

**FRIDAY, 24 MARCH 2023**

**TO: THE CABINET MEMBER FOR REGENERATION, LEISURE,  
CULTURE AND TOURISM**

I HEREBY SUMMON YOU TO ATTEND A VIRTUAL MEETING OF  
THE **CABINET MEMBER FOR REGENERATION, LEISURE,  
CULTURE AND TOURISM** WHICH WILL BE HELD AT **10.00 AM,**  
ON **FRIDAY, 31ST MARCH, 2023** FOR THE TRANSACTION OF  
THE BUSINESS OUTLINED ON THE ATTACHED AGENDA.

*Wendy Walters*

**CHIEF EXECUTIVE**

<b>Democratic Officer:</b>	<b>Kevin Thomas</b>
<b>Telephone (direct line):</b>	<b>01267 224027</b>
<b>E-Mail:</b>	<b><a href="mailto:kjthomas@carmarthenshire.gov.uk">kjthomas@carmarthenshire.gov.uk</a></b>

Wendy Walters Prif Weithredwr, *Chief Executive*,  
Neuadd y Sir, Caerfyrddin. SA31 1JP  
*County Hall, Carmarthen. SA31 1JP*

# **A G E N D A**

- 1. DECLARATIONS OF PERSONAL INTEREST**
- 2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 23RD MARCH 2023** 3 - 4
- 3. APPROVAL OF UK SPF ANCHOR PROGRAMME, THEMES FOR STANDALONE PROJECTS AND MULTIPLY OPEN CALL** 5 - 22

*Note:- The press and public are not entitled to attend the meeting. The decision record will be published normally within 3 working days.*

Agenda Item 2

**CABINET MEMBER FOR REGENERATION, LEISURE, CULTURE  
AND TOURISM**

**THURSDAY**, 23 March 2023

**PRESENT: Councillor:** G.H. John (Cabinet Member).

**The following officers were in attendance:**

C. Owen, Bureau Officer

S. Williams, Programme Officer - Economic Development

E. Bryer, Democratic Services Officer

Virtual Meeting - 10.00 - 10.20 am

**1. DECLARATIONS OF PERSONAL INTEREST.**

There were no declarations of personal interest.

**2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 17TH FEBRUARY 2023.**

**RESOLVED** that the decision record of the meeting held on the 17<sup>th</sup> February 2023 be signed as a correct record.

**3. FINANCIAL ASSISTANCE FROM THE FOLLOWING GRANT FUNDS:  
TARGETED FINANCE FUND**

**RESOLVED** that the following applications for assistance from the Targeted Finance Fund be approved subject to the usual terms and conditions and those specified in the report:

Targeted Finance Fund	
Applicant	Award
Carmarthenshire Water Safety Partnership	£5,000
Llanelli and Mynydd Mawr Railway Company Ltd	£20,000

**4. FINANCIAL ASSISTANCE FROM THE FOLLOWING GRANT FUND:  
CARMARTHENSHIRE'S BUSINESS RENEWABLE ENERGY FUND**

**RESOLVED** that the following application received for assistance from the Carmarthenshire Business Renewable Energy Fund be approved subject to the usual terms and conditions and those specified in the report:

<b>Business Renewable Energy Fund</b>	
<b>Applicant</b>	<b>Award</b>
Philip Hughes, The Old Board School Guest House	£10,000

