

**Executive Board Member Decisions Meeting for the Leader
Targeted Finance Fund
2019-2020**

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Report Value - £20,000.00

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Application Reference: TFF/19/04

Project Title	Y Ganolfan (Shire Hall)
Applicant	Menter Bro Dinefwr
Ward	Llandeilo
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>Menter Bro Dinefwr has been successful in securing a Big Lottery Community Asset Transfer Fund (CAT2) and a 99 year lease on the Shire Hall, Llandeilo. The project as a whole is a large scale project worth approximately £1.5m.</p> <p>The aim of Y GANOLFAN project in partnership with Llandeilo Fawr Town Council is to create an innovative, integrated, bilingual and inclusive community facility.</p> <p>This will act as a community and economic development catalyst in the town and surrounding areas. Y GANOLFAN will be a valuable and sustainable resource, offering business, community, tourism, heritage, cultural, linguistic, educational and economic development services. It will be accessible to all members of the community and will operate fully bilingually.</p> <p>As a comprehensive community hub, Y GANOLFAN will strive to improve access to services, encourage community development and engagement, increase participation, develop skills, and offer a range of valuable services and support that will meet the needs of the local community and further afield.</p> <p>The centre will include: 1) Information Centre - tourism; history, culture and heritage, the Welsh language, community</p>

	<p>2) Meeting, training, conference and multipurpose rooms - Llandeilo Town Council, local organisations, activities for young people and families, exhibitions, community events, conferences, training, lifelong learning</p> <p>3) Business and Innovation Hub: a new home for Menter Bro Dinefwr, new headquarters for Llandeilo Town Council, hot desking and office provision, space for pop-up shops and retail area, Welsh resources for locals and tourists and a variety of local produce e.g. Myddfai community project produce.</p> <p>This project will work in partnership with the Towy Valley Cycle path, creating an “Intermediate Hub” which will serve as a physical connection point to the route of the cycleway, providing people a sustainable and healthy travel option, connecting with villages between the two main towns of Carmarthen and Llandeilo.</p> <p>Shire Hall has the full support of the Llandeilo Fawr Town Council who provide both financial support and advice on all matters relating to maintaining and developing Shire Hall as a hub for the community.</p> <p>Specifically, TFF money will be used to develop the reception centre with roller shutters, lockers and a cycle rack for visitors.</p> <p>This project will inevitably create two jobs, and safeguard one job.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of community groups/organisations assisted - 5 • Number of social enterprises supported -1 • Number of jobs created - 2 • Number of jobs safeguarded - 1 • Public and private leverage funding - £1.2 million
<p>Total Project Cost</p> <p>Eligible Capital</p> <p>Eligible Revenue</p> <p>Ineligible Costs</p> <p>Amount and % of grant requested</p> <p>Match funding</p>	<p style="text-align: center;">Overall total project cost £1.2 million</p> <p style="text-align: center;">£30,600 – Roller shutters to secure retail units £2,000 – Lockers to be installed for use by visitors to the town £800 – Bike racks in front of the building, use by visitors and locals, and will support the new cycle track from Carmarthen to Llandeilo £33,400 - TOTAL</p> <p style="text-align: center;">N/A</p> <p style="text-align: center;">£20,000 @ 60 %</p> <p style="text-align: center;">£13,400 – Lottery fund from main project</p>
Cllr and Officer Consultations Undertaken	<ul style="list-style-type: none"> • Cllr. Edward Thomas • Sam Palmer - Project Officer Towy Valley • Life Long Learning - Aberystwyth & Trinity Saint David University • Cyfle Construction • Julian Edwards - Development & Build Heritage Manager • John Woodward - Welsh Government
Evidence of Need / Community Engagement	<p>Consultation and research was undertaken with community, businesses, stakeholders, similar projects, and partners to establish what services and activities are currently available. This ensured that the project would not duplicate or compete with anything existing.</p>

