

Document Pack



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TUESDAY 22ND MARCH 2016

I HEREBY SUMMON YOU TO ATTEND A MEETING OF THE **EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR REGENERATION & LEISURE** WHICH WILL BE HELD IN THE **DEMOCRATIC SERVICES COMMITTEE ROOM, COUNTY HALL, CARMARTHEN**, AT **10.00 AM**, ON **WEDNESDAY, 30TH MARCH, 2016** FOR THE TRANSACTION OF THE BUSINESS OUTLINED ON THE ATTACHED AGENDA

Mark James

CHIEF EXECUTIVE



PLEASE RECYCLE

Democratic Officer:	Martin S. Davies
Telephone (direct line):	01267 224059
Fax:	(01267) 224911
E-Mail:	MSDavies@carmarthenshire.gov.uk
Ref:	AD016-001

A G E N D A

1. DECLARATIONS OF PERSONAL INTERESTS.
2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 16TH FEBRUARY 2016. 3 - 4
3. FINANCIAL ASSISTANCE FROM THE WELSH CHURCH FUND. 5 - 56

**EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR
REGENERATION & LEISURE**

TUESDAY, 16 February 2016

PRESENT: Councillor: M. Gravell (Executive Board Member).

The following Officers were in attendance:

M.S. Davies, Democratic Services Officer
J Howells, Community Regeneration Assistant
C Owen, Community Regeneration Assistant

Democratic Services Committee Room, County Hall, Carmarthen - 10.00 - 10.30 am

1. DECLARATIONS OF PERSONAL INTERESTS.

There were no declarations of interest.

2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 14th JANUARY 2015.

RESOLVED that the decision record of the meeting held on the 14th January 2016 be signed as a correct record.

3. FINANCIAL ASSISTANCE FROM THE WELSH CHURCH FUND

RESOLVED that the following applications for assistance from the Welsh Church Fund be approved subject to the usual terms and conditions and those specified in the report:-

<u>Applicant</u>	<u>Award</u>
Antioch Christian Centre	£10,000.00
St. Teilo's Church – Llandeilo	£3,000.00
Bethlehem Congregational Chapel	£2,060.00
Newcastle Emlyn Bowling Club	£3,000.00
St. David's Church – Betws	£1,729.18

CHAIR

DATE

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EXECUTIVE BOARD MEMBER 30/03/2016

Executive Board Member:	Portfolio:
Cllr. Meryl Gravell	Regeneration & Leisure

FINANCIAL ASSISTANCE FROM THE FOLLOWING GRANT FUND: TARGETED FINANCE FUND

Recommendations / key decisions required:

Targeted Finance Fund – Annex

Total Number of Applications - 12 Total Value = £140,919.00

Total Applications – 12

Total Value - £140,919.00

Reasons:

Development of Sustainable Communities within Carmarthenshire

Directorate	Designations:	Tel: 01267 242367
Name of Head of Service: Helen L Morgan	Development Manager Regen & Policy	HLMorgan@carmarthenshire.gov.uk
Report Author: Jonathan Hancock	Flagship Social Enterprise Development Officer	Tel: 01269 590216 JonHancock@carmarthenshire.gov.uk

Declaration of Personal Interest (if any):None

Dispensation Granted to Make Decision (if any):N/A

DECISION MADE:

Signed:

DATE: _____

EXECUTIVE BOARD MEMBER

Recommendation of Officer adopted	YES / NO
Recommendation of the Officer was adopted subject to the amendment(s) and reason(s) specified:	
Reason(s) why the Officer's recommendation was not adopted:	

EXECUTIVE SUMMARY
EXECUTIVE BOARD MEMBER REGENERATION AND POLICY
30th March 2016

**FINANCIAL ASSISTANCE FROM THE FOLLOWING GRANT FUND:
 TARGETED FINANCE FUND**

To approve the following

RECOMMENDATIONS / KEY DECISIONS REQUIRED:

Targeted Finance Fund – Annex 1

Total Number of Applications - 12 Total Value = £140,919.00

Total Number of Applications – 12 Total Value = **£140,919.00**

DETAILED REPORT ATTACHED?

YES - ANNEX

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: Helen L Morgan Development Manager Regeneration & Policy

Policy and Crime & Disorder NONE	Legal NONE	Finance NONE	ICT NONE	Risk Management Issues NONE	Organisational Development NONE	Physical Assets NONE
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CONSULTATIONS

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

Signed: Helen L Morgan Development Manager Regen & Policy

1. **Local Member(s)** As per individual reports
2. **Community / Town Council** As per individual reports
3. **Relevant Partners** As per individual reports
4. **Staff Side Representatives and other Organisations** As per individual reports

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
TFF	TFF-15-09;TFF-15-10;TFF-15-11; TFF-15-12;TFF-15-13;TFF-15-14; TFF-15-15;TFF-15-16;TFF-15-17; TFF-15-18;TFF-15-19;TFF-15-20.	Community Bureau, Grants Section, Business Resource Centre, Parc Amanwy, New Road, Ammanford. Carmarthenshire. SA18 3EP



EICH CYNGOR arleinamdani
www.sirgar.llyw.cymru

YOUR COUNCIL doitonline
www.carmarthenshire.gov.wales

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**Regeneration & Leisure Executive Board Report
Targeted Finance Fund 2015- 2016
Report Author: Jonathan Hancock
Jonhancock@carmarthenshire.gov.uk**

Tel: 01269 590216

Balance Available: £145,919.00

Report Value: £140,919.00

Targeted Finance Fund 2015/16

1 of 12

Application Reference: TFF/15/10

Project Title	Llangathen Temperance Hall Restoration
Applicant	Llangathen Hall Committee
Ward	Llangathen - Tywi
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>Built as a Temperance Hall in 1906, this unique building in a critical state of disrepair; urgent attention is required to ensure its survival at the heart of the community for the next generation. The Hall is situated in the village's Conservation Area, a Grade II listed building of distinctive Edwardian character, an early example of a concrete structure, built in Tudor-Gothic style and retaining many interesting features.</p> <p>The Hall is at the centre of community life, a hub for the community and an essential meeting place for all local residents. Due to its declining state, usage is declining. Funding is required to prevent any further deterioration and to upgrade the Hall and surrounding grounds. The Hall in its current condition is a barrier to growth opportunities; the upgrade will allow them to create a vibrant and sustainable community enterprise.</p> <p>Refurbishment work is needed to ensure this vital community hub remains in the longer term. TFF capital funding is required as a contribution to the extensive renovation:</p> <p>Element 1:</p> <ul style="list-style-type: none"> • Kitchen • Toilets • Heating • Electrics <p>Element 2</p> <ul style="list-style-type: none"> • External renovations

- **Casement Windows, Doors, Fascias, Eaves, Soffits and Rainwater goods**
- **Will all be renovated or replaced using specialists in heritage work.**

Element 3

- **Internal renovations**
- **Parquet flooring**
- **Decorating** – (volunteer help from Llandeilo branch of Round Table, the committee, trustees and other community volunteers.)
- **External renovations**
- **Bay windows and stained glass.**

Grounds

- The grounds will be landscaped with new parking area laid and disabled paths, along with seating area.
- In order to carry out this work they will use volunteer labour from the community and Aberglasney Gardens has offered expert and voluntary help with this.

Equipment/Services

- New equipment will be required after refurbishment.
- They are currently holding a variety of fundraising events.
- Identified funding sources, through Leader and RCDF to equip the hall enabling essential access to services being delivered for the benefits of the community.

Following the upgrade and transformation the hub will play a key role for access to services, there will be a full timetable of diverse activities with the set aim of increasing footfall and income thus increasing turnover. The Trustees have the vision and experience to deliver this exciting regeneration project for the community with the aim of it becoming sustainable in the longer term.

Providing opportunities to access education and training - The project will provide a variety of lifelong learning opportunities including Welsh Language and ICT, First Aid, Food Hygiene, grounds maintenance and various others currently being discussed with organisations.

ICT training will allow the community to pay bills online, become digitally and financially included, to be able to access a wider choice of products, to prepare individuals to be able to feel confident applying online, to have better money management and control, and to reduce social isolation.

Cultural Activities – Creating interesting environment in which people enjoy a variety of events and activities together. They will enjoy the ownership of developing a programme of events to suit their specific tastes and which are of interest to them as a group.

Recreational Activities – Healthy lifestyle and fitness classes.

Project Management Structure - the experienced Committee consists of 10

	Trustees and 4 non-voting members. Professional qualifications include project management, construction, surveying, legal matters, accountancy, marketing and ICT. They all are passionate about community regeneration, have a wealth of local knowledge and the key pertinent skills to ensure successful project development and delivery.
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 30 • Number of individuals into volunteering – 40 • Number of individuals into employment - 0 • Number of community groups/organisations assisted - 20 • Number of social enterprises created – 0 • Number of social enterprises supported - 3 • Number of jobs created – 1 • Number of jobs safeguarded - 0 • Public and private leverage funding - £160,000 • Increased Turnover - £20,000 • Increase Access of services – 20 • Floor Space created/improved – 260m2 • New or improved existing skills – 150 • Increased Footfall – 150% <p>Promote economic success by:</p> <ul style="list-style-type: none"> ▪ Providing local employment - The project will, wherever possible, use local contractors and craftspeople to carry out the renovation. Coleg Sir Gar has been offered the opportunity to use the building in order to train students in plasterwork and woodwork renovation and restoration. ▪ Providing training for volunteers on aspects of running the Hall - as noted above training opportunities has been offered to the local college. They will also provide training for volunteers on all relevant aspects of running the Hall successfully. ▪ Encouraging local production, provision and consumption of goods and services - the project will provide services to the community that are not available at present. It will encourage the community to design, produce and run a range of services for their own use and benefit, such as educational, social, recreational and cultural services. ▪ Providing opportunities to access education and training - The project will improve access to education and training, it will provide a variety of lifelong learning opportunities including Welsh Language and ICT. Volunteers will be trained to maintain and run the Hall for the community. This will include First Aid, Health and Safety, Food Hygiene and Grounds maintenance. Links with key providers will be established to include Workways and Un Sir Gar.
Total Project Cost	£200,000.00 – gross
Eligible Capital	£180,000.00
	£20,000.00

<p>Eligible Revenue</p> <p>Ineligible Costs</p> <p>Amount and % of grant requested</p> <p>Match funding</p>	<p>Volunteer time</p> <p>Nil</p> <p>£20,000.00 @ 9%</p> <p>£180,000.00</p> <p>£20,000 – Own funds - secured £50,000 – Lottery People & Places - secured £10,000 – Welsh Church fund - secured £20,000 – Garfield Weston – applied £2,500 – Millennium Trust Fund – applied £5,000 – Lottery Awards for All – secured £5,000 – Screw fix – applied Topps Tiles - nominated £40,000 – Historical Grants fund CADW - applied £20,000 – Volunteer time in kind, labour and expertise - secured £7,500.00 – Postcode Lottery – due to apply Donations and Fundraising – ongoing</p>
<p>Cllr and Officer Consultations Undertaken</p>	<p>The following have been consulted and are fully supportive of the proposals:</p> <ul style="list-style-type: none"> • James Yeandle – CCC Conservation Officer • Cllr. Cefin A Campbell • Hywel Humphreys – CCC Senior Valuer • Rhian Furlong – WWEC Grants Support Officer • Bethan Walters – LEADER Co-ordinator • Suzanne Brown – Funding Officer Big Lottery Fund • Hywel Dda University Health Board • Berian Allcock – Area Sports & Leisure Manager • Catherine Poulter – Locality Manager • Kim Rees – Coleg Sir Gar <p>Consultation has been undertaken with the following regarding spearheading growth potential opportunities and delivery of access to services:</p> <p>Un Sir Gar - Emma Rees, Gateway Manager – exploring the delivery of their services on an outreach basis in the rural wards.</p> <p>Aberglasney Gardens – are fully supportive and welcome working collaboratively with the Hall.</p> <p>Court Henry, Gwynfe and Pontargothi Hall have been consulted and are fully supportive of the regeneration plans for Llangathen. Each stated the role of halls as essential community hubs, they are key assets which deserve investment and vital for creating vibrant sustainable communities.</p>
<p>Evidence of Need / Community Engagement</p>	<p>Extensive community consultation demonstrates the role of the facility in the locality and the need of capital investment to undertake physical works which will allow for essential services and community regeneration activities to take place.</p>

The general result of the consultations outlines the community's concerns about the lack of a suitable multi-purpose community facility to meet their social, cultural and recreational needs. Many residents are feeling lonely and increasingly isolated; their social lives are adversely affected. They want a community meeting-place which will allow them to meet regularly with others in the community and a reputable facility to provide key access to services which currently do not exist.