\_\_\_\_\_  
**CABINET MEMBER**

\_\_\_\_\_  
**DATE**

## CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE & TOURISM 31/03/2023

<b>Cabinet Member:</b>	<b>Portfolio:</b>	
<b>Cllr. Gareth John</b>	<b>Regeneration, Leisure, Culture &amp; Tourism</b>	
<b>Subject: Approval of UK SPF Anchor Programme, Themes for Standalone Projects and Multiply Open Call</b>		
<b>Purpose: To approve the recommendations from the Regeneration Partnership</b>		
<b>Recommendations / key decisions required:</b>		
<ol style="list-style-type: none"> <li>1) <b>Approve the People &amp; Skills Anchor Programme as recommended by Carmarthenshire’s Regeneration Partnership</b></li> <li>2) <b>To consider the detail within the standalone projects paper and approve the key themes to be put forward for open call under the People &amp; Skills priority as recommended by the Regeneration Partnership</b></li> <li>3) <b>To open a call for projects to deliver the Multiply programme within the People &amp; Skills priority</b></li> </ol>		
<b>Reasons:</b>		
<p>The UK Shared Prosperity Fund (UKSPF) is a central pillar of the UK government’s Levelling Up agenda. An allocation of funding of £38.6m has been confirmed for Carmarthenshire which will enable us to deliver against some of the County’s strategic objectives. Approving the detail within the Anchor programmes and the themes for the Standalone calls will enable delivery to commence in Carmarthenshire and give third sector, public sector and private sector organisations the opportunity to benefit from the funding available.</p>		
<b>Directorate</b>	<b>Designation:</b>	<b>Tel No. 01267 242336</b>
<b>Name of Head of Service:</b>	<b>Head of Regeneration</b>	<b>JaJones@crmarthenshire.gov.uk</b>
<b>Jason Jones</b>		
<b>Report Author:</b>	<b>Tel: 01267 242367 HLMorgan@carmarthenshire.gov. uk</b>	
<b>Helen Morgan</b>		

**Declaration of Personal Interest (if any): None**

**Dispensation Granted to Make Decision (if any):**

Cabinet resolved on 30<sup>th</sup> January 2023 to delegate authority to Cabinet Member for Regeneration, Leisure, Culture and Tourism to sign off the detailed Anchor projects following recommendation of the Regeneration Partnership.

**DECISION MADE:**

Signed: \_\_\_\_\_ DATE: \_\_\_\_\_  
CABINET MEMBER

**The following section will be completed by the Democratic Services Officer in attendance at the meeting**

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

# EXECUTIVE SUMMARY CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE & TOURISM 31<sup>st</sup> March 2023

## Approval of UK SPF People & Skills Anchor Programme and Themes for Standalone Projects and Multiply Open Call

The Cabinet, following recommendation from the Regeneration Partnership has agreed the delivery models for the implementation of the UK Shared Prosperity Fund (SPF) in Carmarthenshire as follows:

- Anchor Programmes - Thematic programmes developed under each of the key SPF themes that will manage major parts of the investment strategy
- Standalone projects – Strategic applications that will address challenges that are not covered by the Anchor projects. Applications will be invited via open calls.
- Commissioned projects - Procured activity to deliver precisely defined activity that is not being fulfilled by the delivery models detailed above.

### Anchor Programmes

The Anchor programmes will deliver major parts of the investment plan, primarily by offering third party grants to organisations. It has been agreed by Cabinet that 5 Anchor programmes be established, namely, Sustainable Communities, Rural, Place, Supporting Local Business and People and Skills.

The four Anchor programme applications under the Communities and Place and Supporting Local Business SPF investment priorities were approved in the Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture & Tourism on the 17<sup>th</sup> February 2023 and the funding opportunities within these programmes opened on the 1<sup>st</sup> March 2023.

The application for the Anchor Programme that sits under the People and Skills Priority has been received.

Appendix 1 summarises the People and Skills Anchor programme.

Following assessment by the SPF Programme Management Team and discussion at the People and Skills subgroup, the Anchor has been recommended for approval by the Regeneration Partnership. We are requesting final approval from Cabinet Member for Regeneration Leisure, Culture and Tourism.

### Standalone Projects Open Call

A mapping exercise has been undertaken (Appendix 2) where key challenges and opportunities identified within Carmarthenshire's Investment Plan have been assessed against the funding opportunities being made available within the Anchor programmes for the People and Skills Anchor Programme.

Based on the findings and following input from the priority subgroup meetings and following recommendation by the Regeneration Partnership, it is proposed that the call for applications for strategic applications under the People and Skills Priority should specifically focus on the following themes:

- Care
- Digital
- Green
- Hospitality / Catering

We are requesting approval by Cabinet Member for Regeneration, Leisure, Culture and Tourism, to open calls for applications within the People and Skills priority that focus on the themes above.

