

Cabinet Meeting

15th April 2024

Subject: Ten Towns Programme (Revenue Fund)

Purpose:

To consider an application seeking financial assistance from the Ten Towns Revenue Fund

Recommendations / key decisions required:

To approve an application submitted as part of the Ten Towns revenue fund:

Applicant: Newcastle Emlyn Town Council
Project title: Events Programme Support in Newcastle Emlyn
Grant Requested: £14,800

Reasons:

To support a project that aligns with the towns economic growth plan that will provide economic and social benefit to Newcastle Emlyn. Given the conflict with Cabinet Member for Regeneration, Leisure, Culture and Tourism, the legal team has advised that the report should be considered by Cabinet.

Cabinet Decision Required YES

Council Decision Required NO

CABINET MEMBER PORTFOLIO HOLDER:-

Cllr. Hazel Evans - Cabinet Member for Regeneration, Leisure, Culture & Tourism

Cllr Ann Davies – Cabinet Member for Rural Affairs, Community Cohesion and Planning Policy

Directorate: Chief Executives	Designations: Head of	Tel: 01267 242367
Name of Head of Service:		Email addresses:
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Report Author:		
Rhian Phillips	Economic Development Area Manager	mrphillips@carmarthenshire.gov.uk

EXECUTIVE SUMMARY

SUBJECT: Ten Towns Programme (Revenue Fund)

1. SUMMARY OF PURPOSE OF REPORT.

Purpose:

To consider an application submitted as part of the Ten Towns revenue fund.

Background

The aim of the Ten 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. To complement the capital projects, further revenue funding has been secured from the UK Government's Shared Prosperity Fund as part of the Rural Anchor.

Each town has been given the opportunity to apply for funding of up to £20,000 to be delivered before the end of December 2024. Newcastle Emlyn Town Council has already received funding of £4,800 via this revenue fund. This report seeks approval to support a second application by Newcastle Emlyn Town Council that will enable the area to maximise from the funding that is available to them.

The application has been assessed by an internal funding panel before being presented to Cabinet for final decision.

Application for consideration:

Applicant: Newcastle Emlyn Town Council
Project name: Events Programme Support in Newcastle Emlyn
Grant Requested: £14,800

Newcastle Emlyn Town Council, on behalf of the 10 Towns Growth Plan Team, is seeking funding to support the development of both national and local events in Newcastle Emlyn to help raise the profile and increase visitors to the town and surrounding area.

Funding is being sought to support British Cycling's Junior National Time Trial and National Road Race Championships in Newcastle Emlyn in June 2024. Having successfully hosted the Welsh Road Race Championships in 2022 and the Men's Road Race Championships in 2023, the announcement by British Cycling to host the 2024 Junior National championships in Newcastle Emlyn presents a significant opportunity for the town to raise its profile as a place to visit and stay. Local business will be engaged in the organisation of the event, thus ensuring that they are able to maximise visitor spend from the event.

As part of Newcastle Emlyn’s ambitions to increase the number of events within the town, funding is also being sought for the following:

- the purchase of branded gazebos and a sound system for use by local event organisers, helping to reduce costly, recurring costs that event organisers need to fund on an annual basis e.g. Victorian Christmas Event, Fair Trade Event and Music in the Park event etc
- Funding to develop content for the town’s digital interactive screen for visitors to access
- Consultancy costs to provide marketing and mentoring support to active groups and event organisers to ensure a lasting legacy for the town.

The project has the full support of Newcastle Emlyn’s Ten Towns Growth Plan Team, Newcastle Emlyn’s Traders group and the newly established Newcastle Emlyn & District Collective whose aim is to raise the profile of the town and surrounding area through the development of an annual calendar of events.

Project Delivery timeline

The project will begin as soon as fully approved. The project must be completed by end of December 2024 in line with the Shared Prosperity funding period.

Outputs to be achieved

Number of local events or activities supported	4
Number of volunteering opportunities supported	20
Number of people reached	2500
Increased visitor numbers	1000

Recommendation

To approve a grant request of £14,800 from the Ten Towns revenue fund.

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The option of not approving this project in whole or part is open to Cabinet. However non approval will mean that the local community will lose out from the economic and social benefits of the project.

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	Bio-diversity & Climate Change
YES	YES	YES	NONE	YES	NONE	NONE	NONE

1. Policy, Crime & Disorder and Equalities

The 10 towns programme provides an opportunity for rural market towns to create new economic benefit and opportunities developed as a recommendation from the Moving Rural Carmarthenshire Forward Plan.

The above is aligned with the county's existing strategies and plans including the Local Investment Plan for Carmarthenshire, Economic Recovery Plan, Local Innovation Strategy, Wellbeing Assessment, and the South-West Wales Regional Economic Delivery Plan and Corporate Strategy.

The project will also deliver against the Authority's Vision Statement which identifies the Ten Towns initiative as a key priority in 'Making our communities and environment, healthy, safe and prosperous' places to live.

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

Terms and Conditions will be issued to the applicant which have been verified by the Authority's legal team.

3. Finance

The funding is made available as part of the 10 towns programme with funding secured from the UK Government Shared Prosperity Fund as part of the Rural Anchor. A budget of £200,000 is available for the delivery of this fund which equates to £20,000 per town.

4. Risk Management

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 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.

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	NO
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If yes include the following information: - N/A

Scrutiny Committee	
Date the report was considered:-	
Scrutiny Committee Outcome/Recommendations:-n/a	

2. Local Member(s)

Cllr. Hazel Evans who is supportive of the application.

3. Community / Town Council

Newcastle Emlyn Town Council who have submitted the application on behalf of the wider community.

4. Relevant Partners

Members of the established growth plan team in the town consisting of key stakeholders from public, private and third sector are supportive of the project.

Support has also been provided by the Newcastle Emlyn Collective group and Newcastle Emlyn Traders group.

5. Staff Side Representatives and other Organisations

As per individual report

<p>CABINET MEMBER PORTFOLIO HOLDER(S) AWARE/CONSULTED</p> <p>YES</p>	<p>Include any observations here</p> <p>Cllr. Hazel Evans - Cabinet Member for Regeneration, Leisure, Culture & Tourism who is supportive of the project.</p> <p>Cllr Ann Davies, Cabinet Member for Rural Affairs, Community Cohesion and Planning who is supportive of the project.</p>
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Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
10 Towns Newcastle Emlyn		County Hall