Two public meetings were held in 2013, both were well attended and from these meetings the community elected a Committee to act as its representatives and launch the project.

Throughout 2014 the Committee met fortnightly. Focus groups were established to undertake specific tasks. Over a period of four months a series of consultation and research exercises were undertaken to identify the needs of the community and to define the key areas people wanted addressed.

Face to face meetings were popular; Committee members visited people in their homes, work places and after community meetings and Church gatherings. They asked what they felt about current social services available; the interviews were informal, relaxed and people were eager to be involved and to give information.

- **Letters** were collected from people who preferred to state in their own words what they felt the issues were and how they could be rectified. Common themes were highlighted.
- **Letters of current and proposed use** were collected from organisations that were either currently providing a social service to the community or proposed they would be able to in the future should the hall renovated.
- **Questionnaires and Surveys** were undertaken around the village, each household had an opportunity to participate.

Pleasingly over 75% responded. 180+ responses were received, some from individuals others from families or households. In addition 19 letters voicing support were submitted.

The use of **Social media** has been a revelation and has been a powerful communication tool allowing them to actively engage with additional people with the project. Many have been encouraged to take part and feel involved as well as keeping them informed.

- **Website** (llangathenvillagehall@wordpress.com) is regularly updated and invites comments from visitors.
- **Bilingual Newsletter** delivered quarterly to all homes in the community, keeps people informed and invites suggestions.
- More recently a **Facebook page** has been created which has proved highly useful as a means of publicising events, gaining feedback and involving people.

Consultations with potential user groups and organisations have been encouraging - 22 Letters of Support and e-mails were received from service providers and organisations covering a broad spectrum of activities that will be highly beneficial when available to the community.

Previously the Hall would have facilitated varied usage - youth clubs; sport

	<p>clubs, schools, drama groups, women’s associations, chapel and church have all held regular activities and functions in the Hall. There are no similar groups and organisations within the community at present due to lack of facilities. Findings from the surveys indicate a distinct need to re-establish some of these groups in addition to introducing new activities. The newly launched Hall will fill a gap in provision locally.</p> <p>Evidence from published studies into loneliness in rural communities</p> <ol style="list-style-type: none"> 1. ‘Group activities and community participation are particularly useful in effectively combating loneliness and the effects of lack of local services.’ (Age UK 2014) 2. Alex Haslam, professor of Social Psychological at Exeter University, found that people with active social lives recover faster after an illness and that older people who participated in social gatherings kept their memories longer (Haslam et al 2014, Social Science)
<p>Contributing to key Strategies</p>	<p>Carmarthenshire County Council recognises the issues surrounding loneliness and social isolation. Their Strategic Equality Plan 2012 -2016 states; ‘Our vision is for “A Carmarthenshire that enables people to live healthy and fulfilled lives by working together to build strong, bilingual and sustainable communities.’</p> <p>Two objectives of this policy are:</p> <ul style="list-style-type: none"> • To work and support community cohesion. • To work to improve the confidence of local communities that we are tackling the issues that matter most to them (<i>Integrated Community Strategy</i>). <p>This community needs the help and support necessary to create cohesive society and to develop the confidence to work together for the benefit of tackling the issues that they feel are most important to their lives and those of future generations.</p> <p>Carmarthenshire Local Development Plan – The Role of Sustainability - Sustainable future for Carmarthenshire.</p> <p>The UK’s shared framework for Sustainable Development (SD) states that the goal of SD is to: ‘enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life without compromising the quality of life of future generations.’ (Ref: One Future Different Paths – D.E.F.R.A. 2005)</p> <ul style="list-style-type: none"> • To ensure a community which is safe, sustainable, where people have access to services and enjoy good health. <p>Swansea Bay City Region Economic Regeneration (2013 - 2030) - Empower the community and voluntary sector to take a role in the development, delivery and testing of new approaches to public service delivery including increasingly personalised provision.</p>
<p>Ownership/Lease</p>	<p>The Temperance Hall is owned by the community and run by Trustees. It is a Registered Charity.</p>
<p>Business Plan/Officer Comments</p>	<p>As part of the Key Account Management function Llangathen Hall Committee will continue to receive Officer support in order to better assist the organisation to achieve the targets outlined in their key strategic documents. The Officer will create a support package and give practical</p>

<p>including details of support moving forward/next steps linked to growth and sustainability</p>	<p>guidance on marketing planning, financial planning and business planning with the aim of achieving economic growth and sustainability. The aim is to have a full timetable of events, which will provide them with growth potential to:</p> <ul style="list-style-type: none"> • Increase footfall • Generate Income • Increase Turnover <p>Continued KAM Officer support in order to better assist achievement of targets outlined in their key strategic documents by means of the following:</p> <ul style="list-style-type: none"> • Frequent meetings with the Management Team to devise and implement their Action Plan • Marketing planning • Financial planning • Business planning with the aim of achieving economic growth and sustainability • Online bookings timetable • Marketing Plan – diverse programme of events • Partnership working and collaboration with community and key stakeholders including Aberglasney Gardens • Expand role within wider geographical area • Welsh Language provision • Volunteer Programme • Digital Inclusion • Access to key services • Apply for LEADER funding • Apply for RCDF funding • Job Creation • To augment economic growth plans to ensure its long term sustainability
<p>Recommendation</p>	<p style="text-align: center;">Award - £20,000 Capital Costs</p>
<p>Subject to:</p>	

2 of 12

Application Reference: TFF/15/17

<p>Project Title</p>	<p style="text-align: center;">Community Tech Volunteering</p>
<p>Applicant</p>	<p style="text-align: center;">Mess up the Mess</p>
<p>Ward</p>	<p style="text-align: center;">Ammanford</p>
<p>Key Account Management</p>	<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

	<ul style="list-style-type: none"> • Third sector organisations that deliver vital services within our communities ✓
<p>Project Description</p>	<p>The Community Tech Volunteering Project has been in existence for the past eight months, to up-skill and empower excluded, isolated and disengaged young people including those that are NEET, through training, volunteering and community activity and opportunities, providing young volunteers the opportunity to volunteer in events in the Amman Valley community and beyond.</p> <p>This project is to safeguard a Volunteer and Engagement Coordinator who will continue to work in partnership with Youth, Community, Voluntary, Educational and Training organisations to ensure the hard to reach young people who would most benefit are fully engaged and participating.</p> <p>The post holder will run a series of outreach and taster workshops, also information sharing events in accessible and youth friendly establishments. Participants will be supported to take part in a range of training opportunities including but not limited to:</p> <ul style="list-style-type: none"> • Technical theatre training • Event co-ordination training • Preparing for volunteering <p>Some roles the Volunteers will fulfil are:</p> <ul style="list-style-type: none"> • Technically trained lighting support assistants • Technically trained sound support assistants • Technically trained assistant stage managers and events assistants. <p>These trained and skilled Volunteers will then support community groups and organisations to volunteer on at least two events, sharing their ideas and technical skills to enhance the events and become integrated within the community.</p> <p>All volunteers will receive accredited training which will increase their skills and knowledge, assisting in employment opportunities. Young people will benefit from gaining accredited training and valuable volunteering experiences, integrating them within the community, increasing their confidence and raising aspirations.</p>
<p>Economic Benefit</p>	<ul style="list-style-type: none"> • Number of individuals into training/education – 90 (to become Peer Leaders) • Number of individuals into volunteering – 20 • Training Sessions Delivered - 3 • Number of individuals into employment – 6 • Number of community groups/organisations assisted – 10 • Number of social enterprises created • Number of social enterprises supported • Number of jobs created • Number of jobs safeguarded – 1 • Public and private leverage funding - £12,727.75

Total Project Cost	£25,455.50
Eligible Capital	Nil
Eligible Revenue	£25,455.50
Ineligible Costs	£21,077.90 – Co-ordinator salary, Employer NI, & Employer Pension contribution
Amount and % of grant requested	£2,160.00 – Staff & Volunteer expenses £1,917.60 – Training & Accreditation costs £100.00 – Training Materials £200.00 – Volunteer Awards Event
Match funding	Nil £12,727.75 @ 50% £12,727.75 WCVA Volunteering in Wales Fund – Applied, decision in June 2016
Cllr and Officer Consultations Undertaken	<p>The following individuals and community organisations have been engaged with and offer full support for the proposal:</p> <ul style="list-style-type: none"> • Cllr. David Jenkins • Cllr. Kevin Madge • Cllr. Ryan Bartlett • Cllr. Anthony Jones • Cllr. Anthony Davies • Cllr. Deian Harries • Cllr. Sian Thomas • Cllr. Glynog Davies • Carmarthenshire CC Youth Services • Amman & Gwendraeth Valleys Young Peoples Partnership • Carmarthenshire Youth Offending/Prevention Schemes • Glanaman Youth Clubs • Streets Youth Project • Arts Care • Disability Arts Cymru • Pantyffynnon Communities First • Careers Wales • Jobcentre Plus <p>Comments include:</p> <p>No other organisation locally or regionally provides free accredited volunteer programmes through the arts. Young people who have an interest in technical theatre and event volunteering would either have to train in college or university.</p>
Evidence of Need / Community Engagement	Mess up the Mess recently mapped provision for young people within the Amman Valley and Carmarthenshire and identified the following gaps in provision:

	<ul style="list-style-type: none"> • Work that uses the arts as a vehicle for youth development • Leadership Training • Accessible and attractive volunteering opportunities • Rural areas where there is little or no youth arts provision • A focus on using the arts to increase employability • Inclusive provision • Youth arts provision that reaches out to disadvantaged young people. <p>Extensive consultation with young people demonstrates that there are few opportunities for young people to become actively involved within community life in activities that interest them like arts and drama. The age profile of local community halls and groups is older and therefore young people can sometimes feel detached and isolated.</p> <p>Community Tech volunteering has created opportunities for volunteers from rurally deprived areas' and disadvantaged backgrounds to develop skills and raise aspirations aiding community development and social inclusion, referrals are made through current partners such as;</p> <ul style="list-style-type: none"> • Carmarthenshire Youth Services • Amman & gwendraeth Valleys Young Peoples Partnership Forum • Carmarthenshire Youth Offending Prevention Schemes • Glanaman Youth Clubs • Streets Youth Project • Arts Care • Disability Arts Cymru • Pantyffynnon Communities First • Careers Wales
<p>Contributing to key Strategies</p>	<p>Carmarthenshire's Single Integrated Plan has highlighted the following areas of priority, which CTV will support:</p> <ul style="list-style-type: none"> • Improving skills and training • Developing and inclusive society • Reducing anti-social behaviour • Ensuring the promotion of the Welsh language and culture • Retaining and attracting young people to the county and maximising their achievements and aspirations. <p>The CTV project will support many of the priorities of the Wales Programme for Government, including:</p> <ul style="list-style-type: none"> • Growth and Sustainable Jobs: through providing training in specific and transferable skills • Equality: through providing inclusive training for young people of all backgrounds • The Culture and Heritage of Wales: through providing training in technical theatre arts and providing opportunities to volunteer to support local cultural events through the mediums of Welsh, English and bilingually. <p>The Integrated Strategy for Carmarthenshire for 2011-2016</p>

