Medium	Project BS on hold due to budget constraints.	072	Project BT	Charlotte Yellow	Charlotte Yellow	Completed	San Jose
073	Project BU	Oliver Green	Oliver Green	Completed	San Jose	\$600,000	2028-10-01 to 2028-12-31	Low	Project BU completed successfully.	074	Project BV	Grace Blue	Grace Blue	In Progress	San Jose
075	Project BW	William Purple	William Purple	On Hold	San Jose	\$400,000	2029-01-01 to 2029-03-31	Medium	Project BW on hold due to budget constraints.	076	Project BX	Chloe Red	Chloe Red	Completed	San Jose
077	Project BY	James Orange	James Orange	Completed	San Jose	\$500,000	2029-04-01 to 2029-06-30	Low	Project BY completed successfully.	078	Project BZ	Madison Yellow	Madison Yellow	In Progress	San Jose
079	Project CA	Benjamin Green	Benjamin Green	On Hold	San Jose	\$200,000	2029-07-01 to 2029-09-30	Medium	Project CA on hold due to budget constraints.	080	Project CB	Isabella Blue	Isabella Blue	Completed	San Jose
081	Project CC	Lucas Purple	Lucas Purple	Completed	San Jose	\$800,000	2029-10-01 to 2029-12-31	Low	Project CC completed successfully.	082	Project CD	Charlotte Red	Charlotte Red	In Progress	San Jose
083	Project CE	Oliver Orange	Oliver Orange	On Hold	San Jose	\$300,000	2030-01-01 to 2030-03-31	Medium	Project CE on hold due to budget constraints.	084	Project CF	Grace Yellow	Grace Yellow	Completed	San Jose
085	Project CG	William Green	William Green	Completed	San Jose	\$600,000	2030-04-01 to 2030-06-30	Low	Project CG completed successfully.	086	Project CH	Chloe Blue	Chloe Blue	In Progress	San Jose
087	Project CI	James Purple	James Purple	On Hold	San Jose	\$400,000	2030-07-01 to 2030-09-30	Medium	Project CI on hold due to budget constraints.	088	Project CJ	Madison Red	Madison Red	Completed	San Jose
089	Project CK	Benjamin Orange	Benjamin Orange	Completed	San Jose	\$500,000	2030-10-01 to 2030-12-31	Low	Project CK completed successfully.	090	Project CL	Isabella Yellow	Isabella Yellow	In Progress	San Jose
091	Project CM	Lucas Green	Lucas Green	On Hold	San Jose	\$200,000	2031-01-01 to 2031-03-31	Medium	Project CM on hold due to budget constraints.	092	Project CN	Charlotte Blue	Charlotte Blue	Completed	San Jose
093	Project CO	Oliver Purple	Oliver Purple	Completed	San Jose	\$800,000	2031-04-01 to 2031-06-30	Low	Project CO completed successfully.	094	Project CP	Grace Red	Grace Red	In Progress	San Jose
095	Project CQ	William Orange	William Orange	On Hold	San Jose	\$300,000	2031-07-01 to 2031-09-30	Medium	Project CQ on hold due to budget constraints.	096	Project CR	Chloe Yellow	Chloe Yellow	Completed	San Jose
097	Project CS	James Green	James Green	Completed	San Jose	\$600,000	2031-10-01 to 2031-12-31	Low	Project CS completed successfully.	098	Project CT	Madison Blue	Madison Blue	In Progress	San Jose
099	Project CU	Benjamin Purple	Benjamin Purple	On Hold	San Jose	\$400,000	2032-01-01 to 2032-03-31	Medium	Project CU on hold due to budget constraints.	100	Project CV	Isabella Red	Isabella Red	Completed	San Jose
101	Project CW	Lucas Orange	Lucas Orange	Completed	San Jose	\$500,000	2032-04-01 to 2032-06-30	Low	Project CW completed successfully.	102	Project CX	Charlotte Yellow	Charlotte Yellow	In Progress	San Jose
103	Project CY	Oliver Green	Oliver Green	On Hold	San Jose	\$200,000	2032-07-01 to 2032-09-30	Medium	Project CY on hold due to budget constraints.	104	Project CZ	Grace Blue	Grace Blue	Completed	San Jose
105	Project DA	William Purple	William Purple	Completed	San Jose	\$800,000	2032-10-01 to 2032-12-31	Low	Project DA completed successfully.	106	Project DB	Chloe Red	Chloe Red	In Progress	San Jose
107	Project DD	James Orange	James Orange	On Hold	San Jose	\$300,000	2033-01-01 to 2033-03-31	Medium	Project DD on hold due to budget constraints.	108	Project DE	Madison Yellow	Madison Yellow	Completed	San Jose
109	Project DF	Benjamin Green	Benjamin Green	Completed	San Jose	\$600,000	2033-04-01 to 2033-06-30	Low	Project DF completed successfully.	110	Project DG	Isabella Blue	Isabella Blue	In Progress	San Jose
111	Project DH	Lucas Purple	Lucas Purple	On Hold	San Jose	\$400,000	2033-07-01 to 2033-09-30	Medium	Project DH on hold due to budget constraints.	112	Project DI	Charlotte Red	Charlotte Red	Completed	San Jose
113	Project DJ	Oliver Orange	Oliver Orange	Completed	San Jose	\$500,000	2033-10-01 to 2033-12-31	Low	Project DJ completed successfully.	114	Project DK	Grace Yellow	Grace Yellow	In Progress	San Jose
115	Project DL	William Green	William Green	On Hold	San Jose	\$200,000	2034-01-01 to 2034-03-31	Medium	Project DL on hold due to budget constraints.	116	Project DM	Chloe Blue	Chloe Blue	Completed	San Jose
117	Project DN	James Purple	James Purple	Completed	San Jose	\$800,000	2034-04-01 to 2034-06-30	Low	Project DN completed successfully.	118	Project DO	Madison Red	Madison Red	In Progress	San Jose
