

**Executive Board Member Decisions Meeting for the Leader
Targeted Finance Fund
2018 - 2019**

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2018/19 Budget Available - £67,000.00

Report Value - £13,000.00

Application Reference: TFF/18/04

Project Title	Enhancement of Visitor Experience and Facilities at Cynheidre Heritage Centre.
Applicant	Llanelli Mynydd Mawr Railway Company Ltd
Ward	Glyn
Key Account Management	<p>The Targeted Finance Fund is a discretionary fund available to Key Account Management (KAM) clients. For an organisation to become a KAM client they must be a third sector not for profit organisation that falls into one of the following 3 categories:</p> <ul style="list-style-type: none"> • Existing social enterprises that have the potential to grow, be sustainable and create employment ✓ • Emerging projects that have the potential to create jobs • Third sector organisations that deliver vital services within our communities
Project Description	<p>The Llanelli & Mynydd Mawr Railway Company was established in 1999 with the initial aim to re-open the old railway track to the old colliery in Cynheidre. This historic line is recognised as Britain's first operating public railway authorised by the Act of Parliament in 1802.</p> <p>Within the past eight years the company has purchased the freehold at the former colliery, a site that covers around 20 acres.</p> <p>Since the incorporation of the charity, a huge amount of work has been carried out by 30 plus dedicated Volunteers, including the construction of a Heritage Centre and stock shed to house their existing engines and rolling stock. Also a platform has been built at Cynheidre and the initial rail for the running line has been laid.</p> <p>They want to expand the project further by extending the running line to incorporate a longer travel distance, to running the buffet service more regularly for users of the cycle path as well as regular open days. This expansion will attract more visitors, increase footfall and boost income.</p> <p>Funding is required to enhance the visitor experience by:</p> <ul style="list-style-type: none"> • Extending and widening the train platform from 20 metres to 42 metres in length and from 2 metres to 6 metres in width to accommodate two-carriage trains and a greater number of

	<p>passengers.</p> <ul style="list-style-type: none"> • Installing mains electricity on site (currently a generator is relied upon). • Purchasing materials (ballast and rail fish plates) for use in an extension of the track to up to three-quarters of a mile. • Clearing vegetation, ground clearance and installation of fencing to enable extension of the track and running of trains. • Installing two crossings to accommodate the rights of the adjoining farm and safe running of trains. • Installation of two existing picnic tables and provision and installation of two further picnic tables. <p>There will be many opportunities for people to become involved in activities, volunteering has been key to the success of the project and is a key factor in reducing isolation and promoting wellbeing and healthy lifestyles. The project provides opportunities for learning skills and provides work experience for those seeking a pathway to greater prosperity.</p> <p>The site affords opportunities for walking and cycling in the area and the company actively supports and promotes such pastimes.</p> <p>LMMR has created a variety of wildlife areas, constructed a 90 metre pond and planted thousands of trees. The strategy is to ensure that the environmental aspects of the site will support and complement the other facilities to provide a unique visitor experience and to fully exploit the educational opportunities available.</p> <p>They work closely with local schools who are enthusiastic about the opportunities for students to learn about the rich industrial heritage of the area and the unique ecological setting of the site. The involvement of schools is an ongoing commitment and covers a new intake of children each year, who undertake guided tours along the site, carry out projects involved with aspects of the history of the railway and have also assisted in environmental work, such as tree and hedge planting and to date several hundred children have been involved in this way.</p> <p>The promotion of Carmarthenshire as a world class visitor destination is helping to boost the local economy, the project seeks to enhance this objective by providing a unique heritage attraction and the project was recently recognised by the Carmarthenshire Tourist Association as highly commended in the category of most exciting new tourism business.</p> <p>All facilities at the site are fully accessible to all and currently every Saturday several people of differing ages and with varying degrees of learning disability attend with their carers to help with work on the site.</p>
<p>Economic Benefit</p>	<ul style="list-style-type: none"> • Number of individuals into training/education - 10 • Number of individuals into volunteering - • Number of individuals into employment - (in subsequent phases) • Number of community groups/organisations assisted - • Number of social enterprises created - • Number of social enterprises supported - • Number of jobs created – (in subsequent phases)

	<ul style="list-style-type: none"> • Number of jobs safeguarded – • Public and private leverage funding - £61,057.25 • Increased awareness of local heritage – 10,000 • Increase in visitor numbers – 10,000
Total Project Cost	£74,057.25- Gross
Eligible Capital	<p>£74,057.25</p> <p>£22,957.20 – Platform extension £13,440.00 – Ballast £20,264.71 – Mains electricity £3,000.00 – Fish plates £2,400.00 – Vegetation clearance £3,600.00 – Track clearance £5,136.68 – Railway crossings £1,620.00 – Fence renewal £1,638.66 – Picnic tables</p>
Eligible Revenue	Nil
Ineligible Costs	Nil
Amount and % of grant requested	£13,000.00 @ 17.6%
Match funding	<p>£61,057.25</p> <p>£59,245.80 – Applied to the Welsh Government Tourism Amenity Investment Support (TAIS) Scheme £1,811.45 – Own funds secured</p>
Cllr and Officer Consultations Undertaken	Nia Griffith MP County Councillor Jim Jones CCC Planning Department Llanelli Rural Council Llanelli Town Council
Evidence of Need / Community Engagement	<p>Unlike local railway centres LMMR is a demonstration line. This means that the current line in place is along the same path as the original Carmarthenshire Tram road (pre 1800) and the Cynheidre Public operating railway (1802) which serviced the colliery at Cynheidre. Their aim is to provide a Heritage Centre and a full size steam and diesel demonstration railway.</p> <p>A major local consultation exercise was undertaken at an early stage of the project and since then the Management Board supported by volunteers has consulted the community for input at every stage as to how best to meet the identified needs and develop the project.</p> <p>Community engagement/support includes:</p> <ul style="list-style-type: none"> • Llanelli Chamber of Commerce • The Princes Trust