	<p>The Community Technical Volunteering project will:</p> <p>Help people in Carmarthenshire be healthier through:</p> <ul style="list-style-type: none"> • Providing positive volunteering opportunities for disadvantaged young people which will increase their confidence, self esteem and improve mental health • Providing more and higher quality opportunities for audiences in Carmarthenshire to engage in community events • Help people in Carmarthenshire to fulfil their learning potential through: • Creating opportunities for accredited training in technical theatre and event organisation for NEET young people and those at risk of becoming NEET • Help people in Carmarthenshire feel safer through: • Creating visible opportunities for young people to volunteer in their communities portraying them in a positive light and reducing inter-generational fear <p>Support sustainability in Carmarthenshire’s communities and environment by:</p> <ul style="list-style-type: none"> • Creating local opportunities for training, volunteering and employment • Sustaining high quality event provision in the local community • Reducing the distance people need to travel to access training, volunteering and community events • Adopting environmentally friendly policies in the reuse and recycling of materials <p>Support Carmarthenshire’s economy to be stronger and more prosperous through:</p> <ul style="list-style-type: none"> • Helping to sustain 5 high skilled jobs in Ammanford at Mess Up The Mess • Developing the skills base of local young people • Developing opportunities for young people to gain experience through volunteering in their community • Creating more opportunities for community activity, generating potential economic benefits at a local level. <p>CTV supports the broad aims of contributing to the eradication of child poverty as set out in the Tackling Poverty Action Plan 2012-2016 by:</p> <ul style="list-style-type: none"> • Providing training and other learning opportunities that engage disadvantaged young people who may not normally engage with education • Supporting young people to build on their achievements to progress into employment and further learning • Remove other barriers to employment such as the accessibility of transport and buildings and poverty of aspiration by helping people to move on to the employment ladder • Providing opportunities for young people to engage with their communities through volunteering
Ownership/Lease	N/A
Business Plan/Officer	As part of the Key Account Management function Mess up the Mess will continue to receive Officer support in order to better assist the organisation to

<p>Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>achieve the targets outlined in their key strategic documents. The Officer will create a support package and give practical guidance on marketing and business planning with the aim of achieving economic growth and sustainability.</p> <p>Frequent meetings are scheduled to discuss their ongoing needs, supporting them to grow, and to implement their Action Plan, key growth areas include:</p> <ul style="list-style-type: none"> • Linking with Un Sir Gar • Engaging more with CCC Theatres • Partnership working. • Expand role within wider geographical area • Welsh Language provision • Volunteer Programme • Digital Inclusion • Access to key services • Job Creation <p>Keeping investment in the local economy by providing a resource for local halls and community groups, increasing the local economic multiplier effect through encouraging money to be spent in the local community.</p> <ul style="list-style-type: none"> • Create a resource for training young people – up-skilling them and increasing employability as well as providing employment and volunteering opportunities. • Provide a resource for local community groups and venues – improving capacity and helping them generate income through higher profile events • Improve the sustainability of MUTM through removing need to hire technical equipment as well as being able to hire it out to other local organisations. <p>Motivating young people through bespoke bilingual projects and experiences that respond to their needs, concerns and interests, to include:</p> <ul style="list-style-type: none"> • Training schemes including peer leader volunteer training • Apprentice Theatre • Life & social skills workshops • Work Placements • Mentoring Schemes • Bilingual, Welsh and English language workshops <p>A forward thinking company providing contemporary digital arts training for young people in this digital era.</p>
<p>Recommendation</p>	<p>Award - £12,727.75</p>
<p>Subject to:</p>	

Project Title	Engine Shed at Bronwydd Arms
Applicant	Gwili Railway Company
Ward	Cynwyl Elfed
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 Gwili Railway Company is a company limited by shares. It owns the land that the railway runs on and most of the locomotives and rolling stock. All shares are regarded as donations and all profits are ploughed back into the company to further develop the railway. The company employs a number of individuals who help run the railway. These employees are assisted by a large group of volunteers (approximately 100) without whom the railway could not operate.</p> <p>The Company employs a General Manager and together they share a common vision to realise the facility's potential as Carmarthenshire's leading tourist attraction through a phased 5 year development plan to extend the distance of the railway southwards to Glangwili and northwards to Llanpumsaint and improve the current facilities to create an appealing visitor destination. The Gwili Railway operates over part of the old Carmarthen to Aberystwyth Railway line which was closed in 1965. The railway opened in Easter 1978 and has operated every year since. Initial operations were over one mile of track, with one engine and coach. Since then the railway has developed and now operates over 2.5 miles of the old line towards Cynwyl Elfed and a further extension of the line to Carmarthen itself was opened in March 2014, thus doubling the length of line. The railway has also focused efforts on ancillary attractions such as dining trains, cream teas, a miniature railway, picnic site adjacent to the river and a new cafe to enhance the overall visitor experience. Key focus for them is to target key economic growth areas with a view to becoming sustainable.</p> <p>The Railway's USP has always been a ride behind a Steam engine through the beautiful Gwili Valley, the river never being far away and offering unprecedented views of the wildlife and natural habitat. Over the years the target markets have changed. When the railway first began in 1978 the vast majority of visitors could remember steam trains but today that percentage much lower. The experience has evolved into an educational one highlighting a bygone era that no longer exists.</p> <p>This application is for the supply and erection of a shed that will be large enough to accommodate two of the main steam engines.</p> <p>The railway operates 2 x 60 year old steam locomotives, which are currently stored outside and exposed to adverse weather conditions, there has never been a permanent locomotive shed which is detrimental for the enterprise. The disadvantage of not having suitable storage are:</p>

	<ul style="list-style-type: none"> • the steam engines are prone to expensive failures and loss of income to the railway as a result • there is no ability to work on the steam engines in inclement weather, resulting in failures and loss of days in service resulting in customer disappointment • there is no opportunity to expand paid staff or allow work experiences without a shed • low light in winter means the usual “down time” and maintenance season (Nov, Jan - March) is restricted • some work on the engines currently has to be contracted at expense as no enclosed workshop is available - with a shed this work could be done in house increasing efficiency • staff morale decreases when being asked to work in unpleasant weather conditions • difficulty of encouraging new volunteers to undertake this work, we aim to up skill and train individuals in key areas • the railway currently operates 200 steam days a year and the steam engines require maintenance every 21 days in the form of a “boiler” washout as well as the normal running repairs. <p>From a business point of view it is critical Gwili Railway has the appropriate storage to protect its assets and be able to explore continuous development opportunities. The new building will provide a suitable and fit for purpose workshop facility which will result in reduced maintenance and overhead costs. The facility will allow them to create further employment, which will consist of an engineer/mechanic to work on the trains. Additional volunteering opportunities will be created, along with linkages with Coleg Sir Gar’s further education department. This will allow students to work on the engines and gain valuable skills that they would not be able to gain in the college.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 0 • Number of individuals into volunteering - 10 • Number of individuals into employment - 0 • Number of community groups/organisations assisted – 0 • Number of social enterprises created - 0 • Number of social enterprises supported - 1 • Number of jobs created - 1 • Number of jobs safeguarded – 3 • Public and private leverage funding - £8,798.00 • Increased Turnover £40,000
Total Project Cost	£21,995 + VAT
Eligible Capital	£21,995 + VAT
Eligible Revenue	N/A
Ineligible Costs	£21,995 + VAT
Amount and % of	£ 13,197.00 (60%)

grant requested	£8, 798.00 - secured (Gwilli Railway Preservation Society £5,000 plus own funds of £3,798)
Match funding	
Cllr and Officer Consultations Undertaken	Cllr. Irfon Jones, Cllr. Pam Palmer, Huw Parsons CCC Tourism, Coleg Sir Gar, Gwilli Railway Preservation Society, Wales Coop and Digital Communities Wales .
Evidence of Need / Community Engagement	<p>During recent years the railway has strived to increase its community participation by means of benefiting the community and the neighbourhood by associating, together with the community, local authority and voluntary organisations. A common effort has been forged to provide facilities in the interest of social welfare to promote healthy recreation, volunteering, learning & education opportunities and leisure time occupation, with the objective of improving conditions of life for those in the locality.</p> <p>Regular opportunities are made available to the community to consult and provide any feedback. This is achieved by mail drops, promoting their web site and Twitter accounts, communicating their events scheduled for the year along with the opportunity for community shares. The local councillor is also kept up to date with any developments and this is then communicated in the local magazine.</p>
Contributing to key Strategies	<ul style="list-style-type: none"> • Welsh Government Tackling Poverty Agenda - Encourage local spend and increases organisational profile to the young person, organisation and wider community • Building resilient communities - Integrate young people with the community and local organisations, encourage intergenerational collaboration • Regional Delivery Plan for Employability and Skills - Working closely with organisations, with the possibility to gaining full time or part time employment post education, up skilling clients/beneficiaries • Integrated Community Strategy for Carmarthenshire <ul style="list-style-type: none"> ○ People in Carmarthenshire fulfil their learning potential ○ Carmarthenshire has a stronger and more prosperous economy ○ Carmarthenshire's communities and environment are sustainable • The Regeneration Partnership • Welsh Government Skills Implementation Plan • Carmarthenshire Corporate Strategy 2015 – 2020 • 14 - 19 Learning Pathways
Ownership/Lease/ Planning	The Gwilli Railway own the land (detailed maps on file)

<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>Under business plan 2 of the RDP programme a Development/Marketing Officer was funded for a period of 12 months which has since become permanent, helping to prove the sustainability of the railway. This officer has assisted in the growth of the business and increased the number of visitors, this in turn improving the financial position of the Railway into a profit making organisation. They have increased the number of operating days to 203 per year and have a strong vision to increase this even further. The 5 year Business Plan is conservative, yet aspirational, clearly showing an increase in capacity, community engagement, volunteering and financial performance.</p> <p>This project is part of the overall 5 year plan for the railway. It is a key part of the overall sustainability, with increased maintenance on the steam engines resulting in less failures and consequential savings in expense. Due to failures the cost of hiring in a suitable steam engine is £20,000 per annum; this cost would be saved with improved/more frequent maintenance. On this basis the shed would pay for itself within 1 - 2 years.</p> <p>Greater Digital Inclusion focus will promote the use of on line bookings, purchase of vouchers, calendar of events and community engagement.</p>
<p>Recommendation</p>	<p>£13,197.00</p>
<p>Subject to:</p>	

4 of 12

Application Reference: TFF/15/16

<p>Project Title</p>	<p>Community Development Officer</p>
<p>Applicant</p>	<p>Llannon Community Council</p>
<p>Ward</p>	<p>Llannon</p>
<p>Key Account Management</p>	<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
<p>Project Description</p>	<p>Llannon Community Council (LCC) wishes to employ a Community Development Officer (CDO) to help co-ordinate and identify community needs while assisting in the development of initiatives to improve the quality of life and access to key services in the area.</p> <p>With the combination of physical regeneration development in Cross Hands and the imminent asset transfer of playing fields and parks, the CDO will be</p>

	<p>better placed to work collaboratively to deliver a Local Regeneration Community Plan to benefit the local community.</p> <p>Funding is required to employ a Community Development Officer for a period of 12 months. The CDO will work with the Community Council and local organisations, supporting the 3 areas of Cross Hands, Tumble, and Llannon to develop a deliverable regeneration strategy to benefit the local community.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education – 60 • Number of individuals into volunteering – 1 Volunteer Management Programme • Number of individuals into employment - 5 • Number of community groups/organisations assisted –12 • Number of social enterprises created - 1 • Number of social enterprises supported - 0 • Number of jobs created - 1 • Number of jobs safeguarded – 1 • Public and private leverage funding - £13,737.49
Total Project Cost	£25,737.49
Eligible Capital	Nil
Eligible Revenue	£25,737.49
Ineligible Costs	Nil
Amount and % of grant requested	£ 15,442 (60.00%)
Match funding	£10,295.49 – secured LCC (In kind contribution from LCC – travel costs, office overheads, ICT, mobile phone)
Cllr and Officer Consultations Undertaken	<p>Leader/County Councillor Emlyn Dole – is delighted to support the project and the employment of a Community Development Officer. With the current process of asset transfer, Cllr. Dole believes the CDO will work strategically with local groups and associations to achieve best results for the local community.</p> <p>Owen Phillips, Digital Inclusion Outreach Officer – initial discussions explored the possibility of creating an innovative digital application for local organisations to collaborate together and offer access to their services. Alternatively there might be opportunities to create a Wix or Doodle account to host the facilities. The CDO would be instrumental in coordinating and establishing online activity for the Llannon ward. After 6 months, the CDO</p>