119	Project DP	Benjamin Orange	Benjamin Orange	On Hold	San Jose	\$300,000	2034-07-01 to 2034-09-30	Medium	Project DP on hold due to budget constraints.	120	Project DQ	Isabella Yellow	Isabella Yellow	Completed	San Jose
121	Project DR	Lucas Green	Lucas Green	Completed	San Jose	\$600,000	2034-10-01 to 2034-12-31	Low	Project DR completed successfully.	122	Project DS	Charlotte Blue	Charlotte Blue	In Progress	San Jose
123	Project DT	Oliver Purple	Oliver Purple	On Hold	San Jose	\$400,000	2035-01-01 to 2035-03-31	Medium	Project DT on hold due to budget constraints.	124	Project DU	Grace Red	Grace Red	Completed	San Jose
125	Project DV	William Orange	William Orange	Completed	San Jose	\$500,000	2035-04-01 to 2035-06-30	Low	Project DV completed successfully.	126	Project DW	Chloe Yellow	Chloe Yellow	In Progress	San Jose
127	Project DX	James Green	James Green	On Hold	San Jose	\$200,000	2035-07-01 to 2035-09-30	Medium	Project DX on hold due to budget constraints.	128	Project DY	Madison Blue	Madison Blue	Completed	San Jose
129	Project EZ	Benjamin Purple	Benjamin Purple	Completed	San Jose	\$800,000	2035-10-01 to 2035-12-31	Low	Project EZ completed successfully.	130	Project FA	Isabella Red	Isabella Red	In Progress	San Jose
131	Project FB	Lucas Orange	Lucas Orange	On Hold	San Jose	\$300,000	2036-01-01 to 2036-03-31	Medium	Project FB on hold due to budget constraints.	132	Project FC	Charlotte Yellow	Charlotte Yellow	Completed	San Jose
133	Project FD	Oliver Green	Oliver Green	Completed	San Jose	\$600,000	2036-04-01 to 2036-06-30	Low	Project FD completed successfully.	134	Project FE	Grace Blue	Grace Blue	In Progress	San Jose
135	Project FE	William Purple	William Purple	On Hold	San Jose	\$400,000	2036-07-01 to 2036-09-30	Medium	Project FE on hold due to budget constraints.	136	Project FF	Chloe Red	Chloe Red	Completed	San Jose
137	Project FG	James Orange	James Orange	Completed	San Jose	\$500,000	2036-10-01 to 2036-12-31	Low	Project FG completed successfully.	138	Project FH	Madison Yellow	Madison Yellow	In Progress	San Jose
139	Project FI	Benjamin Green	Benjamin Green	On Hold	San Jose	\$200,000	2037-01-01 to 2037-03-31	Medium	Project FI on hold due to budget constraints.	140	Project FJ	Isabella Blue	Isabella Blue	Completed	San Jose
141	Project FK	Lucas Purple	Lucas Purple	Completed	San Jose	\$800,000	2037-04-01 to 2037-06-30	Low	Project FK completed successfully.	142	Project FL	Charlotte Red	Charlotte Red	In Progress	San Jose
143	Project FL	Oliver Orange	Oliver Orange	On Hold	San Jose	\$300,000	2037-07-01 to 2037-09-30	Medium	Project FL on hold due to budget constraints.	144	Project FM	Grace Yellow	Grace Yellow	Completed	San Jose
145	Project FN	William Green	William Green	Completed	San Jose	\$600,000	2037-10-01 to 2037-12-31	Low	Project FN completed successfully.	146	Project FO	Chloe Blue	Chloe Blue	In Progress	San Jose
147	Project FP	James Purple	James Purple	On Hold	San Jose	\$400,000	2038-01-01 to 2038-03-31	Medium	Project FP on hold due to budget constraints.	148	Project FQ	Madison Red	Madison Red	Completed	San Jose
149	Project FR	Benjamin Orange	Benjamin Orange	Completed	San Jose	\$500,000	2038-04-01 to 2038-06-30	Low	Project FR completed successfully.	150	Project FS	Isabella Yellow	Isabella Yellow	In Progress	San Jose
151	Project FT	Lucas Green	Lucas Green	On Hold	San Jose	\$200,000	2038-07-01 to 2038-09-30	Medium	Project FT on hold due to budget constraints.	152	Project FU	Charlotte Blue	Charlotte Blue	Completed	San Jose
153	Project FV	Oliver Purple	Oliver Purple	Completed	San Jose	\$800,000	2038-10-01 to 2038-12-31	Low	Project FV completed successfully.	154	Project FW	Grace Red	Grace Red	In Progress	San Jose
155	Project FX	William Orange	William Orange	On Hold	San Jose	\$300,000	2039-01-01 to 2039-03-31	Medium	Project FX on hold due to budget constraints.	156	Project FY	Chloe Yellow	Chloe Yellow	Completed	San Jose
157	Project FY	James Green	James Green	Completed	San Jose	\$600,000	2039-04-01 to 2039-06-30	Low	Project FY completed successfully.	158	Project FZ	Madison Blue	Madison Blue	In Progress	San Jose
159	Project GZ	Benjamin Purple	Benjamin Purple	On Hold	San Jose	\$400,000	2039-07-01 to 2039-09-30	Medium	Project GZ on hold due to budget constraints.	160	Project GA	Isabella Red	Isabella Red	Completed	San Jose
161	Project GB	Lucas Orange	Lucas Orange	Completed	San Jose	\$500,000	2039-10-01 to 2039-12-31	Low	Project GB completed successfully.	162	Project GC	Charlotte Yellow	Charlotte Yellow	In Progress	San Jose
163	Project GD	Oliver Green	Oliver Green	On Hold	San Jose	\$200,000	2040-01-01 to 2040-03-31	Medium	Project GD on hold						

