

**THURSDAY, 11 JANUARY 2024**

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

I HEREBY SUMMON YOU TO ATTEND A MEETING OF THE  
**CABINET MEMBER FOR REGENERATION, LEISURE,  
CULTURE AND TOURISM** WHICH WILL BE HELD IN  
**COMMITTEE ROOM 1 (DEMOCRATIC SERVICES COMMITTEE  
ROOM), COUNTY HALL, CARMARTHEN, AT 10.00 AM, ON  
THURSDAY, 18TH JANUARY, 2024** FOR THE TRANSACTION  
OF THE BUSINESS OUTLINED ON THE ATTACHED AGENDA.

*Wendy Walters*

**CHIEF EXECUTIVE**

<b>Democratic Officer:</b>	<b>Mrs. Kelly Evans</b>
<b>Telephone (direct line):</b>	<b>01267 224178</b>
<b>E-Mail:</b>	<b><a href="mailto:kellyevans@carmarthenshire.gov.uk">kellyevans@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**

- |   |                |
|---|----------------|
| <b>1. DECLARATIONS OF PERSONAL INTEREST</b>   |                |
| <b>2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 13 DECEMBER 2023</b> | <b>3 - 6</b>   |
| <b>3. RURAL ANCHOR SCHEME</b>   | <b>7 - 16</b>  |
| <b>4. TEN TOWNS PROGRAMME (REVENUE FUND)</b>  | <b>17 - 22</b> |

*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

**WEDNESDAY, 13 December 2023**

**PRESENT: Councillor:** H.A.L. Evans (Cabinet Member).

**The following officers were in attendance:**

H. Morgan, Economic Development Manager  
M. Bull, Economic Development Funding & Business Manager  
B Hale, Economic Development Coordinator  
C. Owen, Bureau Officer  
M. E. Pemberton, Rural Programme Co-ordinator  
A. Eynon, Principal Translator  
K. Thomas, Democratic Services Officer

Chairman's Room, County Hall, Carmarthen, SA31 1JP. - 10.00 - 10.15 am

**1. DECLARATIONS OF PERSONAL INTEREST**

<b>Councillor</b>	<b>Item Number</b>	<b>Nature of Interest</b>
Hazel Evans	5 – Welsh Church Fund – Application by Llanddarog Parish Church	Chair of the Diocesan Board of Finance and Trustee of the representative Body of the Church in Wales

**2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 22ND NOVEMBER 2023**

**RESOLVED** that the decision record of the meeting held on the 22<sup>nd</sup> November, 2023 be signed as a correct record.

**3. SHARED PROSPERITY FUND - BUSINESS START UP AND BUSINESS GROWTH GRANT**

The Cabinet Member considered a report detailing proposed changes to the maximum grant values and criteria applied to the Business Start Up Grant and the Business Growth Grant

The current criteria, launched in March 2023, for both Start Up and Growth Grants was up to a maximum of £10,000 based on up to 50% of eligible costs or £5,000 per job created and/or safeguarded, whichever was the lesser. There was also an element of the growth grant of awards of between £10,000 and £50,000 to be considered for applications with innovative and R&D projects and link into Innovation Strategies.

Following a review of progress to date the following changes were proposed to the current grant criteria. However, they would still be based on up to 50% of eligible

expenditure or £5,000 per job created and or safeguarded, whichever was the lesser:

1. The maximum grant award for all applications that do not link to innovation strategy be increased from £10,000 to £50,000.
2. The maximum grant award for projects linked to the innovation strategy be increased from £50,000 to £90,000.

The Cabinet Member noted that if the proposed changes were to be approved, they would meet the needs of Carmarthenshire businesses and maximise the grant support on offer to enable them to meet their start up and growth plans. Additionally, the increased awards would enable the grants team to maximise fund demand and ensure outputs were achieved.

It was also clarified that the reference on page 9 of the report pack to the fund closing for applications on the 30 September 2023 should have read 30 September 2024

**RESOLVED that the Shared Prosperity Fund Start Up and Growth Fund criteria be amended as follows:**

1. **The maximum grant award for all applications that do not link to innovation strategy be increased from £10,000 to £50,000.**
2. **The maximum grant award for projects linked to the innovation strategy be increased from £50,000 to £90,000.**

**4. MYNYDD Y BETWS WIND FARM COMMUNITY BENEFIT FUND ROUND 2 APPLICATIONS.**

**RESOLVED that the following applications for assistance from the Mynydd y Betws Community Benefit Fund - Round 2 applications be approved subject to the usual terms and conditions and those specified in the report:**

<b>Mynydd y Betws Community Benefit Fund</b>	
<b>Applicant</b>	<b>Award</b>
Black Mountain Centre – Cwarter Bach	£14,000
Glynhir Golf Club – Llandybie	£2,735.10
Dawnsyr Penrhyd – Llandybie	£7339.20
Penybanc Welfare Association – Saron	£12,000
Menter Cwm Gwendraeth Elli – Penygroes	£15,000
Mynydd Sion Chapel – Penygroes	£5,760.00

**5. WELSH CHURCH FUND APPLICATIONS**

**(NOTE: Councillor H Evans having earlier declared an interest in this item re-declared that interest)**

This item was withdrawn from the agenda and was to be considered by the Head of Regeneration, Policy and Digital in accordance with his delegated authority to approve grant applications up to a value of £10,000.