	<p>MBD have held several local consultations, through questionnaires, events, meetings and face-to-face speaking. We have received the support of local residents, visitors to Llandeilo and the town's businesses. A number of local organisations and bodies support our application including:</p> <ul style="list-style-type: none"> • The County Council's Tourism and Marketing Department • The County Council's Business Development Department • Carmarthenshire Tourism Association • Llandeilo Civic Trust • Carmarthenshire Association of Voluntary Services • Tywi Centre • Dyfed Archaeological Trust • Ysgol Gymraeg Teilo Sant • Llandeilo Primary School • Ffairfach Primary School • Ysgol Gyfun Bro Dinefwr <p>A comprehensive feasibility study was produced with the help of Jim O'Rourke in 2014, in which a need was identified for Menter Bro Dinefwr to find a suitable building or centre to relocate. A business plan has been created that proves that it is possible to generate income from the new services offered in order to ensure a sustainable plan in the long term, which will also contribute to the viability of Menter Bro Dinefwr. The building and services are designed in a way that ensures multiple income streams, which also support each other.</p> <p>The scheme will help the sustainability of Menter Bro Dinefwr and ensure the viability of the organisation. By changing the location of Menter Bro Dinefwr offices to Llandeilo town centre this will be a great opportunity to develop a partnership with the town's businesses especially in order to encourage businesses to operate bilingually.</p> <p>A report by Professor Annette Pritchard, an expert in tourism, there is a need for more investment in marketing Wales as a tourist destination in order to meet the Welsh Government's target of growing the sector by 10% by 2020, according to 'to a tourism strategy published in 2013.</p>
<p>Contributing to key Strategies</p>	<p>The Wellbeing of Future Generations Act sets out goals for a healthier stronger Wales with happy communities where every one is treated fairly and equally. Providing services that meet the needs of the families , young people are essential in creating a stronger sustainable communities actively addressing and improving the economic social environment in accordance with the sustainable development principles aimed at achieving the well being goals.</p> <p>Swansea Bay City Region Economic Regeneration Strategy 2013-2030, in that we will be in a position through the project activity for Business growth, retention and specialisation, also maximising job creation through strategic activity planning, processes will put organisation in a better position to grow, retaining and implementing innovation and knowledge in accordance with the changing competitive infrastructures.</p> <p>Carmarthenshire Local Development Strategy:</p>

	<p>To support business growth, retention & specialisation To support a skilled and ambitious workforce To seek to maximise job creation and employment prospects To support the development of a knowledge economy To develop the distinctiveness and attractiveness of the area in terms of tourism and business investment whilst ensuring that Wales as a nation is resilient.</p> <p>Councils Corporate Strategy 2018 - 2013 Create more jobs and growth throughout the county Help people live healthy lives (tackling risky behaviour and obesity) Support good connections with friends, family and safer communities A Council wide approach to support Ageing Well in Carmarthenshire Promote Welsh Language and Culture Building a Better Council and Making Better Use of Resources</p> <p>Swansea Bay City Region Economic Regeneration: Strategic aim 1: Business Growth, Retention and Specialism Strategic aim 3: Maximising job creation for all.</p> <p>The Welsh Government Strategy for Tourism - 2013/2020 - Partnership for Growth This strategy provides the basis for the Welsh Government, the tourism industry and other organisations to focus on the priorities that will deliver a more prosperous and competitive sector.</p> <p>Simply Prudent Health Care published in 2013 by the Bevan Commission considers how Wales can make the most effective use of available resources. In April 2015 the government implemented changes to the care Act that has affected many people that require support, the Act gives more responsibilities to Local Authorities to assess the support required. Many will require support from charities and organisations on a local level, the extension would provide a community space that would be able to deliver a number of key services within the community and with access to on site key medical care.</p>
Ownership/Lease	99 Year Lease
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>This project will bring an Historic Building back into use, that will support the development of a sustainable rural community by improving access to services through the facilities it offers, which are community led, sustainable and of direct benefit to the community.</p> <p>Building connections with the wider community, increasing footfall, providing additional income. This in turn will increase Shire Halls future sustainability and its ability to provide services and activities for future generations.</p>
Recommendation	Award - £20,000.00
Subject to:	Subject to full CCC procurement and State Aid Cover