7f.0 the full data set 1 continued (scaled page 2)

[illegible]

Borrowing costs for the period ending 31/12/2016		
Account	Debit	Credit
Interest		10
Interest	10	
Total	10	10
Interest		10
Interest	10	
Total	10	10
Interest		10
Interest	10	
Total	10	10
Interest		10
Interest	10	
Total	10	10

[illegible][illegible]

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7f.0 the full data set 1 continued (scaled page 3)

[illegible]

Support for Success for all technology use rating		Local Teacher use Data literacy rating Table		Shared infrastructure mean use rating Table		Local free IT/Software and Network facilities mean use rating		Can provide for specific IT needs rating Table		Teacher attendance in the area rating Table		Business ventures in the area rating Table	
Level	Rating	Level	Rating	Level	Rating	Level	Rating	Level	Rating	Level	Rating	Level	Rating
Good level	5	Good level	5	Good level	5	Good level	5	Good level	5	Good level	5	Good level	5
Good	4	Good	4	Good	4	Good	4	Good level	4	Good level	4	Good level	4
Good level	3	Good level	3	Good level	3	Good level	3	Good level	3	Good level	3	Good level	3
Good	2	Good	2	Good	2	Good	2	Good level	2	Good level	2	Good level	2
Good	1	Good	1	Good	1	Good	1	Good level	1	Good level	1	Good level	1

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

7g.0 Appendix Conversion for rating

Gender	Is your qualification relevant to your work?	Level of Qualification Agreement to Work Rating	What impact does skill and training or education and training have on your job/job prospects?	Skill and training or education and training have on your job/job prospects Rating	Do you think there is a lack of the following? [You may choose more than one option]			Lack of Skills, Capacity, Resources, Business Opportunities Rating	Does transport mode limit access to the following: Skills, training, apprenticeship etc?	Transport Mode Limit Access to the following: Skills, training, apprenticeship etc Rating	
	Qualification relevant to your work table		Skill and training table		Lack of Skills, Capacity, Resources, Business Opportunities table				Transport Mode Limit Access Rating Table		
	Level of Agreement	Rating	Level	Rating	Lack			Rating	Level of Agreement	Rating	
	Strongly agree	5	Positive	1	Skills			1	Strongly agreed	5	
	Agree	4	Negative	2	Resources			2	Agreed	4	
	Neutral	3	Dont know why	3	Capacity			3	Don't know	3	
	Disagree	2			Business opportunities			4	Disagreed	2	
	Strongly disagree	1			Skills; Resources			5	Strongly disagree	1	
					Capacity, Resources			6			
					Skills; Business opportunities			7			
					Capacity;Business opportunities			8			
					Resources, Business opportunities			9			
Does transport mode limit access to the business network, Support network etc?	Transport Mode Limit Access to the Business Network, Support network etc Rating		What do you perceive as barriers to starting a business in the area? [You may choose more than one option]	Perceive as barriers to starting a business in the area rating	Are you proud to live or work in Gwendraeth-Valley?	Proud to live or work in Gwendraeth-Valley rating	What do you like best about living here? [You may choose more than one option]		What do you like best about living here rating		
Level of Agreement	Rating		List of Barriers	Rating	Level	Rating	List		Rating		
Strongly agreed	5		Funding	1	Very Proud	5	Close community		1		
Agreed	4		Facilities	2	Fairly proud	4	Family		2		
Don't know	3		Rates	3	I don't know	3	Friendliness		3		
Disagreed	2		Rent	4	Not especially proud	2	Environment		4		
Strongly disagree	1		Rent, Rates	5	Not at all proud	1	Close community, Family		5		
			Rent, Funding	6			Close community, Friendliness		6		
			Facilities, Funding	7			Family, Environment		7		
			Rates, Funding	8			Friendliness, Family		8		
			Rates; Facilities	9			Friendliness, Environment		9		
			Facilities; Funding	10			Close community; Environment		10		
			Rent, Rates, Funding	11			Welsh language, Close community		11		
			Rent, Facilities, Funding	12			Close community, Friendliness, Family		12		
			Rent, Rates, Facilities	13			Friendliness, Family, Environment		13		
			Rates, Facilities, Funding	14			Close community, Friendliness, Environment		14		
Rate tourism/heritage centre in your area	Rate tourism/heritage centre in your area rating	What are the barriers to getting your preferred job? [You may choose up to two options]			Barriers to getting your preferred job rating	Rate support for business to establish and grow	Support for business to establish and grow rating	Rate their local town centers vibrancy	local town centers vibrancy Rating	Rate the Road infrastructure near you	Road infrastructure near you rating
Level	Rating	Barriers			Rating	Level	Rating	Level	Rating	Level	Rating
Excellent	4	Transport			1	Excellent	5	Excellent	4	Excellent	4
Good	3	Internet			2	Good	4	Good	3	Good	3
Adequate	2	No Job nearby			3	Adequate	3	Adequate	2	Adequate	2
Poor	1	No training center			4	Poor	2	Poor	1	Poor	1
		Learning Difficulty/Disability			5	I don't know	1				
		Transport, Internet			6						
		Transport, Learning Difficulty Disability			7						
		Transport, No Job nearby			8						
		Internet; No training center			9						
		Transport, No training center			10						
		Underground pub, Other kinds of tourism			11						
		Transport, No Job nearby, No training center			12						
		Transport, No Job nearby, Learning Difficulty Disability			13						
		Transport: Internet: No Job nearby: No training center			14						