	<p>will evaluate and evidence the need to enhance digital offering by creating the application.</p> <p>Un Sir Gar – will be expanding its service under a Rural Outreach Programme via potential funding from LEADER. They envisage having a much needed rural presence of the Hub’s services in key areas countywide. Initial discussions with Emma Rees, Gateway Manager have been positive and Llannon has been noted as one potential area for hosting. The CDO will be a key facilitator of this new service in Llannon.</p> <p>CAVS – discussions with Eryl Daniels, Capacity Building Officer regarding creating a Volunteer Management Programme for the Llannon ward. The CDO will be key driver to engage with individuals and local organisations to establish a bespoke programme. The aim would be to offer volunteers a mixture of opportunities, potentially accredited learning.</p> <p>Sports Development – positive discussions with Berian Allcock, Area Sports and Leisure Manager and Lyn Broderick, Active Young People Officer have taken place. Key action for the CDO to work in partnership with Leisure to host events, predominantly during school holidays. Working with Sports Development the CDO can further incorporate and enhance the Volunteer Management Programme, offering accredited coaching qualifications and opportunities to lead on sessions.</p>
<p>Evidence of Need / Community Engagement</p>	<p>Llannon Community Council has undertaken several community consultation exercises over the years which clearly identified the need for the development of a Community Regeneration Strategy for the area. In light of Community Asset Transfer the LCC has been approached by a number of community groups requesting assistance with the development of services in the community, all are fully supportive and would welcome designated officer support.</p> <p>The Community Council extended an invitation to the whole community to participate in a Public Meeting on January 21st 2016 to discuss the possibility of the whole ward working collaboratively and employing a designated CDO. The meeting was well attended by 60+ local community members all unanimous in support for sourcing funding to employ a designated Development Officer to deliver against key objectives for the Llannon ward. LCC members welcomed this resolute support from the community and agreed to match fund the position for initially 12 months with a view of working with local organisations to sustain the role longer term.</p>
<p>Contributing to key Strategies</p>	<p>A Local Development Strategy for Rural Wales</p> <ul style="list-style-type: none"> • Llannon Community Council seeks to underpin this strategy by a partnership approach to overcome challenges that are hindering employment and prosperity. <p>Thinking together, Planning together, Doing Together – A</p>

	<p>Carmarthenshire Community Strategy 2004-2020 –</p> <ul style="list-style-type: none"> • Improving Health and Well Being by tackling the causes of ill health by offering strategies and courses to address these inequalities. • Lifelong learning – offering a range of opportunities from older age to childhood. <p>Welsh Government Digital Inclusion Plan (2015)</p> <ul style="list-style-type: none"> • In preparing a strategic framework for the three areas, the CDO will engage with key stakeholders in the community. As a result, the CDO will align to the Digital strategy through an ‘<i>on the ground</i>’ approach to digital inclusion through community based approaches. • Through advertising on the Community Council website and exploring a digital application, the project will identify with the framework plan for (1) increased involvement of private, public, and third sector organisations (2) the use of volunteers (as earlier discussed, working with CAVS to deliver a volunteer work programme specific to Cross Hands, Tumble, and Llannon). <p>Welsh Government Volunteering Policy (2015)</p> <ul style="list-style-type: none"> • Link to key stakeholders in the three areas. The volunteer programme will enable the CDO to work with organisations with an interest in supporting and potentially developing a cohort of volunteers. Therefore, providing skills and attributes toward lifelong learning. • The project will further provide altruistic benefits, allowing volunteers to work on the ground in the community, providing services for the welfare of others. Put another way, an opportunity to give back to their community. <p>Welsh Language Strategy for Carmarthenshire</p> <ul style="list-style-type: none"> • LCC intends to promote the strategy and facilitate the language in Wales, in particular, the conduct of public business and justice administration, on the basis of equality with English. <p>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030</p> <ul style="list-style-type: none"> • Business growth, retention and specialisation • Maximising job creation for all
Ownership/Lease	<p>N/A. (The CDO will be based at Tumble Hall but with a remit to deliver across the whole Llannon ward.)</p>
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth	<p>To build on the Community Asset Transfer process currently taking place in the Llannon ward, sustainability will be a key focus not only for capital assets but also for the CDO. It is fundamental an Exit Strategy is developed from the outset of the project with a view to the role becoming self sustaining.</p> <p>Benefits of employing a Community Development Officer</p> <ul style="list-style-type: none"> • Supporting sustainability, the CDO will increase growth among local

and sustainability	<p>facilities such as Tumble Hall, Tumble Park, Cross Hands Cinema and playing fields. The position will further work collaboratively with third sector and private businesses to generate increased growth.</p> <ul style="list-style-type: none"> • Bespoke Mentoring Programme with fellow Development Officers in Carmarthenshire to share best practice through the Bureau's Mentoring Programme. • Addressing opportunities identified from stakeholder consultations. In assessing viability of these opportunities, the CDO, together with the Community Council, will evaluate potential future projects, alongside additional grant funding. • Smooth transition to support local organisations and community associations around the asset transfer process. • Demonstrating innovation for working digitally – hosting an app or website bringing local organisations together • Create a place plan '<i>regeneration strategy</i>' that encompasses the local economy business and community residents. Aiding this delivery, the CDO will establish a network of contacts and professional advice across services.
Recommendation	£15,442
Subject to:	

5 of 12

Application Reference: TFF/15/13

Project Title	Development and Marketing Officer (DMO)
Applicant	C13 (Y Lle)
Ward	Llanelli
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>C13 is constituted as a not for profit company, limited by guarantee operating as a Social Enterprise. C13's vision is to actively promote and develop the Welsh language in Llanelli and surrounding areas of Carmarthenshire.</p> <p>First Minister Carwyn Jones announced in 2014 that Y Lle would benefit from £70,000 from WG capital investment fund – Bwrw Mlaen. The First Minister said "Centres such as 'Y Lle' in Llanelli will play a key role in promoting the use of the language, offering opportunities for people to practice their Welsh and boost their confidence levels. "</p> <p>http://newsroom.carmarthenshire.gov.uk/news-archive/2014/12/welsh-language-centre/#.VuvBgUpFCdl</p>

	<p>The 2011 census data illustrates that in Elli 28.6% of the population speak welsh in comparison to 43.9 % of Carmarthenshire. With the decline in the use of welsh, Y Lle will provide an opportunity to increase the use of Welsh spoken and bring together a number of services to help make this happen.</p> <p>The aim is to bring the community and people of all ages together in a friendly and welcoming environment, where the Welsh language has prominence which will enable its survival in the longer term. Welsh speakers of all abilities will be encouraged to participate informally, it will be an inviting setting for learners. C13 will use arrange of means to engage with different audiences, appealing to the youth community through music and social media and older generations through events such as book reading, local culture, coffee mornings etc. There will be opportunities for intergenerational projects and digital inclusion will be embedded in all activities.</p> <p>Funding is required to employ a Development & Marketing Officer initially for 12 months to augment and deliver the organisations growth plans with the view to becoming sustainable in the longer term. Key objectives to:</p> <ul style="list-style-type: none"> • Develop income streams to improve the building and make it fit for purpose, • Explore funding opportunities i.e. Big Lottery People and Places and Welsh Government Communities Facilities Programme. • Identify suitable tenants for the separate office facilities • Increase collaborative working with partner organisations - schools, colleges and voluntary organisations to promote the current service • Engage with young people, to up-skill, undertake volunteering • Offer tailored IT support to customers who may lack confidence in navigating the website and accessing services online • Attain in excess of 650 hours of annual hire for the meeting room • Host 27 plus community events • Increase general visitors to the building and café • Maintain a positive cash flow to safeguard the business <p>The Business and Marketing Plan will be embraced to ensure that the above objectives are fully met, ensuring that this new service maximises impact on the community, offers a warm and safe place for all ages to meet, and make a positive impact on the Welsh Language within Carmarthenshire.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 10 • Number of individuals into volunteering - 5 • Number of individuals into employment - 0 • Number of community groups/organisations assisted – 4 • Number of social enterprises created - 0 • Number of social enterprises supported - 1 • Number of jobs created - 1 • Number of jobs safeguarded – 0 • Public and private leverage funding - £10,000 • Increased turnover £20,000
Total Project Cost	£20,000

Eligible Capital	N/A
Eligible Revenue	£20,000
Ineligible Costs	N/A
Amount and % of grant requested	£10,000 (50%)
Match funding	£10,000 - secured from own funds
Cllr and Officer Consultations Undertaken	<p>The following have been consulted and are fully supportive of the proposal and recognise the need for a Welsh language hub in Llanelli.</p> <ul style="list-style-type: none"> • Cllr John Jenkins – Elli Ward • Rachel Clegg – Regional Learning Partnership • Owen Phillips - CCC Digital Inclusion Officer • CAVS • Sian Merlys - CCC's Community Learning Officer • Menter Cwm Gwendraeth
Evidence of Need / Community Engagement	<p>C13 has undertaken several community consultations over a period of the last 12 months to gauge public support. Consultation clearly identifies the need for the project to support all ages within the Llanelli area, in particular for young people to go outside of school offering them a sense of belonging to learn new skills, to include the Welsh language and build confidence and resilience for the future.</p> <p>Feedback reinforces the need for this informal learning environment as the alternative formal sessions can often be an obstacle for some learners. Learners need to feel comfortable when conversing in Welsh and C13 will be the ideal setting for individuals and groups to convene without any prospect of formal critique which can negatively impact confidence</p> <p>This activity will positively impact to the use of Welsh in the county, taking into account that the 2011 Census showed that the number of Welsh speakers in Carmarthenshire has declined by 75% since 2001.</p> <p>Menter Cwm Gwendraeth fully support and have agreed to deliver their service from this venue which will include a welsh shop.</p>
Contributing to key Strategies	<p>Thinking together, Planning together, Doing Together – A Carmarthenshire Community Strategy 2004-2020 –</p> <ul style="list-style-type: none"> • Lifelong learning – offering a range of opportunities from older age to childhood. <p>Welsh Government Digital Inclusion Plan (2015)</p> <ul style="list-style-type: none"> • In preparing a strategic framework for the three areas, the DMO will engage with key stakeholders in the community. As a result, the DMO will align to the Digital strategy through an ‘on the ground’ approach to digital inclusion through community based approaches. <p>Welsh Government Volunteering Policy (2015)</p> <ul style="list-style-type: none"> • Link to key stakeholders within Carmarthenshire area. The volunteer

	<p>programme will enable the MDO to work with organisations with an interest in supporting and potentially developing a cohort of volunteers. Therefore, providing skills and attributes toward lifelong learning.</p> <ul style="list-style-type: none"> • The project will further provide altruistic benefits, allowing volunteers to work on the ground in the community, providing services for the welfare of others. <p>laith Fyw:laith Byw, Welsh Government Welsh Language Strategy 2012 – 2017</p> <ul style="list-style-type: none"> • The strategy aims to increase the number of welsh speakers and provide more opportunities for people to use the language. <p>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030</p> <ul style="list-style-type: none"> • Business growth, retention and specialisation • Maximising job creation for all <p>Regional Learning Partnership 2014 - 2024</p> <ul style="list-style-type: none"> • Increasing overall employment levels and addressing economic inactivity
Ownership/Lease	Organisation has the Freehold
<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>This new Social Enterprise has been recently identified as a KAM and will be managed accordingly to ensure that the organisation grows from strength to strength. The designated officer will work closely with the new Development and Marketing Officer, delivering a tailored made support package whilst providing practical guidance and signposting on marketing, community engagement, business planning, with an overall objective of achieving economic growth and above all sustainability.</p> <p>The aim is to ensure the building is multi-functional and fully accessible to ensure maximum usage and income generation. The following will be met in line with C13 strategic planning:</p> <ul style="list-style-type: none"> • Introduce an online booking facility • Partnership working increased • Digital Inclusion • Volunteer Programme • Embedding the new Welsh Standards • Identifying and applying other external funding programmes • To augment economic growth plans to ensure its long term sustainability.
Recommendation	Award £10,000
Subject to:	Delivering qualifications in line with Area Team strategic plan