**6. TEN TOWNS PROGRAMME (REVENUE FUND)**

**RESOLVED** that the following application for assistance from the 10 Towns Revenue Fund be approved subject to the usual terms and conditions and those specified in the report:

<b>Applicant</b>	<b>Project</b>	<b>Award</b>
CETMA	Caru Cydweli	£10,000.00

**7. TEN TOWNS CAPITAL FUND**

**RESOLVED** that the following application for assistance from the 10 Towns Capital Fund be approved subject to the usual terms and conditions and those specified in the report:

<b>Applicant</b>	<b>Project</b>	<b>Award</b>
Llandovery Town Council	Llandovery Market Square Development	£19,272.00

**8. REPORTS NOT FOR PUBLICATION**

**RESOLVED** pursuant to The Local Government Act 1972 as amended by The Local Government (Access to Information) (Variation) (Wales) Order 2007 that the following items were not for publication as the reports contained exempt information as defined in Paragraph 14 of Part 4 of Schedule 12A to the Act.

**9. TOWN CENTRE LOAN SCHEME**

Following the application of the public interest test it was **RESOLVED**, pursuant to the Act referred to in minute no. 7 above, not to publicise the content of the report as it contained exempt information relating to the financial or business affairs of any particular person (including the Authority holding that information) (Paragraph 14 of Part 4 of Schedule 12A to the Act).

The public interest test in this matter related to the fact that the report contained detailed information about the business and financial affairs and ambitions of the applicants. In this case the public interest in maintaining the exemption under the 1972 Act in respect of this report outweighs the public interest in disclosing the information therein, as disclosure would be likely to place the business named in the report at an unfair disadvantage in relation to their commercial competitors.

The Cabinet Member considered an application received for a Town Centre Loan.

**RESOLVED** that the following application for a Town Centre Loan be approved subject to the usual terms and conditions and those specified in the report:

<b>Applicant</b>	<b>Award</b>
Fruitmedia Ltd	£99,535.50.00

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

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

## CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE AND TOURISM

**DATE: 18<sup>TH</sup> JANUARY 2024**

<b>Cabinet Member:</b>	<b>Portfolio:</b>	
<b>Cllr. Hazel Evans</b>	<b>Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism</b>	
<b>Rural Anchor scheme</b>		
<b>Purpose:</b> To consider the establishment of two new funds as part of the Rural Anchor scheme which is funded via the Shared Prosperity Fund.		
<b>Recommendations / key decisions required:</b>  To approve the establishment of the following funds as part of the Rural Anchor scheme: <ul style="list-style-type: none"> <li>- Ten Towns Events Fund</li> <li>- Circular Economy Fund</li> </ul>		
<b>Reasons:</b>  To support the economic opportunities identified as part of local consultations that will provide economic and social benefits to the Ten Towns.		
<b>Directorate</b> <b>Name of Head of Service:</b> Jason Jones  <b>Report Author:</b> Rhian Phillips	<b>Designations</b> <b>Head of Regeneration, Policy and Digital</b>  <b>Economic Development Area Manager</b>	<b>Jason Jones</b> <b>Tel: 01267 242 336</b> <a href="mailto:JaJones@carmarthenshire.gov.uk">JaJones@carmarthenshire.gov.uk</a>  <b>Rhian Phillips</b> <a href="mailto:mrphillips@carmarthenshire.gov.uk">mrphillips@carmarthenshire.gov.uk</a>

**Declaration of Personal Interest (if any):**

None

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

N/A

**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 AND TOURISM**  
**DATE: 18<sup>th</sup> JANUARY 2024**

**Rural Anchor Scheme**

**Purpose:**

To consider the establishment of two new funds as part of the Rural Anchor scheme which is funded via the Shared Prosperity Fund.

**Background**

The Rural Anchor project was approved by Cabinet member on the 17<sup>th</sup> February 2023 which includes the Ten Towns initiative.

As part of on-going discussions within the rural market towns, it is proposed that the following 3<sup>rd</sup> party grants are established which will help increase visitor numbers to the town centres as well as enable local communities to take practical action to address the climate and nature emergency through the development of circular activities.

**Events Fund**

Funding will be available to support both new and enhance the existing calendar of events within the Ten Towns. The aim of the fund will be to increase visitor numbers to the town centres and improve perception of local events.