**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

Rate the Road infrastructure near you	Road infrastructure near you rating	Rate local health/sports and leisure facilities near you	Local health/sports and leisure facilities near you rating	Rate the car park for work in the area	Car park for work in the area rating	Rate the tourism attraction in the area	Tourism attraction in the area rating	Rate the Services centers in the area	Services centers in the area rating
Level	Rating	Level	Rating	Level	Rating	Level	Rating	Level	Rating
Excellent	4	Excellent	4	Adequate	4	Adequate	3	Adequate	3
Good	3	Good	3	Inadequate	3	Inadequate	2	Inadequate	2
Adequate	2	Adequate	2	Poor	2	I don't know	1	I don't know	1
Poor	1	Poor	1	I don't know	1				

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7h Deleted data

1	2	3	4	5	6	7	8	9	10
Female	30+	Couple only	Less than £200	Unemployed	Homemaker				A
Male	Over 60s	Couple only	Less than £200	Unemployed	Retired (if you answered retired please go to number 11)				
Female	25-49	Couple with 1 or 2 children	Over £200	Trinsaran	Employed part-time	Over 32 hours	Somewhat satisfied	Drive	Up to 6 miles
Male	30+	Couple only	Less than £200	Trinsaran	Retired (if you answered retired please go to number 11)				
Female	30+	Couple only	Over £200	Trinsaran	Retired (if you answered retired please go to number 11)				
Female	30+	One parent with 1 or 2 children	Less than £200	Unemployed	Employed fulltime	Over 32 hours	Dissatisfied	Walk	
Male	25-49	Couple only	Less than £200	Part-time	Employed fulltime	Over 32 hours	Somewhat satisfied	Drive	Up to 6 miles
Male	25-49	Couple with 1 or 2 children	Over £200	Kidwelly	Employed fulltime	Over 32 hours			
Male	Over 60s	Widow	Less than £200	Kidwelly	Retired (if you answered retired please go to number 11)	0-15 hours			
Male	Over 60s	Couple only	Less than £200	Part-time	Retired (if you answered retired please go to number 11)	Over 32 hours	Dissatisfied	Drive	Above 20 miles
Male	Over 60s	Couple only	Less than £200	Trinsaran	Retired (if you answered retired please go to number 11)				
Male	Over 60s	Couple only	Less than £200	Trinsaran		Over 32 hours	Somewhat dissatisfied	Drive	
Male	Over 60s	Couple with 3 or more children	Less than £200	Part-time		0-15 hours	Dissatisfied	Drive	Up to 6 miles
Male	25-49	Single	Less than £200	Part-time	Employed fulltime	Over 32 hours	Somewhat satisfied	Drive	Above 20 miles
Male	25-49	Couple only	Less than £200	Part-time	Employed fulltime	Over 32 hours	Somewhat dissatisfied	Drive	7-10 miles
Female	25-49	Couple with 1 or 2 children	Less than £200	Trinsaran	Employed fulltime	Over 32 hours	Somewhat satisfied	Drive	11-20 miles
Female	30+	Couple only		Trinsaran	Retired (if you answered retired please go to number 11)				
Male	Over 60s	Divorced/separated		Trinsaran	Retired (if you answered retired please go to number 11)				
Female	Over 60s	Couple only	Less than £200	Trinsaran	Homemaker		Somewhat dissatisfied	Public (up to 6 miles)	
Male	Over 60s	Couple only	Less than £200	Trinsaran	Retired (if you answered retired please go to number 11)				
Female	Over 60s	Divorced/separated		Trinsaran	Employed fulltime	Over 32 hours	Somewhat satisfied	Drive	11-20 miles
Male	Over 60s	Couple only	Over £200	Trinsaran	Employed fulltime	0-15 hours		Up to 6 miles	
Male	Over 60s	Couple with 3 or more children	Over £200	Part-time	Employed fulltime	Over 32 hours	Somewhat dissatisfied	Walk	Up to 6 miles
Female	Over 60s	Divorced/separated	Less than £200	Trinsaran	Retired (if you answered retired please go to number 11)			Public (up to 6 miles)	
Female	30+	Couple with 1 or 2 children		Kidwelly	Employed fulltime	Over 32 hours	Very satisfied	Drive	Up to 6 miles
Female	Over 60s	Single		Trinsaran	Employed fulltime	Over 32 hours	Dissatisfied	Drive	Up to 6 miles
Male	49	Couple with 3 or more children	350	Trinsaran	Unemployed receiving state benefits	33	Dissatisfied	Drive	20 N

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7i.1 Participants Information sheet

	PRIFYSGOL CYMRU Y Drindod Dewi Sant UNIVERSITY OF WALES Trinity Saint David	E3 FORM
Cyfranogwr Rhif Adnabod: Participant Identification Number:		
FFURFLEN GANIATÂD CYFRANOIAD PARTICIPANT INFORMATION SHEET		
TEITL Y PROSIECT: / PROJECT TITLE: PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION		
Dear Sir/Madam My name is Ade Sobola and I am studying in the School of Business Management at University of Wales Trinity St David Carmarthen. I would like to invite the you to participate in my research project. This project will be seeking to establish the public perception of the possible economic development and growth [regeneration] of Gwendraeth-valley region (Trimsaran, Gorslas, Llannon, Pontyberem, Glyn, Llanddarog, Llangyndeym, Kidwelly). This is a meaningful research that may affect the development of the area. The aims of the research are 1. To determine perceptions enervation in relation to skills, capacity, resources and entrepreneurship opportunities. 2. To investigate the overarching factors / service infrastructure that are hindering employment and economic growth? *Attached to this letter is are short questions developed by Ade Sobola and approved by the supervising authorities which will assess the entrepreneurial capacity, skills, resources available to the communities and businesses. I believe your opinions will be extremely helpful to me. Through your participation in the interviews, I hope to ascertain your views as a business owner on the economic growth and development of the area.		