Project Title	Technology Project Strand
Applicant	Splat Development Cymru
Ward	Ammanford, Betws, Garnant, Glanamman, Llandybie, Bynea, Dafen, Llwynhendy, Felinfoel, Glanymor, Burry Port, Pembrey, Kidwelly, Trimsaran.
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>Splat Cymru is the first social enterprise to operate within the educational and community sector which originated from a small reading business called Splat Education.</p> <p>Its original aim was to provide and support pupils through art and digital technology within the education sector; however, this exciting social enterprise has evolved as there was also a demand for this service provision within in our communities.</p> <p>Inspiration came from being a part of the 'Raise Project' which looked at increasing self-esteem of children within deprived areas of Carmarthenshire. This was an extremely positive and beneficial project which enlightened and enriched children's outlook on what they could achieve.</p> <p>The aim is to provide services that positively impact on the self-esteem and wellbeing of children and young people. Providing the opportunity to access, explore and learn a range of educational skills through art and digital technology to augment essential and personal skills.</p> <p>Through the volunteering opportunities, communities will be upskilled to lead engaging projects that will raise their self-confidence, enlighten their aspirations and take ownership, with all of this combined creating solid, sustainable foundation for the next generation. Splat Cymru's values are that irrespective of the background of the child, behavioural issues or beliefs, they will be treated equally and will be inspired to excel.</p> <p>The Targeted Finance Fund will allow the project to employ a part time Training Facilitator to assist in delivering imaginative, creative and fun art based projects to communities, schools and organisations across Carmarthenshire.</p> <p>Expanding the enterprise will involve:</p> <ul style="list-style-type: none"> • Establishing Summer Camps for 2016 • Development of 10 x After School Art Programme – • Establishing a Volunteer Programme to spearhead Splat's expansion across the Carmarthenshire - this expansion will require a team of

	dedicated volunteers to support activities. Experience will give volunteers actual work life experience that will in turn support them back into employment. Splat will be partnering with Spice Time Credits and utilising the services of CAVS and Communities First to achieve this. It is also envisaged that the volunteer roles will also turn into paid employment with Splat as the project develops and income allows.
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education – 1 • Number of individuals into volunteering - 6 • Number of individuals into employment - 2 • Number of community groups/organisations assisted – 0 • Number of social enterprises created - 0 • Number of social enterprises supported - 1 • Number of jobs created - 1 • Number of jobs safeguarded – 0 • Public and private leverage funding - £8,900
Total Project Cost	£18,900
Eligible Capital	N/A
Eligible Revenue	£18,900 Salary costs, equipment/resources
Ineligible Costs	N/A
Amount and % of grant requested	£11,000 (58.2%)
Match funding	£8,900 – secured – Awards for All, Own Funds & Welsh Church Fund
Cllr and Officer Consultations Undertaken	<p>Extensive community consultation has been undertaken, each individual and/or organisation fully appreciates the positive intervention a quality enterprise like Splat has:</p> <ul style="list-style-type: none"> • Communities First – Engaging to help train volunteers up to deliver some of the Art and Digital Technology based summer camps. They envisage holding several sessions to promote this opportunity • Spice – Fully supportive, utilising their Time Credits for the Volunteers. • Un Sir Gar – Will publicise the Art and Digital Technology Programme and sign post to Communities First for Volunteer training opportunities • County Cllr. Kevin Madge – Fully supports the project which is a pivotal to supporting the organisation to grow with a view to becoming sustainable in the longer term. Splat Cymru provides a valuable service for young people and supports volunteers to achieve skills and move closer to the world of work. • Cllr. Pauline Barker, Cllr Darren Rees & Cllr Sharen Davies– Fully supportive of developing this unique Social Enterprise further. • Regional Learning Partnership – has confirmed this programme does not duplicate any other provision in this field and agree that it is an interesting service for young people to explore art and digital

	<p>technology, fostering and promoting education.</p> <ul style="list-style-type: none"> • Community/Residents – Encouraging feedback captured from existing users of the Arts programme, all of which are very positive and supportive to use the service time and time again. • Ysgol Gymraeg Gwenllian – Full support for the after school art club, developing outdoor learning areas, Eco school provision, working with disadvantaged learners and developing ICT skills. • Trysord – Jenny Fox • Parc y Scarlets– Nia Lloyd • Purple Routes – Open access play provision • CAVS – Supporting volunteer opportunities
Evidence of Need / Community Engagement	<p>The need for Splat Cymru within the community educational sector is expanding at a rapid rate. Their works in the Art and Technology fields are exceptional and subject areas which bring together many skills and opportunities for both academic and non-academic children.</p> <p>Via After School Club and Holiday Club activities Splat Cymru provides specialist support and guidance to produce both creative and exciting projects.</p> <p>Splat Cymru engaged 134 pupils over 4 schools with pilot projects, aimed to build creativity, exploration and education. Young Peoples feedback was very positive and encouraging.</p> <p>Splat Cymru use a range of interactive social media methods to communicate and promote their services capturing feedback from parents, communities, schools and young people, all of which is very positive.</p>
Contributing to key Strategies	<p>INTERGRATED STRATEGY FOR CARMARTHESHIRE 2011 – 2016 People in Carmarthenshire are healthier People in Carmarthenshire fulfil their learning potential Carmarthenshire has a stronger and more prosperous economy Carmarthenshire's communities and environment are sustainable</p> <p>WELLBEING OF FUTURE GENERATIONS ACT (WALES) 2015 The plan addresses all of the seven national objectives. The council is already looking to embed this in to our strategic plan and a new draft Wellbeing strategy has been produced specifically to address this new legislation.</p> <p>SWANSEA BAY CITY REGION ECONOMIC REGENERATION STRATEGY 2013 - 2030 Strategic Aim 3 – Maximising job creation for all Organisations signed up to accepting time credits will get more customers through their door by people paying in time credits.</p> <p>REGIONAL LEARNING PARTNERSHIP 2014 - 2024 Increasing overall employment levels and addressing economic inactivity</p>
Ownership/Lease	N/A
Business Plan/Officer Comments	Splat Cymru is receiving designated officer support under the key account management function as it is delivering on economic growth in line with the South West Wales Economic Regeneration Strategy and the Regional Learning Partnerships regional priorities.

<p>including details of support moving forward/next steps linked to growth and sustainability</p>	<p>Identified support is dispensed to help develop and grow the organisation as a sustainable Social Enterprise. Growth plans include establishing their service in one community area and then implementing their business model in other communities. One target area of the increasing growth potential is through the technology based activities. Technology is constantly evolving and there is an ongoing demand for online services, therefore linkages with Wales Coop Digital Communities Wales project and Un Sir Gar will be encouraged to assist with the channel shift within major services to include Carmarthenshire County Council.</p> <p>The development of Splat Cymru will have several key economic benefits including:</p> <ul style="list-style-type: none"> • Creating a positive opportunity for young people to explore and learn • Addressing volunteer referral process • Providing volunteering opportunities where new skills can be developed • Support to transition volunteers closer to and into work (2 individuals targeted to move into employment) • Upskill ICT and DI skills for both young people and volunteers <p>The Community Bureau will continue to monitor Splat's achievements and where possible identify and capture additional outputs that contribute to the economic growth of Carmarthenshire.</p>
<p>Recommendation</p>	<p style="text-align: center;">£11,000</p>
<p>Subject to:</p>	

7 of 12

Application Reference: TFF/15/15

<p>Project Title</p>	<p style="text-align: center;">External Capital Improvements</p>
<p>Applicant</p>	<p style="text-align: center;">Myddfai Ty Talcen</p>
<p>Ward</p>	<p style="text-align: center;">Llandovery</p>
<p>Key Account Management</p>	<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
<p>Project Description</p>	<p>Myddfai Ty Talcen has recently been focussing its efforts on developing the wedding venue aspect of the business, this feature not only attracts visitors locally but also from different parts of the world.</p> <p>In 2015, they saw a growth opportunity by providing an outdoor enclosed pavilion which increased their floor space out from the main building; this expansion has given Myddfai an additional source of income as they can</p>

	<p>now offer bespoke wedding packages.</p> <p>However, the existing soft lawn is not a practical surface to site the outdoor area and some potential customers have been reluctant to make a booking.</p> <p>Myddfai Ty Talcen has considered customer feedback and propose to address the problem by extending the external paving to where the outdoor enclosed area is located, this practical solution will provide a fit for purpose surface and minimise any health and safety concerns.</p> <p>The proposed external capital improvements will provide :</p> <ul style="list-style-type: none"> • Ease and efficiency to assemble the outdoor enclosed pavilion • Increased flexibility of use for the laying of a dance floor for customers on a secure surface • Increased general flexibility of use for all customers and community service users • Level and safe accessible flooring for all customers as the existing soft lawn can prove problematic and give rise to health and safety issues <p>Myddfai Ty Talcen requires capital TFF funding to supply and install external paving which will extend the total floor by 72 m2.</p> <p>There is great demand for this new service and excitingly a number of advance wedding bookings have been taken for 2017, resulting with an increased turnover of £18,512 for 2015/16.</p> <p>Added to the increase of turnover and bookings, the organisation has recently attained a licence for ceremonies as well as the reception part of the business so that whole weddings can now take place at the Centre. This will provide additional benefit for wedding events with further sales opportunities.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 3 • Number of individuals into volunteering – 3 • Number of individuals into employment – 0 • Additional bookings for weddings / events – 15 • Number of community groups/organisations assisted – 1 • Number of social enterprises created - 0 • Number of social enterprises supported – 1 • Number of jobs created - 1 • Number of jobs safeguarded – 3 • Public and private leverage funding - £1,927.12 • Floor space created / improved - 72 m2 • Increased Turnover - £15,000
Total Project Cost	£4,817.80 – gross
Eligible Capital	£4,817.80
Eligible Revenue	N/A
Ineligible Costs	N/A

<p>Amount and % of grant requested</p> <p>Match funding</p>	<p>£2,890.68 (60%)</p> <p>£1,927.12 – secured (Myddfai)</p>
<p>Cllr and Officer Consultations Undertaken</p>	<p>No additional consents are required as this is a change of existing surface from soft lawn to hard standing.</p> <ul style="list-style-type: none"> • Cllr. Andrew James • Cllr. Ivor Jackson
<p>Evidence of Need / Community Engagement</p>	<p>Having increased turnover by £18,512 on the original outdoor extension, feedback from customers has provided the organisation with a plan to increase floor space. This will benefit by easing concerns around health and safety while benefiting the product for future use with weddings and community functions.</p> <p>With the premises now licensed for ceremonies as well as the reception, the extended practical surface/floor space will enable the organisation to cater for larger parties.</p>
<p>Contributing to key Strategies</p>	<ul style="list-style-type: none"> • Carmarthenshire Learning Strategy • Integrated Strategy for Carmarthenshire 2011 – 2016 • Swansea Bay Economic Regeneration Strategy 2013 – 2030 • Wales Tourism Strategy
<p>Ownership/Lease</p>	<p>Leasehold with more than ten years to run. 999 year lease dated 1st October 2010.</p>
<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>Since the initial extension of outdoor floor space at the rear of the building, Myddfai Ty Talcen has evidenced clear economic growth.</p> <p>To build on the current offering of wedding packages, the organisation wishes to increase and improve their product offering. Combined with the recent attaining of a wedding licence, the capital funding will further enhance growth where cash projections for the next 12 months of trading will increase by a further 78 percent based on 2015/16 accounts.</p> <p>The Tier 1 funding demonstrates very strong value for money. For instance, on top of increased turnover and profit, the TFF will further support (x1) job creation and also strengthen the safeguarding of the organisation, and with it, employment of current staff (x3).</p> <p>Myddfai Ty Talcen will use some of this surplus (£6K - £10K) to reinvest in local community projects and voluntary associations. This will result with further outputs.</p> <p>Ongoing, Myddfai Ty Talcen will continue to receive Officer support as part of the Account Management service through regular meetings, signposting to services, and working alongside CCC Tourism. There are further areas</p>

	identified for digital support with the aid of Digital Communities Wales and Discover Carmarthenshire.
Recommendation	Award - £2,890.68
Subject to:	