The maximum amount awarded will be as follows:

- Existing events: maximum £2k at a maximum 70% of total project costs
- New events: maximum £4k at a maximum 70% of total project costs

Applications will be assessed in relation to their ability to meet the following key outputs:

- Number of new events created
- Number of existing events supported
- No of volunteers engaged
- Increase in footfall

All successful applicants will be invited to form a working group to ensure that crucial links between event organisers are made across the Ten Towns and to ensure a year round calendar of events.

Successful applicants will also receive training on the Carmarthenshire Events Toolkit to aid them on matters such as event planning, licensing, marketing and promotion etc

The fund will also complement other targeted investment programmes such as the Tackling Towns Centre (SPF) and Revitalising Rural Town Centres (RRTC) funds which are currently being delivered as part of the Ten Towns initiative to regenerate town centres.

### **Circular Economy Fund**

Seed corn funding of up to a maximum £5k will be made available to support communities to develop circular economy activities including repair and re-use facilities in town centres such as repair cafes, library of things or other initiatives that help to deliver positive environmental, social and economic benefits for local communities. Funding of up to 100% of total project costs will be made available.

The need for the fund stems from work undertaken by Afallen to scope the development of circular economy activities in the Ten Towns. Consequently, a number of ideas have been identified by the communities. The fund will provide the necessary support to enable local groups to take these ideas forward.

The fund will be managed by the Rural Anchor Team in conjunction with the Place & Infrastructure Department. A series of practical workshops will also be delivered to applicants to provide expert advice.

### **Potential outputs achieved:**

Applications will be assessed in relation to their ability to meet the following key outputs:

- Number of new services created/improved
- Number of volunteering opportunities supported
- Number of people reached

### **Timeline:**

Subject to approval, the fund would be operated in line with the following timeline:

- |  |               |
|--|---------------|
| - Fund launch                            | February 2024 |
| - Deadline for applications              | March 2024    |
| - Project assessment                     | March 2024    |
| - Cabinet member decision                | March 2024    |
| - Grant awarded to successful applicants | April 2024    |
| - Deadline for project completion        | December 2024 |

### **Recommendation:**

- To approve the establishment of the aforementioned funds.

### **OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS**

The option of not approving the establishment of the aforementioned funds is open to Cabinet member. However non approval will mean that local communities and local businesses will

lose out from the economic, social and environmental benefits that will be created as part of the funds.

**DETAILED REPORT ATTACHED**

**NO**



# IMPLICATIONS

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

**Signed: Jason Jones      Head of Regeneration, Policy and Digital**

Policy and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Physical Assets
YES	YES	YES	NO	YES	NO	NO

## **Policy, Crime and Disorder**

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

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

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

This proposal fits with the Authority's ambitions towards transitioning to a circular economy. Following its own declaration of a climate emergency in 2019, the Council has been preparing a long-term action plan for the next ten years, to move Carmarthenshire towards a target of net zero by 2030. The Circular economy fund will facilitate the delivery of the Council's green regeneration ambitions by identifying actions that the Council can take, in partnership with rural communities.

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

## **Legal**

Formal grant agreements will be issued to all successful applicants for both funds which will set out the Terms and Conditions of the grant. The legal team will be involved in the drafting of the agreements.

## **Finance**

Funding has also been secured via the UK Government's Shared Prosperity Fund as part of the Rural Anchor. £50,000 will be ringfenced for the Circular economy fund with a further £50k for the events fund. Should further funding be made available, the budget may increase depending on demand.

## **Risk Management Issues**

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

A key risk is the short delivery timeframe of SPF with all 3<sup>rd</sup> party grants required to be financially completed by the end of December 2024. The timeframe will be clearly articulated to grant applicants as part of the grant launch and associated documentation.

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

# CONSULTATIONS

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

Signed: Jason Jones

Designation: Head of Regeneration, Policy and Digital

**1. Local Member(s)** – Elected Members within the Ten Towns programme.

**2. Community / Town Council** - On-going consultation with the relevant Town Council in the development of the proposals.