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

The interview will be kept strictly confidential to the researchers involved and at **NO** time will individual recorded interview be released to the general public. This gives you a chance to express your views on the programme in a confidential and anonymous forum and still be able to make a difference. Your participation in this study is completely voluntary so you can withdraw from the interview at any stage.

Our interview should take about 20-25 minutes to complete, but there is no time constraint. There are also no right or wrong answers. Attached to this letter along with the interview request is an instruction sheet and a consent form. We understand that your time is at a premium, but your opinions are very valuable to us.

After careful and precise analysis of the data obtained from this questionnaire, I will be happy to provide you with a copy of the findings at your request. The results of this questionnaire will hopefully enhance my understanding of the public perception of the possible economic development and growth [regeneration] of Gwendraeth-valley region and I will be able to prepare a vitality report which will be the first step in process of regenerating the area. The data gathered will be stored by the UWTSD, but the recorded interview will be destroyed after the completion of the research. The results of the research will be fed back to the relevant authority in the County by the UWTSD.

We thank you in advance for your time and participation. If any questions do arise, feel free to contact me at your convenience.

ENW A CHYFEIRIAD YR YMCHWILYDD	NAME & ADDRESS OF RESEARCHER: Adekoyejo Sobola of 10 Erwaur Garn, The Paddocks, Kidwelly, Carmarthenshire. SA17 4JB Email: 1601748@student.uwtsd.ac.uk
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**PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION**

7j.1 Sample interview questions



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Cyfranogwr Rhif Adnabod:
Participant Identification Number:

CWESTIYNAU CYFWELIAD SAMPL

SAMPLE INTERVIEW QUESTIONS

TEITL Y PROSIECT: / PROJECT TITLE: PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

1	The CCC government wants to regenerate this area in terms of economic growth and economic development. I. What do you perceive to be a barrier to high-level skilled jobs, education, skills, training, capacity, resources and entrepreneurial opportunities? II. What is distinct about this area and could it be exploited to deliver economic growth for the people and businesses? III. What impact will technology development like Robots and Blockchains have on future employment?
2	

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER: Adekoyejo
Sobola of 10 Erwaur Garn, The Paddocks, Kidwelly,
Carmarthenshire. SA17 4JB

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

7k.1 Participation consent form



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

Cyfranogwr Rhif Adnabod:
Participant Identification Number:

FFURFLEN GANIATÂD CYFRANOGIAD

PARTICIPATION CONSENT FORM

TEITL Y PROSIECT: / PROJECT TITLE: PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH [REGENERATION] OF GWENDRAETH-VALLEY REGION

Name of Researcher: Adekoyejo Sobola

Please initial box

- √1. I confirm that I have read and understand the information sheet dated for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. ☐
2. I understand that my participation is voluntary and that I am free to withdraw at any ☐ time, without giving any reason.
3. I understand that any information given by me may be used in future reports, articles or presentations by the research team. ☐
4. I understand that my name will not appear in any reports, articles or presentations. ☐
5. I agree to take part in the above study. ☐

Name of Participant

Date

Signature

Adekoyejo Sobola

25/01/19

Researcher

Date

Signature

You may decline to participate in this study. You may end your participation in this study at any time. If you decide to remain anonymous, maintaining your anonymity will be a priority and every practical precaution will be taken to disguise your identity. If you prefer anonymity, there will not be any identifying information on audiotapes or transcripts of this or any interview. No-one will hear any audiotapes or see any transcripts without your prior consent. All materials generated from this or any interview will remain confidential.

PUBLIC PERCEPTION OF THE POSSIBLE ECONOMIC DEVELOPMENT AND GROWTH
[REGENERATION] OF GWENDRAETH-VALLEY REGION

When completed, please return in the envelope provided (if applicable). One copy will be given to the participant and the original to be kept in the file of the research team at:
PLACE:

ENW A CHYFEIRIAD YR YMCHWILYDD

NAME & ADDRESS OF RESEARCHER Adekoyejo
Sobola of 10 Erwaur Garn, The Paddocks, Kidwelly,
Carmarthenshire. SA17 4JB

7l.1 Participation Agreement to be interviewed:



Participant Name _____

Interviewer Name _____ Adekoyejo Sobola _____

Interviewer Programme of Study _____ Business Management _____

Research Learning Tutor _____ Dr Alex Bell, UWTSD _____

Participation Agreement to be interviewed:

I agree to participate in the research concerning "*your study title here*". I understand that the purpose of this study is to examine my experiences of "*e.g. the nature of the experience that they have had or the thoughts that they have*". I understand that this will involve me in a short 30-45 minute interview.

I understand that this interview will be recorded and transcribed for use only in *interviewer's full name* undergraduate research methods course and dissertation at the University of Wales Trinity Saint David.

I understand that my name or any reference to my identity will be kept anonymous in this study and for any subsequent publications I will be asked again for my consent. I understand that use storage of the recordings and transcriptions relating to this interview will be anonymous; not be used for any other purpose than this study and will be subsequently destroyed after the use intended here.

I understand that I may withdraw from the study at any point with all records of my contribution removed without having to provide a reason.

Interviewee Signature:|

Interviewer Signature: Adekoyejo Sobola

Date of Interview:

A copy of this agreement should be retained by both interviewer and interviewee.