### **Multiply Open Call**

Sitting within the People and Skills priority is the Multiply Programme. This programme has been developed to help transform the lives of adults across the UK, by improving their functional numeracy skills through free personal tutoring, digital training, and flexible courses.

Following discussion at the People and Skills subgroup and recommendation from the Regeneration Partnership, we are proposing to open a call for applications from organisations with the capacity and capability to deliver against the portfolio of UK SPF Multiply interventions set out by UK Government

Appendix 3 summarises this call

We are requesting approval by Cabinet Member for Regeneration, Leisure, Culture and Tourism, to open calls for applications for the Multiply programme.

<b>DETAILED REPORT ATTACHED ?</b>	<b>YES – Appendix 1 2 &amp; 3</b>
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# IMPLICATIONS

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

Signed: Jason Jones

Head of Regeneration

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

## 1. Policy, Crime & Disorder and Equalities

The Shared Prosperity Fund provides an opportunity to draw down additional investment which will help deliver against some of the County's key strategic objectives.

In order to draw down the funding, a Regional Investment Plan was submitted to UK Government setting out how the Region intends to utilise the funding based on local needs and opportunities. A Carmarthenshire Investment Plan was developed which fed into the Regional Plan.

The Investment Plan for Carmarthenshire is based on our existing strategies and plans including the Economic Recovery Plan, Local Innovation Strategy, Wellbeing Assessment, and the South West Wales Regional Economic Delivery Plan. The Carmarthenshire Plan is aligned to the 7 Well-being goals of the Well-being of Future Generations Act.

The Anchor programmes have been developed to address some of the challenges and opportunities detailed in Carmarthenshire's Local Investment Plans and as such, are in line with Carmarthenshire's existing strategies and plans including the Corporate Strategy and Well-being Objectives

## **2. Legal**

Local government is being given responsibility for delivery of the UKSPF. Swansea Council will act as the 'lead local authority' for the South West region and will have overall accountability for the funding and how the Fund operates.

Delivery and management of the programme in Carmarthenshire will be the responsibility of the Authority. This will include assessing and approving local project applications, entering into funding agreements with third parties as well as processing payments and day-to-day monitoring.

Appropriate agreements will be put in place between the Regional lead and the Authority which will set out agreed roles and responsibilities. Swansea Council as the Lead Authority is currently drafting a Service Level Agreement. Our Authority's legal team is being consulted on this.

At a project delivery level, the Authority will enter into a funding agreement with all delivery partners. These will be developed in conjunction with the Authority's legal team.

Approval was received by Cabinet on 30<sup>th</sup> January 2023 to proceed at risk with opening calls for all applications prior to entering into a formal Service Level Agreement with Swansea Council. This will ensure that we can launch the programme as soon as possible at a local level.

## **3.Finance**

Whilst Swansea Council will act as the accountable body for the region and receive the Region's allocation via UK Government, delivery and management of Carmarthenshire's allocation will remain the responsibility of the Authority with Chris Moore as Senior Responsible Officer.

The budget requested by the Anchor programmes is fully funded by the SPF. Some of the third-party grants contained within the Anchor programmes will attract further private sector investment into the county. It is the intention that following approval of the Anchor programmes, Carmarthenshire's remaining UKSPF budget will be allocated to Standalone and Commissioned projects.

## **4.Risk Management Issues**

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

Individual risk registers will be maintained at project level together with appropriate mitigation measures.

## 5. Staffing Implications

To manage the UKSPF at a local level and coordinate the process of opening Standalone calls, a dedicated Programme Management team will need to be established to ensure that the necessary processes and procedures are put in place to administer the UKSPF. The Anchor projects require dedicated staffing to deliver the programmes. The staffing structures and associated job descriptions have been prepared.

