

CABINET

30TH OCTOBER 2023

10 TOWNS PROGRAMME CAPITAL FUND - KIDWELLY TOWN

Purpose:

To consider an application submitted by Kidwelly Town Council as part of the 10 Towns programme. The aim of the 10 towns programme is to provide designated rural market towns across the County the opportunity of economic growth and sustainability.

Recommendations / key decisions required:

To approve an application submitted by Kidwelly Town Council for support as part of the 10 Towns programme on behalf of the economic growth plan team established in the town.

Reasons:

To support the opportunities identified as part of extensive community consultation and discussion with key stakeholders that will provide economic and social benefits to Kidwelly Town.

The project is seeking funding from both the Shared Prosperity Fund via the Rural Anchor and via the Authority's Ten Towns capital fund. In line with Cabinet decision on the 30th January 2023, this report is being presented to Cabinet due to the fact that the overall request for funding is in excess of £100k.

Cabinet Decision Required YES

Council Decision Required NO

CABINET MEMBER PORTFOLIO HOLDER:-

Cllr. Ann Davies - Rural Affairs & Planning Policy (Ten Towns programme portfolio)
Cllr Hazel Evans – Regeneration, Leisure, Culture and Tourism (Shared Prosperity Fund portfolio)

Directorate: Name of Head of Service:

Jason Jones

Designations:

Head of Regeneration, Policy and Digital

Email addresses:

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EXECUTIVE SUMMARY

CABINET 30TH OCTOBER 2023

SUMMARY OF PURPOSE OF REPORT

Background

The aim of the 10 Towns Programme is to increase the resilience and future growth of Carmarthenshire's rural market towns and their surrounding areas.

The Authority has committed £1m capital funding to support the respective towns to take forward some of the capital aspirations identified within their economic growth plans. This was approved by Executive Board on 21st June 2021. Subsequently, further funding has been secured via the Shared Prosperity Fund Rural Anchor Programme to support the realisation of the town's priority projects.

Kidwelly Town Council has agreed to act as the lead body on behalf of the economic growth plan team which has been established within the town which includes representatives from private, public and third sector organisations.

Application for Consideration:

Kidwelly Town Council

Total project costs: £306,809

Grant requested: £175,000 (10 Towns core fund request: £100,000 & SPF request: £75,000)

Match funding secured: £131,809 from Kidwelly Town Council

Project Summary

The application is seeking funding to improve and alter the Town Square. The reimagined space will function as a focus for the town's civic activities, informal leisure, business uses and improved location for the growing outdoor market.

The area is in the Kidwelly Town Conservation area. Improvements will include the use of traditional material, significant greening of the area, relocation of the bus shelter and repositioning street furniture to create a space that enables further commercial uses such as popups and expansion of the current successful outdoor market.

The proposed project will achieve a number of economic outputs as per below:

- 12 stall holders directly supported through extended market space.
- 6500 increased visitors to the town per annum evidenced by Wi-fi town network data
- 1 tourism initiative supported and developed
- 520 m2 of outdoor space created for events and markets
- 3 carbon zero initiatives supported.
- 1 smart town activities supported.

The development of this project will provide clear economic benefit to the town by increasing the availability of market spaces for local businesses. This will in turn bring in more visitors to the area and increase local spend. This project also provides an opportunity to realise the potential of an underutilised area by redeveloping it into a well-designed vibrant space for existing businesses, local community and visitors alike.

A public consultation has been carried out sharing the proposed designs which was positively supported prior to the planning application being submitted. Planning application PL/04951 was approved on 5th April 2023. The appropriate internal departments have been consulted upon and are in support of the application as well being recommended for approval by an internal grants panel. Subject to gaining cabinet approval, the project will commence as soon as possible with anticipated completion by December 2024.

Kidwelly Town Council has confirmed match funding of £131,809 towards the project.

Recommendation:

To approve a grant request of £100,000 from the Authority's 10 Towns Capital Fund and £75,000 from the Shared Prosperity Fund as part of the Rural Anchor programme.

1. OTHER OPTIONS AVAILABLE

There are no alternative funding sources available for this project. Without Shared Prosperity Fund investment and Core funding, this project would not proceed.

DETAILED REPORT ATTACHED?

NO

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report:

Signed: Jason Jones Head of Regeneration, Policy and Digital

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	YES	NONE	YES	NONE	NONE

1. Policy, Crime & Disorder and Equalities

The Ten Towns initiative has been developed to support the regeneration of rural market towns across Carmarthenshire in line with the County's rural strategy Moving Rural Carmarthenshire Forward. This initiative will also support the delivery of the Carmarthenshire Investment Plan which is aligned with the county's existing strategies and plans including the Economic Recovery Plan, Local Innovation Strategy, Wellbeing Assessment, and the South West Wales Regional Economic Delivery Plan and Corporate Strategy.

The Programme will support the objectives of the Wellbeing & Future Generations Act by targeting interventions which aim to ensure that the Welsh speaking communities of the County remain vibrant and sustainable communities.

2. Legal

The successful applicant will be issued with funding award letters in relation to both named funds in this report. Terms and Conditions will be issued to the applicant which have been verified by CCC legal department. Legal charges will be placed on assets in line with CCC Third party procedures for grant support over £25,000.

2. Finance

The project is funded from two sources: Carmarthenshire County Council capital funds and UK Government Shared Prosperity Fund as part of the Rural Anchor programme. Match funding has also been secured from Kidwelly Town Council of £131,809.

5. Risk Management Issues

A programme level risk management process will be followed to ensure that risk is assessed and managed at all levels.

A key risk is the short delivery timeframe of SPF with all 3rd party grants required to be financially completed by the end of December 2024.

At a project level, a risk register will be maintained together with appropriate mitigation measures. The Rural Anchor Team who are responsible for administering both named funds will closely monitor progress of the project individual awards. Where a lack of progress is being made, applicants will need to provide clarification as to how they will be able to deliver against the original approved amount. As a last resort this may mean suspension of a project mid delivery.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Jason Jones Head of Regeneration, Policy and Digital

1. Scrutiny Committee request for pre-determination	N/A
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2. Local Member(s)

Elected Members Cllr Crish Davies and Cllr Lewis Eldred Davies have been consulted on an on-going basis as part of the growth plan team meetings and are supportive of the projects.

3. Community / Town Council: On-going consultation with Kidwelly Town Council in the development of the proposal.

4. Relevant Partners

Kidwelly Growth plan team which includes a variety of key stakeholders from private, public and third sector organisations.

5. Staff Side Representatives and other Organisations N/A

CABINET MEMBER PORTFOLIO HOLDER(S) AWARE/CONSULTED	YES
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Section 100D Local Government Act, 1972 – Access to Information List of Background Papers used in the preparation of this report:

Title of Document	File Ref No.	Locations that the papers are available for public inspection
10 towns Kidwelly	10T- KTC	County Hall