8. Appendices continued

Appendix 8a Components of Rural Regeneration continues

Could a distressed labour market, poor housing, worn-out infrastructure, among others be responsible for the Geographical variations in income and economic vitality? Is there any income and employment imbalance, or gap? For economic regeneration plans to be successful, a proposition would be that the regeneration initiatives must enhance the attractiveness and distinctiveness of Gwendraeth-valley 'Attractive areas are those where people and business want to come to, stay in and leave reluctantly' (Gardine, et al., 2010).

Appendix 8b Economic development, growth, and regeneration continues

According to experts in the field of economics, development is synonymous with 'modernism' that is new or up-to-date (Ogborn, 1986) cited in (Cloke, *et al.*, 2013). While Blakely and Bradshaw (2002) declared economic-development as the process of creating products or economic industry with the diffusion of new product standards. Nonetheless, economic-regeneration despite its common usage, is used in different disciplines to mean different things. But Forest Research (2008) stated that economic-regeneration is re-invigorating and improving rural economies to achieving economic competitiveness and prosperity for the community which is like the definition of both economic-growth and economic-development. Economic-regeneration could also result in increased inward investment, facilitate the relocation of businesses and households into an area of decline, and the mobilization and development of business start-ups and growth, employment, earnings, and skills. Yet, McGuinness, *et al.*, (2015) contended that economic experts often interchange regeneration and economic-development, therefore, the terms economic-development, economic-growth and economic-regeneration are used interchangeably.

The BIS (2011) defined economic-growth as a long-term productive capacity measured by Gross Domestic, but still, growth can be in terms of sustainable or balanced growth measured that could be a measured of wellbeing. The BIS (2011) suggested that sustainable growth could extend into areas such as social development and welfare, environmental protection and balancing economic-development.

Economic-development and economic-growth have been popular since the 1920s (Beer, *et al.*, 2003), although Neoclassical economic theorist argued against governments investment to help communities and local businesses at creating and promoting well-being at local levels because they have confidence in the equilibrium of the economic system and mobility of capital (Pike, *et al.*, 2006). Other critics even suggested that local governments were sometimes inefficient, ineffective, and inadequate in executing economic-development policy (Pike, *et al.*, 2006). Despite the criticisms some argued that the local governments are best placed to identify and act on impediments to economic-growth, they can respond to economic opportunities more speedily and they can engage in strategic planning as well as building social capital within local business community (Beer, *et al.*, 2003; Todaro 1997). Equally, Keynes (1936) advanced the view that the benefit of governments intervention in promoting investment. The investment would generate a multipliers effect that will result in increased income because of a new injection of investment and spending.

Still, economic-growth is not the same as economic-development, Audirac (1997) agreed with Daly and Cobb (1989) distinguished between growth and development. They argued that "growth" must be referred to as a quantitative expansion in the scales of the economic system while "development" should refer to the qualitative change of the physically non-growing economic system. Still, Daly (1993) argued against sustainable growth but states that the term sustainable development as meaning qualitative, rather than quantitative,

improvements. Although Douthwaite (1992) warned that economic-growth in the United Kingdom (UK) has made life worse for people and advised for regional or local governments to build stable economies.

Appendix 8c Economic Plan Continues

Johnson and Scholes (2005) expounded the view that strategy establishes an organization's direction for a period, and it states how resources will be allocated and utilized to meet the needs of stakeholders. Strategic planning that will ensure a successful economic-development. With respect to economic-development planning, the listed features in figure 2b above will be discussed later (Blakely and Bradshaw, 2002).

Appendix 8d The Digital Economy continues

It is important for humans to adapt to digital-economy because the improvements in artificial intelligence, robotics, networks, analytics, and digitization are boosting productivity and these technologies necessitating the entrepreneurs and companies to quickly adapt (McAfee and Brynjolfsson, 2017a; 2017b). Nonetheless, Tapscott (1999) warned that digital-economy will not boost productivity like the previous industrial technologies and articulated the side effects of digital-economy as creating inequality, an ageing population, misinformation, distraction in education etc. Dutton (2014) insisted that the right policies and business models must be designed and developed for the digital-technology /IoT in anticipation of the major social, economic and service innovations of future and the full potential of digital-technology (Ciffolilli and Muscio, 2018).

Appendix 8.0 Gwendraeth-valley Population

The Gwendraeth-valley area includes small towns; Trimsaran (2,455), Gorslas (4,475), Llannon (5559), Pontyberem (2771), Glyn (2188), Llanddarog (2060), Llangyndeyrn (3378), Kidwelly (3656) (see figure 1) (ONS, 2018; CCC, 2018c).

The regeneration of the Gwendraeth-valley area is not necessarily a response aimed at ameliorating some of the social, economic and environmental neglect the area has experienced because of coal mining and production since Thomas Kymer of Pembrokeshire established his coal business between 1766 and 1768 (The Carmarthenshire Antiquary, 2004). However, the regeneration is part of a wider economic development plan for the whole of south-west Wales by the CCC and the Swansea-city-deal (CCC, 2015-2030; Swansea-bay-city-deal, 2017).

Appendix 8.1 Stakeholders

Since the perception of the community's economic-development is vital, he, therefore, recommended approaching the community directly to gather data that was native to them. The community is a vital and powerful stakeholder. Freeman (1984) explained that stakeholder is anyone that may be directly or indirectly affected by the economic-regeneration plan. See figure 2.4 for potential stakeholders. But Crocker and Canevello (2008) recommended analysing and visualizing the economic-regeneration through social media.