**3. Relevant Partners** - Members of the established growth plan teams across the Ten Towns

**4. Staff Side Representatives and other Organisations** n/a

**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
Ten Town Growth Plans		Carmarthenshire County Council website - <a href="https://www.carmarthenshire.gov.wales/home/business/development-and-investment/ten-towns/">https://www.carmarthenshire.gov.wales/home/business/development-and-investment/ten-towns/</a>

This page is intentionally left blank



## CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE AND TOURISM DATE 18.01.2024

<b>Cabinet Member:</b>	<b>Portfolio:</b>	
<b>Cllr. Hazel Evans</b>	<b>Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism</b>	
<b>Ten Towns Programme (Revenue fund)</b>		
<b>Purpose:</b> To consider an application seeking financial assistance from the Ten Towns Revenue Fund		
<b>Recommendations / key decisions required:</b> To approve 1 application submitted as part of the Ten Towns revenue fund:		
<b>Applicant:</b>	Menter Cwm Gwendraeth Elli	
<b>Project title:</b>	Cross Hands Youth and Community Officer	
<b>Grant Requested:</b>	£20,000	
<b>Reasons:</b> To support the economic opportunities identified as part of extensive community consultation and discussion with key stakeholders that will provide economic and social benefit to the County's rural market towns.		
<b>Directorate</b> <b>Name of Head of Service:</b> Jason Jones	<b>Designations</b> <b>Head of Regeneration, Policy and Digital</b>	<b>Jason Jones</b> <b>Tel: 01267 242 336</b> <a href="mailto:JaJones@carmarthenshire.gov.uk">JaJones@carmarthenshire.gov.uk</a>
<b>Report Author:</b> Mared Pemberton	<b>Rural Programmes Co-ordinator</b>	<b>Mared Pemberton</b> <b>Tel: 07812475386</b> <a href="mailto:MEPemberton@carmarthenshire.gov.uk">MEPemberton@carmarthenshire.gov.uk</a>

**Declaration of Personal Interest (if any):**

None

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

N/A

**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**  
**REGNERATION,LEISURE, CULTURE and TOURISM**

**DATE 18.01.2024**

**Ten Towns Programme (Revenue fund)**

**Purpose:**

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

**Background**

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

The Authority has committed £1m capital funding to support the respective towns to take forward some of the capital aspirations identified within their economic growth plans. To complement the capital projects, further revenue funding has been secured from the UK Government's Shared Prosperity Fund as part of the Rural Anchor.

Each town has been given the opportunity to apply for funding of up to £20,000 to be delivered before the end of December 2024.

In order to identify additional ideas for both capital and revenue projects for Cross Hands, the Growth Plan Team for Cross Hands decided to open up a call for applications from local organisations, this included an opportunity for Growth Plan member organisations to submit.

One revenue application was submitted as part of the process and this was from Menter Cwm Gwendraeth Elli who is a member of the Growth Plan Team. As this presented a conflict of interest, the Growth Plan team could not assess the application as per the usual process. The application was therefore submitted directly to Carmarthenshire County Council and has been assessed by an internal funding panel before being presented to Cabinet member for final decision.

**Application for consideration:**

**Applicant:** Menter Cwm Gwendraeth Elli  
**Title:** Cross Hands Youth and Community Officer  
**Grant Requested:** £20,000

The application for funding is from Menter Cwm Gwendraeth Elli to appoint an officer to develop new youth provision within Cross Hands. The officer will also develop wider activities for the benefit of the community including Welsh language classes, local pop up markets and training opportunities, creating a calendar of activity throughout the year. The officer will engage will young volunteers locally in the operation of activities thus developing their entrepreneurial skills and linking them with local businesses to further develop their business skills. The project is a completely new service that will provide the resource aligned with the needs of the town.

Menter Cwm Gwendraeth Elli has secured a space at the vestry of Tabor Chapel which will form the base for local activity. The officer's role will also look at income generation to sustain activity post funding.

**Project Delivery timeline**

The project will begin as soon as fully approved starting with a recruitment process for this new role. Project must be completed by end of December 2024 in line with the Shared Prosperity funding period.

**Outputs to be achieved**

Number of local events or activities supported	25
Number of volunteering opportunities supported	10
Number of people reached	400
Number of jobs created	1

**Recommendation**

To approve a grant request of £20,000 from the Ten Towns revenue fund.

**OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS**

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

**DETAILED REPORT ATTACHED**

**NO**

# IMPLICATIONS

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

Signed: **Jason Jones**      **Head of Regeneration, Policy and Digital**

Policy and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Physical Assets
YES	YES	YES	NO	YES	NO	NO

## **Policy, Crime and Disorder**

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

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

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

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

## **Legal**

Terms and Conditions will be issued to the applicant which have been verified by CCC legal department which will be executed as a deed.

## **Finance**

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

## **Risk Management Issues**

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

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

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

## CONSULTATIONS

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

**Signed: Jason Jones**

**Designation: Head of Regeneration, Policy and Digital**

**1. Local Member(s)** – Cllr Dot Jones and Cllr Llinos Davies, have been consulted on an on-going basis as part of the growth plan team meetings and are supportive of the project.

**2. Community / Town Council** - On-going consultation with the relevant Community Council in the development of the proposals.

**3. Relevant Partners** - Members of the established growth plan team which consists of key stakeholders from public, private and third sector.

**4. Staff Side Representatives and other Organisations** n/a

**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
<b>10 Towns revenue application</b>		<b>County Hall</b>