On the 30<sup>th</sup> of January 2023, Cabinet approved the recommendation to proceed at risk with the recruitment of staff for the internal Anchor teams and Programme Management team whilst the formal Service Level Agreement between Swansea Council and this Authority is finalised to enable the programme to commence as soon as possible. The risk will be minimal as the allocation for Carmarthenshire has been approved by UK Government.

## CONSULTATIONS

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

Signed: Jason Jones

Head of Regeneration

**1. Scrutiny Committee**

N/A

**2. Local Member(s)**

N/A

**3. Community / Town Council**

N/A

**4. Relevant Partners**

Carmarthenshire's Regeneration Partnership recommended approval of the People and Skills Anchor Programme, themes for the open call for Standalone projects and the call for Multiply applications.

**5. Staff Side Representatives and other Organisations**



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## Appendix1 - Summary of Carmarthenshire People & Skills SPF Anchor Programme

Anchor Programme	Activity	Budget
People & Skills Anchor	<ul style="list-style-type: none"> <li>• <b>Employability Support</b> – Employability Carmarthenshire will provide support to get people back into work, reducing barriers to get into work and supporting individuals with volunteering opportunities to gain experience in the workplace. The main focus of the programme will be on the following:               <ul style="list-style-type: none"> <li>- Employability support to residents of Carmarthenshire to get into work by offering one to one support; training; paid work experience and volunteering opportunities.</li> <li>- Priority will be on the 25+ age group both short term and long term unemployed, however other individuals not eligible for support from other provisions will also be eligible.</li> <li>- Bespoke training opportunities to support people into work specifically in key sectors in Carmarthenshire including the advancement of digital skills and job clubs/fairs to secure employment.</li> </ul> </li> <li>• <b>Youth Support</b> - This aspect of the project relates to seeking to address the gaps in NEET related provision as follows:               <ul style="list-style-type: none"> <li>- To target vulnerable secondary age pupils in the county to prevent them becoming NEET aged 11-18. This approach will also include a focus upon the 16 -18 year old cohort at key stages of transition. Work will include delivery of additional,</li> </ul> </li> </ul>	£5,794,122 SPF

non-statutory interventions, to strengthen transition, improve attendance, attainment, engagement, and behaviour in those at the very greatest risk of becoming NEET.

- To target young people aged 16-25 who have left secondary school and are judged to be NEET. Interventions would include supporting with access to training programmes, college and supporting young people towards employability.
- **Employability Fund:** This will provide targeted financial support to organisations who work with individuals who are furthest away from the labour market who have complex barriers that require specialist intervention.
- **Skills Development Fund:** This will provide targeted financial support to colleges, universities, and training providers to deliver training including non- accredited short courses; accredited courses (short and up to 1 year) in the key skill areas below:
  - Net Zero
  - Digital (specialist)
  - Care
  - Manufacturing
  - Customer Services
  - Leadership and Management
  - Problem Solving
  - Confidence Building



## **Process for inviting Standalone projects**

### **Background**

The delivery models for the Shared Prosperity Fund for the region have been agreed as follows:

- Anchor projects - Thematic projects that will manage major parts of the investment strategy
- Standalone projects – Strategic applications that will address challenges that are not covered by the Anchor projects. Applications will be invited via open calls.
- Commissioned projects- procured activity to deliver precisely defined activity that is not being fulfilled by the delivery models detailed above.

The Anchor projects will deliver major parts of the investment plan, with additional funding within the People and Skills programme to offer third party grants to organisations to deliver employability and skills projects where gaps are identified. As a reminder, it has been agreed that the following anchor projects be established. This approach is being replicated across the region

### **People and Skills Anchor**

The Anchor will consist of 4 elements:

#### **Employability**

A targeted employability programme to reduce unemployment and the number of economically inactive, by ensuring that all residents in Carmarthenshire receive the necessary support and training to enable them to enter the world of work. The programme will work with over 25; long and short term unemployed and any other individual who is not receiving support from any other employability project.