Appendix 8.2 Industry 4.0

The Industry 4.0 idea was coined in Germany based on cyber-physical system enabled manufacturing and service innovation and many believed that it will transform the way goods are designed, manufactured, delivered, and paid for (Hofmann and Rüsch, 2017; Kagermann, 2014; Stock and Seliger, 2016). In the Industry-4.0, the computer is not the core technology, but rather the Internet. Internet of Things, machine-to-machine communication and manufacturing facilities that are becoming ever more intelligent. The supply, manufacturing,

maintenance, delivery and customer service are all connected via the Internet in the Industry-4.0 (Kagermann, *et al.*, 2016a). Industry-4.0 is defined as

“Industrial Digitalisation is the application of digital tools and technologies in all their forms to the value chains of businesses who make things (e.g. automotive and construction) or are operationally asset intensive (e.g. power grids, wind farms etc.). It is the merging between the physical and digital worlds to significantly enhance performance and productivity.’ (Industrialdigitalisation, 2017).”

Emphasis is placed on creating an ecosystem, built around software platforms and the associated data- Similarly, the Plattform-i40, (2018) described Industry-4.0 as the "intelligent networking of machines and processes for the industry with the help of information and communication technology". While the Industrial Internet Consortium, (2017) defined it as the integration of network sensors and software's to physical machinery and devices so as to predict, control and plan to generate business and societal outcomes. But Kagermann, (2014) and Hermann, *et al.*, (2016) defined it as a new level of a collective term for technologies and concepts of value chain organization and management across the lifecycle of products.

According to a study, the Industrie-4.0 is a broad term that cut across different viewpoints, Industries, corporate functions, technologies, and fields. Figure 2.6 shows how experts see Industry-4.0 will influence driven business models that will be connecting physical objects with people, processes and data. This necessitates the collaboration of businesses and researchers working together to develop innovative commercial Industry 4.0 solutions. In the UK, the “Catapults” is implementing the programme to benefit SMEs. The Innovate UK programme has identified eight promising technologies. These technologies are being promoted through the development of a network of elite technology and innovation centres known as "Catapults" (Kagermann, *et al.*, 2016a). There are over 1131 academic collaborations

already (Catapult, 2018). For example, the Compound Semiconductor company based in Newport-Wales could accelerate Welsh and UK economic-growth in semiconductor-related industries up to \$300 billion by 2030 (Compoundsemiconductor, 2018).

Appendix 8.3 shifts in how work happens

The first is artificial intelligence (AI): a move from man to the machine before machine were tools to man but now the machine is replacing the man more efficiently. Secondly, there is a shift from products to platforms such as Visa, Facebooks, big companies without inventory but contents. The platforms figure 2.7 provides four employment opportunities, which has to facilitate the falling cost of digital (Deloitte, 2015). Lastly, the third shift is from the core-to-crowd. Where the core is the centralized institutions, and the crowd refers to the participants. Because digital-technology cost is reducing, it is enabling for more interaction and the informal group also could do more as opportunities are afforded (Prosumers) (McAfee and Brynjolfsson, 2017a).

Appendix 8.4 Human Capital

‘the human factor in the organization; the combined intelligence, skills, and expertise that gives the organization its distinctive character. The human elements of the organization are those that are capable of learning, changing, innovating and providing the creative thrust which if properly motivated can ensure the long-term survival of the organization’.

Appendix 8.5 KSAOs

However, for the economic-growth of the Gwendraeth-valley , the strategic entrepreneurs have a vital role as it relates to a strategic human-capital resource (SHCR).

Thus, Ployhart, *et al.*, (2014) described an SHCR as achieving a competitive advantage through staff's individual or collective KSAOs capacities. On the contrary, critics argued that the individual performances could be impacted by unit-level outcomes and that learning climate could improve how employee engage therefore motivating the staff to take more role (Crocker and Eckardt, 2014; Eldor and Harpaz, 2016). The learning needs of the employees in attaining best practice must match the employers desire to achieve competitive advantage (CIPD, 2017). But Becker (1993) in defining HC emphasized 'health of individuals' which is well-being. Considering this, Roslender, *et al.*, (2012) proposed that well-being could be a type of Intellectual capital (IC), by insisting that a healthy workforce is productive.

Appendix 8.6 EU established strategy

Since 2000, the EU established a strategy to be the most competitive and dynamic knowledge-based economy (Jones and Evans, 2008). AI and other new emerging technologies could provide an opportunity for upskilling, training since it is a national strategy (PwC, 2018).

Appendix 8.7 Cognitive

There is now an increasing focus on non-cognitive skills, abilities, character, personality traits, goals, Mind-sets, socio-emotional skills motivations and preferences, are growing in value that may affect person learning ability but are formed through senses, experience or reasoning over a person's lifetime unlike Cognitive skills are formed from primary and secondary level. (West, *et al.*, 2016; Heckman and Rubinstein, 2001; CIPD, 2017).

Appendix 8.8 Investment

These investments could be a way of improving and increase human capital and skills. He contended that this investment with other forms of investments in people could lead to capital accumulation Technation (2017) claimed that the digital tech industry could drive the growth of economies such as Gwendraeth-valley , it is affecting not only the big cities but also

rural areas. Furthermore, Technation (2017) suggested that turnover by an employee in digital tech ranges £27,650 to £320,000. In Cardiff employment in digital-technology has been increasing (figure 2.13). Could the CCC recognize the opportunity as a tech nation county?

Appendix 8.9 Number of people with higher education

JRF (2018) reported that the number of people with higher education or University degrees has doubled in Wales. Also, there are opportunities for young people to attain further Education, work-based learning, employment, NEET support: (Bevanfoundation, 2018).

Appendix 8.10 Entrepreneurial capacity

The UNDP (1997) described Capacity development as a process by which organizations increase their problem-solving abilities to achieve objectives in a sustainable manner. While Cohen (1993) and Lusthaus, *et al.*, (1995) suggested that capacity development could be a system, effort or process that strengthens the abilities of all HC and system in a dynamic context to plan, implement, manage evaluate, design-strategies or programs to achieve their objectives in increased performance in a sustainable way.