	<ul style="list-style-type: none"> • Probation Service • Carmarthenshire Association of Voluntary Services • The Bridgend Valley Railway • Llangollen Railway • Teifi Valley Railway • Gwili Railway • Pontyates Primary School • Five Roads Primary School • Coalfields Regeneration Trust • Heritage Lottery Fund <p>The need and demand for the project was demonstrated by the popularity of the open days held at the site over the past 12 months.</p> <p>On the first open day in September 2017 had an estimated 250 paying adults and children attended, with broadly similar numbers on subsequent open days. Currently the public are only able to visit the site on scheduled days, although the site is now open to visitors by arrangement on Saturdays throughout the year. As further expansion of the facilities take place and subject to availability of our volunteers, the number of open days will steadily increase.</p> <p>Successful Volunteer Recruitment Day, October 28th 2017 and Christmas themed event on December 10th 2017 created a positive buzz around the project.</p> <p>August Bank Holiday 2018 – Afternoon Train Rides and Nature Trail – 130 people attended. Momentum is building and there is an appetite for future events.</p> <p>The project is run entirely by volunteers and there are many opportunities available to them to participate across a range of activities/disciplines, e.g. mechanical and electrical engineering, building/construction, design, marketing/finance, project management, IT and environmental management. The site is easily accessible from Llanelli and surrounding areas and is adjacent to the National Cycle Network, Route 47, adding to the unique attractiveness of the location.</p> <p>The organisation has actively engaged with the Probation Service, Llanelli Naturalists, Llanelli Community Heritage, Llanelli Rural Council and the Territorial Army.</p>
<p>Contributing to key Strategies</p>	<p>The project will align its objectives with:</p> <ul style="list-style-type: none"> • Integrated Community Strategy for Carmarthenshire • The Wellbeing of Future Generations Act (2015) • Transformations – Strategic Plan for Carmarthenshire 2015- 2030 • Swansea Bay City Region Economic Regeneration Strategy • Welsh Government Tackling Poverty Strategy • Tourism Destination Management Plan - 4 key priorities: <ul style="list-style-type: none"> ○ Cycling ○ Heritage and Culture ○ Skills and Training ○ Events

	<p>LMMR's project meets the objectives of the Destination Management Plan, namely:</p> <ul style="list-style-type: none"> • Provide clear 'reasons to visit' and deliver compelling, unique, memorable and high quality visitor experiences. • Create a strong positioning for the county in the context of the country. • Harness the collective strengths of all businesses and organisations that have a role in supporting the visitor economy. • Define Carmarthenshire's unique tourism offer and attract new and existing visitors to the town through innovative and cost-effective marketing. • Improve access to and within Carmarthenshire to encourage better visitor flow, longer stays and higher spend. • Ensure the highest standards of customer service. • Maximise visitor spend and income retention to the local economy. • Improve customer satisfaction to encourage longer and repeat visits, higher spend and levels of positive recommendation. • Foster a culture of continuous improvement, value for money, best practice, learning and sustainability. • Identifying measures of success and monitoring performance. <p>The project will address key themes highlighted in the above strategies:</p> <ul style="list-style-type: none"> • The creation of sustainable jobs in the longer term and the provision of skills/training including volunteering that will support people back into work. • Encouraging a more entrepreneurial culture - starting with the idea, the project team is developing a sustainable business model. Their achievements have recently been recognised by the award from the Carmarthenshire Tourist Association being placed in the highly recommended category of the most exciting new tourism business. • Working with local employers, colleges and schools to provide learning opportunities. • Regeneration of an iconic heritage site which will complement other regeneration schemes in Llanelli.
Ownership/Lease	<p>Ownership: Title Numbers – CYM341256/ CYM181437/ CYM141162</p>
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>LMMR is led by a small team of committed Directors and supported by an able and enthusiastic team of volunteers, all of whom have worked hard to develop the site to its current stage of development. All also recognise that as the facility becomes more commercial in terms of being open to visitors and developing trading revenues, additional competence will be required.</p> <p>The Heritage Centre will generate revenue through a variety of means, including train tickets, refurbished rolling stock, income from group visits, staging of key events around heritage or vintage experiences, income from rental of the café to provide refreshments and also from a cycle hire depot.</p>
Recommendation	Award - £13,000.00
Subject to:	<p>Securing match funding from the Welsh Government's TAIS scheme.</p>