8 of 12

Application Reference: TFF/15/20

Project Title	Review and Development of Marketing and Digital Strategy
Applicant	Myddfai Trading Company
Ward	Llangadog
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>Myddfai Trading Company was set up in 2010 as a trading arm of the Myddfai Charity. Along with Myddfai Ty Talcen (Community Hall and Café), both organisations exist with their own legal identity.</p> <div style="text-align: center;"> <pre> graph TD A[Myddfai Charity] --- B[Myddfai Trading Company] A --- C[Myddfai Ty Talcen] </pre> </div> <p>The Trading Company supplies toiletries to the hospitality and retail sectors. They currently host around 120 outlets, predominantly in Wales. The next stage is to attract outlets into England, Ireland, and further afield.</p> <p>This project is designed to develop the Myddfai brand for future growth and sustainability. In order to achieve this, the project aims to review, enhance and update the marketing and digital strategy. With this, the organisation is projecting an increase of 48 outlets, taking them to an operating service of 168.</p> <p>Myddfai Trading Company requires TFF revenue funding for the following:</p>

	<ul style="list-style-type: none"> • Brand positioning • Market strategy development • Marketing copy including website and social media development <p>Cantra Consultation and Communications has provided the organisation with a quote to perform the work.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of community groups/organisations assisted – 1 • Number of individuals into employment - 0 • Number of individuals into training/education - 26 • Increase of service outlets – 48 • Increased Turnover - £77,779 • Number of individuals into volunteering - 0 • Number of jobs created - 0 • Number of jobs safeguarded – 2 • Number of social enterprises supported – 1 • Floor space created / improved – N/A
Total Project Cost	£4,020 – gross
Eligible Capital	N/A
Eligible Revenue	£4,020
Ineligible Costs	N/A
Amount and % of grant requested	£2,412 (60%)
Match funding	£1,608 – secured within 6 months of trading
Cllr and Officer Consultations Undertaken	<p>The following have been consulted and are fully supportive:</p> <ul style="list-style-type: none"> • Cllr. Andrew James – Llangadog • Digital Communities Wales • CCC Tourism • Business Wales
Evidence of Need / Community Engagement	<p>The company has grown year on year. Since 2014, Myddfai Trading Company has witnessed a 57 percent increase in turnover. Having worked with Business Wales and spoken to potential clients, the organisation has identified the need to enhance the brand image to further afield.</p> <p>Toward community engagement, the increased turnover and subsequent profit goes to the over arching Myddfai Charity. This money is then distributed for local good causes and community groups / organisations to deliver added value for the locals of Llangadog and Myddfai.</p>
Contributing to key Strategies	<ul style="list-style-type: none"> • Carmarthenshire Learning Strategy

	<ul style="list-style-type: none"> • Integrated Strategy for Carmarthenshire 2011 – 2016 • Swansea Bay Economic Regeneration Strategy 2013 – 2030 • Wales Tourism Strategy
Ownership/Lease	Ongoing leasehold.
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>Myddfai Trading Company is an integral part of the rural community of Llangadog, Llandovery, and Myddfai offering work based training for young people and vulnerable adults. They further have a partnership with Coleg Elydir and Social Care team at CCC.</p> <p>Since opening for trading in 2010, the Trading Company has delivered ongoing success through increased turnover and opportunities for work experience. Moreover, the added revenue provides income for the Myddfai Charity to distribute to local causes and voluntary groups.</p> <p>The rebranding and digital upgrade will further allow Myddfai Trading Company to continue its growth whilst benefiting its future sustainability. Working with Business Wales and CCC across the Community Bureau and Tourism departments, the project will not only benefit the trading company, but also promote the Myddfai location, hence increase potential for inward visitors. With it, an economic impact to benefit visitor spend. These can be captured through a STEAM calculation.</p> <p>The Community Bureau will continue to support as an account managed organisation. Regular meetings will take place around business trading and networking support. The Community Bureau will also provide opportunities to collaborate with fellow Third Sector organisations.</p> <p>With the projected increase of distribution, there is potential for the company to build on its partnerships by hosting additional work opportunities as part of the Active Inclusion Fund and WorkWays schemes.</p>
Recommendation	Award - £2,412
Subject to:	

9 of 12

Application Reference: TFF/15/16

Project Title	Modernising the Amman Civic Hall for the 21st Century Market
Applicant	Amman Civic Hall Community Ventures Ltd
Ward	Ammanford
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
<p>Project Description</p>	<p>Amman Civic Hall was rebranded and re-launched last Autumn with a promise the venue would play a central role in the town's cultural life. The ground floor has been refurbished throughout to provide a slick, modern venue for all occasions.</p> <p>The venue, formerly the Amman Centre is strategically important to the local/rural economy boasts a large main hall, a conference room and a lounge, with catering provided by iSmooth Catering Services – partners in the newly-created social enterprise managing the Hall.</p> <p>The Hall is available for weddings, birthday parties, events and conferences as well as hosting its own live entertainment evenings, Sunday and Christmas lunches and with a long list of other events already in the pipeline.</p> <p>The building is a multi functional building suitable to host variety of events and activities, with a main function area that can seat approximately 120 people and the upstairs lounge seating 30 people comfortably. The venue has a long history as the cultural and entertainment hotspot in Ammanford – it was previously the hub of community life and the Trustees intend to ensure it retains this status.</p> <p>Funding is required to further improve and modernise the Amman Civic Hall to improve its functionality for current market conditions. The Business Plan has a three phase investment process to upgrade the centre, with aspirations that will allow the Amman Civic Hall to be even <i>more multi-functional</i>, providing the additional opportunity to start taking bookings from the business and educational sector as part of the phased investment.</p> <p>The project involves securing suitable investment to upgrade the first floor to include redesigning the bar area, installing a small kitchen whilst opening up the work space, install new furniture and fittings along with new flooring. This will allow the hall to become more versatile and offer improved venue suitability for businesses and professionals looking for a venue that can provide a comprehensive conference and meeting facilities, whilst also remaining suitable for private functions with local community groups and individuals.</p> <p>The stages of investment have been prioritised based on ease of implementation, limited disruption to commercial activities and the centre's availability for bookings to the community and the costs associated.</p> <p>As well as increased growth, the overall project will provide an improved skills training centre for local people with physical impairments and learning disabilities, deliver job creation in the form of two part time positions and safeguard one full time position, all of which will contribute positively to the economy of Carmarthenshire.</p> <p>The Amman Civic Hall is an exciting and ambitious social enterprise at the heart of Ammanford. Its growth plans are in line with the South West Wales Economic Regeneration Strategy and Regional Learning Partnership Delivery Plan including:</p> <ul style="list-style-type: none"> • Creation and or safeguarding of jobs

	<ul style="list-style-type: none"> • Increase in turnover and or/profitability • Enterprise creation / innovative new project ideas • Skills, training and volunteering opportunities • Ability to lever funding • Creation of floor space / jobs accommodated
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 10 • Number of individuals into volunteering - 10 • Number of individuals into employment - 3 • Number of community groups/organisations assisted – 0 • Number of social enterprises created - 0 • Number of social enterprises supported - 1 • Number of jobs created - 2 • Number of jobs safeguarded – 1 • Public and private leverage funding - £12,000 • Floor space created/ improved - 2000 ft sq • Increased turnover £10,000
Total Project Cost	
Eligible Capital	£30,000 - gross
Eligible Revenue	£30,000
Ineligible Costs	N/A
Amount and % of grant requested	N/A
Match funding	£18,000 (60%)
	£12,000 – own funds – secured
Cllr and Officer Consultations Undertaken	<p>The following have been consulted and are fully supportive of the Amman Centre's economic growth plans:</p> <ul style="list-style-type: none"> • Cllr.Deian Harries • Cllr. Calum Higgins • PC Steve Morris (neighbourhood Police Officer) • Ismooth Community Café • Amman Valley Mencap, • Ammanford Chamber of Trade • Wales Coop – Digital Communities Wales • Department of Works and Pensions/Job Centre Plus
Evidence of Need / Community Engagement	<p>The evidence of need to make improvements to the hall has been obtained through booking requests, public consultation and financial analysis. From here it has been established the existing first floor area is not fit for purpose and impacting on the potential financial growth and sustainability of the hall.</p> <p>The hall has the potential to serve the community better and provide a number of key services and opportunities that address the current issues of poverty and health.</p>

	<p>The overall goal will allow the Amman Civic Hall to continue in delivering a venue that brings the local residents together and allows them to take pride in a centre that is fondly regarded and valued by the local residents of the town. In partnership with other social enterprises and community organisations in the surrounding area the group will work towards developing a venue based on the needs of the community it serves, one that offers a place to hire whilst offering diverse training opportunities.</p>
<p>Contributing to key Strategies</p>	<p>INTERGRATED STRATEGY FOR CARMARTHENSHIRE 2011 – 2016</p> <ul style="list-style-type: none"> • People in Carmarthenshire are healthier • People in Carmarthenshire fulfil their learning potential • Carmarthenshire has a stronger and more prosperous economy • Carmarthenshire's communities and environment are sustainable <p>WELLBEING OF FUTURE GENERATIONS ACT (WALES) 2015</p> <ul style="list-style-type: none"> • The plan addresses all of the seven national objectives. The council is already looking to embed this in to our strategic plan and a new draft Wellbeing strategy has been produced specifically to address this new legislation. <p>Welsh Government Volunteering Policy (2015)</p> <ul style="list-style-type: none"> • Link to key stakeholders in the three areas. The volunteer programme will enable the CDO to work with organisations with an interest in supporting and potentially developing a cohort of volunteers. Therefore, providing skills and attributes toward lifelong learning. • The project will further provide altruistic benefits, allowing volunteers to work on the ground in the community, providing services for the welfare of others. <p>Welsh Language Strategy for Carmarthenshire</p> <ul style="list-style-type: none"> • LCC intends to promote the strategy and facilitate the language in Wales, in particular, the conduct of public business and justice administration, on the basis of equality with English. <p>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030</p> <ul style="list-style-type: none"> • Business growth, retention and specialisation • Maximising job creation for all <p>Empower the community and voluntary sector to take a role in the development, delivery and testing of new approaches to public service delivery including increasingly personalised provision.</p> <p>REGIONAL LEARNING PARTNERSHIP 2014 - 2024 Increasing overall employment levels and addressing economic inactivity</p>
<p>Ownership/Lease</p>	<p>Lease agreement in place from CCC</p>
<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth</p>	<p>As part of the Key Account Management function the Amman Civic Centre will continue to receive Officer support in order to better assist the organisation to achieve the targets outlined in their key strategic documents.</p> <p>The Officer will provide practical guidance on marketing planning, financial planning business planning, along with Digital Inclusion support, with the aim of achieving economic growth and sustainability.</p>

and sustainability	<p>The aim is to ensure the centre is utilised fully, has a comprehensive timetable of events which will provide them with growth potential in the following areas:</p> <ul style="list-style-type: none"> • Increase footfall • Generate further income • Increase Turnover • Improve Digital Status • Provide a modern venue fit for the 21st Century • Provide members of the community with an exceptional venue, a one stop shop style community venue • Ensure its sustainability in the long term
Recommendation	£18,000 - Capital Costs
Subject to:	

10 of 12

Application Reference: TFF/15/19

Project Title	Brynamman Cinema Development Officer
Applicant	Brynamman Public Hall and Institute
Ward	Quarter Bach
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>Brynamman Public Hall and Institute is a Charity with its own trading arm in Brynamman Cinema which is a Company Limited by Guarantee. The Cinema has effectively delivered a number of key growth plans over the last couple of years, notably a second screening room which was successfully constructed and launched in May 2013. This has proved very profitable with increased revenue being generated as a result.</p> <p>The Trustees are five experienced local people and all are extremely passionate for the cinema and the place it holds within the community. In order to deliver the next demanding phase of their economic growth plans a need has been identified to employ a designated Development Officer with key knowledge, experience and skills to drive the enterprise forward. The officer would collaborate with the existing Trustees, Staff and Volunteers to deliver additional physical improvements with the aim of increasing usage and exploring additional opportunities to diversify income which will make them financially stronger with a view to becoming sustainable in the longer term.</p> <p>Key tasks for the Development Officer:</p>