Appendix 8.11 Stimulating and advancing growth

Porter, *et al.*, (2002) postulates three stages in stimulating and advancing growth, they include the factor-driven stage; an efficiency-driven stage; and an innovation-driven stage. The BEIS (2017b) is advocating for innovation across all Industries to boost productivity and adopt digital-technology in all processes. Because the global economy is at the precipices of Industrial-4.0 which is underpinned by digital technology, Industries are being disrupted creatively. In Industry-4.0, the intelligent enterprise uses data creatively to drive their organization: from technology to product development, customer engagement, and business operations. Intelligent enterprises effectively use their data assets to achieve their desired

outcomes faster – and with less risk (SAP, 2018). New technologies also promise new jobs; for example, Japan already has over a quarter of a million people employed in robotic Industries (Armellini and Pike, 2017).

Appendix 8.12 Density rate

If an enabling environment is created, the micro business of the private sector could create more employment for Gwendraeth-valley . Although the productivity in Wales has been decreasing since the record was being kept, one argument for the low productivity was the low share of the population living close to big cities (Welsh Government, 2018a). Figure 2.15 shows the number of businesses and business density rate in the private sector by English region and UK country, the start of 2018.

Appendix 8.13 Cluster

The World's first semiconductor cluster in Newport is an example and Cross-Hands Food-Park in Cross-Hands is a potential example (WelshGovernment, 2017; CCC, 2015-2030). In the Swansea Bay City Deal (2017), Carmarthenshire was earned mark as Creative-Digital-Cluster and the location of Cross-Hands food park and the Well-Village in Llanelli's present opportunities for the surrounding towns and regions such as Gwendraeth-valley . Clustering may be a tool for achieving economic-growth. According to Porter (2000); Feldman and Audretsch (1999), clustering is a geographical concentration of related Industries in a field though they compete and co-operate with each other. In many cases, the clustering may create labour market pooling and knowledge spillover. It a common feature for firms to locate near one another to learn, benefit and to-speed-the-flow-of-ideas (Ellison, *et al.*, 2010). Similarly, the agglomeration of high value-added in a location could generate other economic activities such as in R&D, technological and managerial innovations. It could generate multiple types of

externalities including knowledge, skills, and input-output linkages or hiring patterns. Delgado, *et al.*, (2016); Mariotti, *et al.*, (2010); Innovate-UK (2016).

Appendix 8.14 Investment and Funding Partnership

On the EU level, there is the European Fund for Strategic Investments (EFSI) is available, the European Investment Advisory Hub and the European Investment Project Portal are provided, and the EC is committed to improving the business environment by removing regulatory barriers to investment both nationally and at EU level (European Commission, 2018). Nonetheless, BREXIT could prevent UK companies from tapping into these resources and the regional effects of Brexit in the UK are still unclear (Bachtler and Begg, 2018)

Appendices 8.15 Statistically representative

Also, Survey would facilitate the economical collection of the statistically representative sample, and standardised data from a sizeable population and allowing easy comparison and is easy to understand. The survey strategy enables the collection of quantitative data and relationships between variables could be established and relationship models could be developed. However, data collected through a survey is unlikely to be wide-ranging and there is a limit to questions that could be asked. Another limitation is respondent errors in filling the questionnaire (Glaser and Strauss, 1967; Saunders, *et al.*, 2016).

Appendices 8.16 Ground-theory

Theoretical sensitivity means the researcher must be sensitive to meanings in the data and generating theory from the data. Grounded-Theory is emergent; therefore, it is imperative to identify categories and focus the research and develop a grounded-theory to explain the identified relationships. Still, the grounded theory must be linked to published theories as the report is prepared (Karlsen, *et al.*, 2014).

Appendix 8.17 Limitations of the study continues

1. General business profile Diversity-Nature of retailers, services, and functions in the town: independent retailers, multiple retailers, distinctive businesses, gaps in provision, and proportion of retail floor space
2. Level of vacant commercial properties in the market town (ground and upper levels)
Footfall trends in a market town
3. The figures in the government statistics on is based on income and employment above are derived from a small sample and the data are rolled together to give multiyear moving averages. Thus, the data may not be totally reliable.
4. The research could not test the potential impact of BREXIT on Investment, employment, and business.

Appendix 8.18 Recommendations for research and practical recommendations continues

1. More charging points is needed for e-cards to protect the environment and improved well-being.
2. Commercialise the tourism of the area using heritage and well-being themes and link more closely to Llanelli well-being village in the future.
3. Create entrepreneurship opportunities for spin-out business opportunities in the area from tourism and well-being.
4. Sponsor a PhD student to develop a commercial Tourism ecosystem with CCC experts.
5. Advised building more houses that could induce increased immigration to Gwendraeth-valley.

6. Qualified builders are needed to create one-man businesses it creates employment and multiplier effect by spending locally.
7. Kidwelly train station needs improvement such as street light for night commuters, telephone box or Taxi number.
8. Footpath and cycle paths linking towns and villages.
9. Apprenticeship programmes specifically for those areas of technology and health.
10. Potential entrepreneurs need motivation (confidence, and risk-taking), mentoring, coaching training and network-setup that is tailored to their need.
11. The “Digital skills and inclusion” programme needs to reach senior citizens. Maybe there could be a service that people could go to people’s homes or businesses to give them the basics to teach them up-front.
12. Provision of short-courses at leisure centres for do-it-yourself. It could be done on a monthly basis. There seem to be a demand especially from women.
13. The use of social media should be considered as another medium of communication or information dissemination and creating public awareness.

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