The programme will:

- Support people into employment
- Support individuals furthest away from the labour market into volunteering and paid work opportunities.
- Work with businesses to identify job and volunteering opportunities.
- Offer paid work opportunities
- Provide training opportunities
- Provide work preparation opportunities
- Work within the community offering support on job searches; applying for jobs and training.
- Support those underemployed to gain more hours and move into better paid jobs.

### **Youth Support**

This aspect of the project relates to seeking to address the gaps in NEET related provision

- a) To target vulnerable secondary age pupils in the county to prevent them becoming NEET aged 11-18. This approach enables delivery of additional, non-statutory interventions, to

strengthen transition, improve attendance, attainment, engagement and behaviour in those at the very greatest risk of becoming NEET.

- b) To target young people who have left secondary school and are judged to be NEET. Interventions would include supporting with access to training programmes, college and supporting young people towards employability.

The project will:

- Engage with individuals early
- Provide wellbeing support
- Support young people presenting with a range of complex needs
- Provide advice and support on housing, welfare, digital skills and numeracy skills
- Provide support within the community for young people.

### **Employability Support Fund**

This will provide targeted financial support to organisations who work with individuals who are furthest away from the labour market who have complex barriers that require specialist intervention. Organisations will be invited to submit applications for funding up to £200,000 to deliver the specialist support, each submission will be to identify the gap in provision and provide a proposal on how the funding will help in getting individuals closer to employment or volunteering through offering training and support.

### **Skills Development Fund**

This will provide targeted financial support to colleges, universities and training providers to deliver training including non-accredited short courses; accredited courses (short and up to 1 year). The main areas of skills development identified are listed below and these have been identified following consultation with employers across the county and region during preparation of the Employment and Skills Plan 2022 – 2025. The Skills Development Fund will enable individuals to be upskilled in areas where there will be job opportunities and where the existing skills gaps exist. The programme could help individuals gain additional qualifications to enable them to increase their hours of work and have a higher paid job. The key skills areas are:

- ✓ Green
- ✓ Digital
- ✓ Hospitality
- ✓ Care
- ✓ Manufacturing
- ✓ Customer Services
- ✓ Leadership and Management
- ✓ Problem Solving
- ✓ Confidence Building

Organisations will be invited to submit applications for funding up to £250,000 to deliver the training between May 2023 – December 2024. The applicants would need to demonstrate that there is no

duplication of provision either through existing FE/Apprenticeship provision or through the Personal Learning Accounts. It would add weight to the project if up to 10% match funding was included.

### **Options for Inviting Standalone projects**

A substantial percentage of the overall allocation for the County will be committed to Anchor projects. The Anchor projects however will continually be monitored to ensure that the activity meets the demands for employability support and skills development.

The remaining budget will be made available for more specialist support and help address some of the challenges identified in the Investment Plan that are not covered by the anchor projects.

An initial assessment of the key challenges and opportunities identified within the Carmarthenshire Investment Plan against the funding opportunities being made available within the Anchor projects is mapped in Table 1 for the People and Skills investment priorities. A similar exercise has already been undertaken in relation to Community and Business investment priorities.

Within the People and Skills area there are a number of key issues including above average level of Economically inactive; over 8900 residents (16 – 64) with no qualifications and only 21,300 residents (16-64) with a level 2 qualification. The Investment Plan for Carmarthenshire identifies this as a challenge and one that needs to be addressed in order to meet the increasing number of vacancies that cannot be filled across all levels and sectors. Looking at the economy of Carmarthenshire there are key areas that the skills gap is impacting and the four areas listed below have been identified within the Employment and Skills Plan for South West Wales as areas that either have a large number of vacancies; that have a poor perception as a place to work; require key skills in order to enter the sector or are a new and emerging sector where there will be huge opportunities to upskill individuals to enter the new emerging industries that are being developed in the county and the region.

Based on the findings, it is proposed that the call for applications for ‘standalone applications’ should specifically focus on skills for the following themes:

- Care
- Digital
- Green
- Hospitality/Catering

The stand-alone project should offer accredited short courses that will reskill individuals who are potentially thinking of a career change; are seeking employment or require upskilling to get into work. The project would create opportunities in key areas where there are a number of vacancies but not enough people having the correct skills in order to take up the roles. The project should aim to deliver as many projects as possible within the time to maximise the impact of the programme i.e, the number of individuals being trained and gaining a qualification.