	<ul style="list-style-type: none"> • Manage the cinema’s strategic delivery plans • Manage the next physical regeneration stage • Aim to increase revenue income streams • Identify and source appropriate funding to make further capital improvements to the building • Establish a tailored Volunteering Programme • Establish Work Placement opportunities • Devise a robust Succession Plan • Explore Digital Inclusion opportunities • Devise and deliver a robust Marketing Plan • Network with other 3rd sector organisations and social enterprises operating in the county <p>The Cinema doesn’t currently have a bespoke marketing strategy which is a key area the officer will need to focus on as it’s an integral element of the Business Plan. The Marketing Plan ensures that everyone in the business knows what the organisation is trying to do and what they need to do to make it happen.</p> <p>Another key area is digital inclusion, the profile and importance has evolved rapidly since 2011 Digital Inclusion (DI) is rooted in social justice and equalities. Highly cross cutting agenda that’s directly relevant to improving economic, health and education outcomes.</p> <p>Digital technology is weak area for the organisation as the Cinema doesn’t have any computers or tablets. Funding is also required to purchase a new PC and software to assist with bookings, a lap top for the DO along with a printer that is capable in printing quality posters. This will allow the organisation to get online, be more effective, improve communication internally and externally and have more of a presence on social media.</p> <p>Digitally excluded organisations/people are in danger of being left behind in society, as more and more services, including vital public services, go online. The Development Officer will be able to engage with Digital Communities Wales who work with organisations to embrace technology and provide training and support to the third sector. The Trustees and Volunteers will be able to overcome their ICT barriers and will benefit hugely from being up-skilled in this essential area.</p> <p>The aim is for this officer to become sustainable through full cost recovery.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 0 • Number of individuals into volunteering - 4 • Number of individuals into employment - 0 • Number of community groups/organisations assisted – 0 • Number of social enterprises created - 0 • Number of social enterprises supported - 1 • Number of jobs created - 1 • Number of jobs safeguarded – 9 • Public and private leverage funding - £6,000 own funds • Increased Turnover £10,000
Total Project Cost	

<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;">£17,082.20</p> <p style="text-align: center;">£14,386.67 - Salary costs</p> <p style="text-align: center;">£2,695.53 - IT Equipment (Inc. VAT)</p> <p style="text-align: center;">N/A</p> <p style="text-align: center;">£10,249.32 (60%)</p> <p style="text-align: center;">£6,832.88 - Own Funds - Secured</p>
<p>Cllr and Officer Consultations Undertaken</p>	<p>Support email sent to Cllr. Glynog Davies</p>
<p>Evidence of Need / Community Engagement</p>	<p>The Public Hall is a multi-purpose facility providing much needed services to the residents of Quarter Bach and wider. The local Cylch Meithrin use the downstairs floor 5 days a week and is often run at full capacity. Also the local snooker club has recently closed and the club now use the top floor room 2-3 evenings a week.</p> <p>A Community Consultation exercise with the Hall Patrons was previously undertaken where the 805 signatures gave overwhelming support for the continued development of the facilities and expressed confidence in the Management Committee to redevelop the Hall and ensure its long term sustainability. Letters of support received from:</p> <ul style="list-style-type: none"> • Dyfed Powys Police PCSO for Quarter Bach 8088 • Lotus Fish and Chip Shop (local business) • Galaxy Theatre Arts • Amman Valley School of Dance <p>Linkages and working partnerships already exist with a number of school including Ysgol Bro Banw and Walton Road Infants, Ynysmeudwu, Clydach, Alltwen, TyCroes, Ysgol y Bedol, Ysgol Rhydaman, Cwmlllynfell, Llandybie, Brynamman, Gwaen Cae Gerwen, Pen y Groes, Saron, Gorslas, Tair Gwiath. Many of these hold their Eisteddfodau, Christmas events, plays and other events in the hall.</p> <p>Other groups already engaging with the Institute include a local Pensioners Group who have special afternoon film showings in winter (at reasonable prices), the Rotary Club and Galaxy Theatre who present regular shows as do the local Young Farmers Clubs. Amman Valley School of Dance and Welsh Pantomime (Cwmni Mega) also put on successful productions. There have been a number of diverse events notably a Wrestling Match and a One Man Show, other similar events are planned.</p>
<p>Contributing to key Strategies</p>	<p>Swansea Bay City Region Economic Regeneration Strategy</p> <p>Strategic Aim 1 - Business Growth, Retention & Specialisation</p> <p>The organisation has in recent years demonstrated its ability to grow and adapt to the changes in the market place.</p> <p>Strategic Aim 3 - Maximising job creation for all</p>

	<p>The organisation has successfully retained and increased vital local jobs for their community.</p> <p>Strategic Aim 5 - Distinctive Places & Competitive Infrastructures Notably distributors have invested in the Public Hall Cinema's infrastructure by installing the latest and fastest broadband connection at no cost to the cinema. The main public hall is home to one of the largest screens in Wales surrounded by beautiful art deco. Brynamman Cinema is in much demand as an alternative to the modern multiplex cinema.</p> <p>Regional Learning Partnership (South West & Central Wales) Regional Delivery Plan 2014-2024 This Social Enterprise provides work placements and volunteering opportunities offering in demand skills and job responsibilities i.e. customer service, retail, management, health and safety, marketing, film projection and more. The project addresses:</p> <ul style="list-style-type: none"> • Increasing the proportion of the workforce with higher level skills • Ensuring future skills supply is flexible and responsive to the growth sectors identified in the economic data • Increasing overall employment levels and addressing economic inactivity <p><u>Integrated Community Strategy for Carmarthenshire 2011-2016</u></p> <ul style="list-style-type: none"> • People in Carmarthenshire fulfil their learning potential • Carmarthenshire's communities and environment are sustainable • Carmarthenshire has a stronger and more prosperous economy <p>The income generated from the cinema admissions helps sustain the Cylch Meithrin and Snooker Hall facilities. They also address the outcomes by providing early learning opportunities and cinema industry/retail training for staff and volunteers thus contributing to a more prosperous economy.</p>
Ownership/Lease	Building Freehold is owned by The Brynamman Public Hall and Institute
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>As a Key Account the Brynamman Public Hall delivers an essential service for many people within the Amman Valley area.</p> <p>Under the Key Account Management function the organisation will continue to receive designated assistance from the Community Bureau who will be instrumental in supporting the new Development Officer on identified key areas below:</p> <ul style="list-style-type: none"> • Revising the Business Plan • Identifying and increasing revenue income streams • Developing funding applications • Strengthening community consultation • Developing a Succession Plan • Identifying suitably qualified new Trustees • Establishing a Volunteer Programme • Devising a Marketing Plan - based on solid market research, focus on target customers, build an action plan to achieve specific objectives, learn from experience, measure the effectiveness of your plan • Engaging with other 3rd Sector Development Officers to share best

	practice and explore mentoring opportunities
Recommendation	Award £10,249.32
Subject to:	

11 of 12

Application Reference: TFF/15/12

Project Title	The Blitz – To a safer Place
Applicant	The Tin Shed Experience, Laugharne
Ward	Laugharne
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><u>Background Information:</u></p> <p>The Tin Shed Experience is a museum that is a not for profit organisation and is run by the kind help of its small band of volunteers. The Tin Shed is a quaint and quirky 1940s museum in Laugharne, west Wales and was opened on June 4th 2011 after 18 months hard work by a very small team of enthusiasts. The project has been a labour of love for local men Andrew Isaacs and Seimon Pugh-Jones, both of whom have collected such memorabilia since meeting whilst working at the Ministry of Defence in Pendine. Currently the TSE has nearly 5,000 visitor's P.A and this is expected to generate 140k for the local economy, based on STEAM figures provided by Tourism. There are also a number of centenary events planned which will provide increase interest into the museum.</p> <p>Over the last few years the Tin Shed has been very fortunate to have been involved with the BBC production of 'A Poet in New York' featuring Tom Hollander as Dylan Thomas. Another BBC production, 'Under Milk Wood' which was performed by a community of Welsh talent in New York, Los Angeles, London, Cardiff, and Laugharne, and includes several shots and artefacts from the tin cottage. The venue has also been used for magazine phot shoots such as ELLE.</p> <p>They are a key tourism attraction in Carmarthenshire. Much work has been achieved working closely with CCC Tourism department and Carmarthenshire Tourist Association helping to get Carmarthenshire and Laugharne recognised by those visiting Carmarthen and surrounding areas. They have also gained recognition for being the second most rated museum to visit in Wales on "Trip Advisor which further highlights their impact on the</p>

tourism industry. They also work closely with other organisations such as Llanelly House, The National Museum of Wales, Gwili Railway and the WW1 Trenches experience in Pendine.



The TFF fund will allow **the TSE to make a film that targets the tourism, educational and local interests telling the story of the evacuees who came to Laugharne during WW2.** These came from not only the urban areas of England but also from Cardiff, Newport and Swansea. The film will illustrate the plight of evacuated families and will focus on the journey itself, the official bodies responsible for their journey, and the organisations and people they would have encountered on their way to their new home in Laugharne. It will feature evacuees, Police, WVS, WI, ARP, Land Army, rationing, blackout and make do and mend. Also artefacts such as packaging, gas-masks and propoganda posters will be seen in the production of this docu-drama. The film will be produced using local volunteers and locally sourced film sets. Three local theatre groups have pledged their support and will assist with the local sets, actors, filming and editing equipment. It is envisaged that local schools or college will also assist with the cast and set making. The budget available will only be enough to finance a relatively short pilot film but could lead to a series of linked documentaries that explore the many and various aspects of the evacuees' story. The projects aspirations will be to roll this out to a wider and more diverse audience and attract further funding streams.

Economic Benefit

- Number of individuals into training/education - 0
- Number of individuals into volunteering - 5
- Number of individuals into employment - 0
- Number of community groups/organisations assisted - 0
- Number of social enterprises created - 0
- Number of social enterprises supported - 1
- Number of jobs created - 0
- Number of jobs safeguarded – 0
- Public and private leverage funding - £6,700 (Awards for All, WCF plus own funds)

Added value outputs and condition of grant:

- Number of schools/colleges engaged - 6

	<ul style="list-style-type: none"> • Number of students engaged - 120 • Number of work experience placements – 2 • Number of tourism businesses using the video as part of marketing activity – 10 • Increased visitor numbers into Laugharne – 250 • Increased spend into Laugharne – £140,000 • Increased turnover for the Tin Shed (supporting sustainability of the organisation longer term) - £5,000 • Additional events from the Tin Shed hosting productions - 5
Total Project Cost	£16,700
Eligible Capital	N/A
Eligible Revenue	£16,700
Ineligible Costs	N/A
Amount and % of grant requested	£5,000 (30.00%)
Match funding	£11,700
	(Not secured currently – Applications to Awards for All, WCF, Art Council for Wales plus own funds)
Cllr and Officer Consultations Undertaken	Cllr. Jane Tremlett, Laugharne TownShip Community Council, Louise Rozhon – CCC Tourism department, CTA, Laugharne VCP School, Laugharne History Society, Millennium Hall Laugharne, Trinity St David’s, Pembroke Dock Sunderland Trust, Mother Bear Community Theatre Group, CAVS – Volunteering, Wales Coop DCW.
Evidence of Need / Community Engagement	<p>The Tin Shed has been established since June 2011 and has during this time worked very closely with residents, schools and businesses to develop their historical, educational and tourism presence within the town of Laugharne. ”.</p> <p>The trustees live and work in the town and have so been able to obtain local support to help grow the TSE and offer several volunteer placements. As a result of this grass route approach to the TSE, they have been able to encourage overseas interest and encourage people to explore their family history, which in-turn has engaged the community both far and wide.</p>
Contributing to key Strategies	<p>The project will look at working within the 2011 – 2016 Integrated Strategy Plan by –</p> <ul style="list-style-type: none"> • Maintaining the health of locals by providing valid volunteer activities to sustain interest and engagement • Fulfilling the learning potential of locals through research activities and educational resource provision • Providing a safe environment at the Tin Shed for locals and visitors. • Ensuring that community co-operation is enhanced through a variety of groups working together on the evacuee project.

	<ul style="list-style-type: none"> • Ensuring that Laugharne has a more prosperous and stronger local economy from the project's needs for services <p>Swansea Bay City Region Economic Regeneration Strategy -</p> <p>It will help deliver the Swansea Bay City Region Economic Regeneration Strategy by helping TSE to grow as a small enterprise. It will help to tackle poverty and help with wealth creation through increased tourism numbers & economic activity, new employment in the area, volunteering and learning opportunities. It will also help encourage innovation and knowledge development.</p> <p>Strategically TSE will :</p> <ul style="list-style-type: none"> • Increased local visits leading to increased tourism spend locally and countywide • Increased demand for local services and products • Improved local skills and diversity of attractions • Improved employment possibilities directly at the Tin Shed and in Laugharne and beyond • Improved profile for Laugharne and Carmarthenshire
Ownership/Lease	Owned
<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<ul style="list-style-type: none"> • The TSE is currently Key Account Managed and has received officer and financial support during the last 5 yrs. • The TSE has a 3 year business plan and the film forms part of the future development and tourism appeal to the area. Regular health checks will be completed by the KAM Officer to ensure reasonable growth in achieving the outcomes. • The TSE project contributes to the 'sense of place' in the very special town of Laugharne and makes its own contribution to the overall tourist offering. It adds to the 'interest capacity' of the town by broadening the number of tourists and broadening the market to a wider cross section of the public. The additional visitor numbers will be monitored to measure their increased growth plan. • The TSE is already a "Certificate of Excellence Winner" on Trip Advisor, and the now improved facilities enhance visitor experiences. • The film has great potential to attract further funding for a series of films based on the lives of evacuees. This could be explored and used as an income stream for the Tin Shed and the wider benefits to Carmarthenshire. The educational aspect of the film could be of interest to educational providers locally and throughout the UK and beyond. • Support will be provided by the Bureau to become sustainable, by developing their tourism offer, resulting in increased income and visitors into Laugharne contributing to the growth of the tourism sector. • Also assisting to be aware of other support programmes specific to the creative sector e.g. Creative Skills Set Cymru, Arts Council for Wales and Heritage Lottery.

Recommendation	Award £ 5,000
Subject to:	

12 of 12

Application Reference: TFF/15/18

Project Title	Development of Welsh Language Hub
Applicant	Cyfoes
Ward	Ammanford (and surrounding Amman and Tywi areas)
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 fall 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>Cyfoes is an independent Welsh shop in Ammanford Town Centre. Predominantly a book shop, stocking a range of books suitable for early learners through to adulthood, including fiction and reference, it also stocks a small range of locally made Welsh merchandise. It is a trading arm of Menter Bro Dinefwr and is a community based organisation which works to raise the profile of the Welsh language and works with individuals, organisations, and local businesses to promote the use of Welsh in its area.</p> <p>Cyfoes has great potential to grow be sustainable, create and safeguard jobs locally. They wish to expand the enterprise via sourcing the Targeted Finance Fund, the aim is to develop a Welsh Language Hub and extend its current service in the Amman and surrounding area. The catalyst for this expansion will be the creation of 2 posts. One FT post of Development Officer at 30 hrs, and one PT post (15hrs) of Outreach Worker. Though as success and demand for the new proposed service continues to grow there is the likelihood that these hours will increase or further PT posts created. Additionally the funding will safeguard the current post.</p> <p>The Development Officer will be responsible for developing the existing Welsh language Book Shop as a designated Welsh Language Hub serving the town of Ammanford and the wider Amman and Tywi Valleys. This will include collaborating with local schools, colleges and voluntary organisations to promote the current service as well as developing a new project where timetabled mentoring/practise sessions will be arranged on location for Welsh learners. To assist with these sessions, the DO will recruit a minimum of 5 volunteers as well as affording an ad hoc drop in service for impromptu practise.</p> <p>The Outreach Inclusion Officer will lead on the outreach service; delivering provision from cafes and community facilities, where public transport is limited as some of the wards are in the more deprived areas of the county</p>

	<p>with regards to access to services. The Gwyb Gart multi-purpose trailer will be utilised as a mobile shop or for mentoring/practise sessions. The Outreach Worker will respond to demand and also explore the viability of expanding the service into Llandeilo and Llandovery where currently there is no Welsh language book shop or Welsh learner mentoring provision.</p> <p>The Development Officer will be tasked with developing a bespoke website which will offer a mail order service for those with transport/mobility problems and will actively encourage the <i>Click and Collect</i> service which will bring more footfall into the Book Shop and benefit Ammanford town as a whole.</p> <p>The DO will aim to offer digital inclusion to customers, offering tailored IT support to customers who may lack confidence in navigating the website and ordering online.</p> <p>In order to offer a warm and comfortable environment in which to practise Welsh conversation and skills a section of the shop will be upgraded and modernised. Funding is required to purchase attractive contemporary furniture as well as a TV/DVD player which will be used to facilitate Welsh learner DVD's and when not in use will be linked to their website and for advertising local cultural events. Where feasible a charge could be made for advertising, therefore increasing income.</p>
<p>Economic Benefit</p>	<ul style="list-style-type: none"> • Number of individuals into training/education - 0 • Number of individuals into volunteering – 5 • Number of individuals into employment – 0 • Number of community groups /organisations assisted – 12 • Number of social enterprises created – 0 • Number of social enterprises supported – 1 • Number of jobs created - 2 • Number of jobs safeguarded – 1 • Public and private levered funds - £13,983.10 • Floor space improved – 72m² <p>Additional Outputs/Outcomes:</p> <ul style="list-style-type: none"> • Increase in footfall/turnover to Cyfoes Book Shop • Increase in footfall to Ammanford Shopper's Walk and Ammanford Town centre therefore contributing to the local economy. • Increase in footfall in Llandovery/Llandeilo and the other communities within the Tywi valley in which the service is extended. • Contributory to the sustainability of community venues/other social enterprises where mentoring sessions take place. • Contributory to tackling social exclusion where those at risk attend attend the Welsh Language Promotional/Cultural events. • Increase in skills and confidence for Welsh learners. • Increase in job prospects/volunteering opportunities for Welsh learners. • Increase in IT competence. <p>Target:</p>

	Initially 5 sessions per week, being attended by 5 learners to each session. Within the year a further 3 to 5 locations will be identified and attendance at each session should be an average of 10, with a further 3 (to 5) volunteers recruited.
Total Project Cost	£33,983.10
Eligible Capital	Nil
Eligible Revenue	£33,983.10
Ineligible Costs	Nil
Amount and % of grant requested	£20,000.00 (58.85%)
Match funding	Own funds - £6,796.62 - secured Awards for All - £5,000.00 – applied for Welsh Church Fund - £2,186.48 – applied for
Cllr and Officer Consultations Undertaken	The following have been consulted and are fully supportive of the project proposal: <ul style="list-style-type: none"> • Cllr. Deian Harries - County Councillor Ammanford Town • Cllr. Peter Hughes Griffiths - Chair of CCC and Welsh Language Advisory Panel • Lowri Gwenllian - Welsh for Adults, South West Wales • Ammanford Town Partnership • Rachel Clegg – Regional Learning Partnership • Owen Phillips - CCC Digital Inclusion Officer
Evidence of Need / Community Engagement	Community consultation has been extensive and robust: <ul style="list-style-type: none"> • Current clientele, schools, parents and Welsh learners have expressed a need for an extended service to support Welsh learners and supply a diverse range of welsh learner opportunities. <i>Click and Collect</i> can be linked to a larger online suppliers, the collection point would be Cyfoes who would benefit from the increase in turnover, contributing to their sustainability and job safeguarding. • A recent Welsh Coffee Morning was hosted by Cyfoes in the neighbouring cafe in Ammanford's Shopper's Walk. The event was very well attended with positive feedback requesting regular repeat sessions as they found it an invaluable opportunity to practise conversational welsh. This also benefitted local business who all commented of greater footfall that day, people remained in the town. • Menter Bro Dinefwr currently holds 'siarad Cymraeg' sessions in the small village of Ffarmes in the east of the county where up to 50 people attend regularly. Similarly Menter Gorllewin Sir Gar run 'Dewch i darllen' in Pontwelli and 'Paned a Phabur' in Drefach Felindre, both in the north of the county. Attendance at both of these sessions is excitedly on the increase. Currently, there is no similar provision in the Amman/Tywi area to support Welsh learners leaving an opportunity for Cyfoes to respond to demand. • The 2011 Census showed that the number of Welsh speakers in

	<p>Carmarthenshire has declined by 75% since 2001 and Ammanford ward witnessed one of the biggest declines in the number of Welsh speakers. This clearly evidences the need to increase provision for Welsh learners, opportunity to encourage new starters and retain current learners.</p>
<p>Contributing to key Strategies</p>	<p>The proposal addresses key themes of the following strategies:</p> <p>The Integrated Strategy for Carmarthenshire for 2011 to 2016:</p> <ul style="list-style-type: none"> • <i>People in Carmarthenshire are healthier</i> <p>This project will contribute towards improving inclusive access to volunteering, employment, leisure and play opportunities by providing new volunteering and employment opportunities.</p> <ul style="list-style-type: none"> • <i>People in Carmarthenshire fulfil their learning potential</i> <p>The project will address the aim of improving skills in literacy, numeracy, IT, bilingualism and communication in learners of all ages by encouraging volunteering as a way of developing transferable skills.</p> <ul style="list-style-type: none"> • <i>Carmarthenshire's communities and environment are sustainable</i> <p>The whole project ensures the promotion of the Welsh language and Welsh culture specifically by increasing bilingual opportunities and strengthening Welsh as a community language and providing Welsh language informal education.</p> <p>Iaith Fyw:Iaith Byw, Welsh Government Welsh Language Strategy 2012 – 2017</p> <ul style="list-style-type: none"> • The strategy aims to increase the number of Welsh speakers and provide more opportunities for people to use the language. <p>Carmarthenshire Community Strategy 2004 – 2020</p> <ul style="list-style-type: none"> • The project will assist in opening doors and lifelong learning to help people of all ages to achieve their potential. The volunteering element of the project wills opportunities for people to take on new skills and challenges. <p>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030</p> <ul style="list-style-type: none"> • Business growth, retention and specialisation • Maximising job creation for all <p>Regional Learning Partnership</p> <ul style="list-style-type: none"> • Increasing overall employment levels and addressing economic inactivity
<p>Ownership/Lease</p>	<p>Cyfoes have a lease agreement in place for their premises at Shoppers Walk in Ammanford.</p>
<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>This existing Social Enterprise has been recently identified as a KAM and will be managed accordingly to ensure that the organisation grows from strength to strength. The project will work to its Business/Marketing Plan. Gaps in provision in support for Welsh Learners as had a need to Development a Welsh Hub in the Amman Valley have been identified therefore leading to this application. The KAM officer will meet regularly with the new Development Officer and Outreach Officer to ensure that they are supported to receive a tailored made support package whilst providing practical guidance and signposting on marketing, community engagement, business planning, with an overall objective of achieving economic growth and above</p>

	<p>all sustainability.</p> <p>The project will create two jobs and safeguard one. The role of the Outreach Worker will include looking into the possibility of extending the outreach work into the upper Tywi area, which will increase the turnover in the shop with the possibility of further job creation.</p> <p>An increase in visits to the new Welsh Language Hub will directly benefit other businesses in the town by increasing footfall. The Hub will continue to collaborate with the Ammanford Town Partnership to explore joint working and marketing opportunities for the town centre.</p> <p>Cyfoes will work with CAVS to establish a Volunteer Programme, aim to recruit a diverse, mixed aged group.</p> <p>The Development Officer will be able to show the less confident how to navigate the website, which will increase their IT competence. All further outcomes as a result of this confidence e.g. applying for IT lessons will be recorded.</p> <p>The Welsh language Hub will operate a drop in centre for conversation/advice/ticket sales for local events – thereby encouraging more people to local events and tackling social isolation.</p>
<p>Recommendation</p>	<p>Award - £20,000</p>
<p>Subject to:</p>	<p>2x new jobs to be created, advertised and recruited from outside of MBD. Clear demonstration of additional activity and increased turnover. Jobs to be full cost recovery to ensure sustainably.</p>