Standalone projects will be invited via an open call and will be assessed against key criteria. All applications will be required to demonstrate that they can deliver by the end of December 2024 to allow sufficient time to close the programme by March 2025

**Table 1**

<b>People and Skills</b>		
<b>Challenges</b>		
<ul style="list-style-type: none"> <li>• An above average level of Economically inactive people in the county many with complex barriers that restricts them getting into work.</li> <li>• High number of individuals who are NEET (not in education employment or training)</li> <li>• Access to jobs is a challenge in some instances owing to a lower population density and rurality.</li> <li>• Upskilling people to meet the changing skills landscape to meet the Net Zero industries in the region.</li> </ul>		
<b>Opportunities within local investment plan</b>	<b>Opportunities via Anchor projects</b>	<b>Proposed standalone themes</b>
Reduce the number of economically inactive individuals in Carmarthenshire and reduce the number of complex barriers individuals have in getting into work.	The People and Skills Anchor project will assist individuals with the training and advice/support to gain employment, with ongoing support for the individual and employer. The project will offer paid work opportunities, volunteering opportunities and specialist training.	
Support for specialist Employment support for individuals furthest away from the workplace because of complex barriers	The People and Skills Anchor will provide 3 <sup>rd</sup> party grant for public, private and 3 <sup>rd</sup> sector organisations. Specific focus on support for hardest to reach individuals Grants of up to £200k will be made available.	
Low wages – too many jobs do not pay enough	Opportunity via the People and Place Anchor to upskill individuals to new jobs specifically in Care; Green; Digital and Hospitality/Catering	Strategic projects focusing on short courses to deliver training in the four key areas that will support individuals to increase the opportunity to work across Carmarthenshire.
Underemployment – too many people cannot access jobs which meet their needs.	People and Skills Anchor will offer training for individuals to increase their opportunities to work for more than their contracted hours.	
Skills - supporting people and businesses to retrain, re-skill, and up-skill through blended traditional, online and work-based learning.		Strategic projects focusing on short courses to deliver training in the four key areas that will support individuals to increase the opportunity to work across Carmarthenshire.

## Open Call for Multiply Applications

Multiply is the programme that has been developed to help transform the lives of adults across the UK, by improving their functional numeracy skills through free personal tutoring, digital training, and flexible courses. Multiply provision should complement but not duplicate existing provision. The core requirement of Multiply is the delivery of flexible numeracy skills support to adults aged 19+ who do not have a Level 2 or higher maths qualification.

We are specifically looking for organisations with the capacity and capability to deliver against the portfolio of UK SPF Multiply interventions set out by UK Government and the priorities outlined in the Carmarthenshire and South West Wales Regional Investment Plans.

Multiply Applications will be expected to address the following interventions:

- W44 Courses designed to increase confidence with numbers for those needing the first steps towards formal qualifications.
- W45: Courses for parents wanting to increase their numeracy skills in order to help their children, and help with their own progression.
- W46: Courses aimed at prisoners, those recently released from prison or on temporary licence.
- W47: Courses aimed at people who can't apply for certain jobs because of lack of numeracy skills and/or to encourage people to upskill in order to access a certain job/career.
- W48: Additional relevant maths modules embedded into other vocational courses.
- W49: Innovative programmes delivered together with employers – including courses designed to cover specific numeracy skills required in the workplace.
- W50: New intensive and flexible courses targeted at people without Level 2 maths in Wales, leading to an equivalent qualification (for more information on equivalent qualifications,
- W51: Courses designed to help people use numeracy to manage their money.
- W52: Courses aimed at over 19s that are leaving, or have just left, the care system

- W53: Activities, courses or provision developed in partnership with community organisations and other partners aimed at engaging the hardest to reach learners – for example, those not in the labour market or other groups identified locally as in need.

The budget for this call will be £5.5million