

**MONDAY, 5 FEBRUARY 2024**

**TO: THE CABINET MEMBER FOR 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. SA31 1JP AND  
 REMOTELY, AT 10.00 AM, ON MONDAY, 12TH FEBRUARY,  
 2024** FOR THE TRANSACTION OF THE BUSINESS OUTLINED  
 ON THE ATTACHED AGENDA.

*Wendy Walters*

**CHIEF EXECUTIVE**

<b>Democratic Officer:</b>	<b>Julie Owens</b>
<b>Telephone (direct line):</b>	<b>01267 224088</b>
<b>E-Mail:</b>	<b><a href="mailto:juowens@carmarthenshire.gov.uk">juowens@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 18TH JANUARY 2024** 3 - 4
3. **TEN TOWNS PROGRAMME (CAPITAL FUND)** 5 - 10
4. **TEN TOWNS PROGRAMME (REVENUE FUND)** 11 - 16
5. **REPORTS NOT FOR PUBLICATION**  
FOLLOWING CONSIDERATION OF ALL THE CIRCUMSTANCES OF THE CASE AND FOLLOWING THE APPLICATION OF THE PUBLIC INTEREST TEST THE CABINET MEMBER MAY CONSIDER THAT THE FOLLOWING ITEMS ARE NOT FOR PUBLICATION AS THEY CONTAIN EXEMPT INFORMATION AS DEFINED IN PARAGRAPH 14 OF PART 4 OF SCHEDULE 12A TO THE LOCAL GOVERNMENT ACT, 1972 AS AMENDED BY THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) (VARIATION) (WALES) ORDER 2007.
6. **ENTERPRISING COMMUNITIES** 17 - 28
7. **SHARED PROSPERITY FUND - BUSINESS RENEWABLE ENERGY FUND** 29 - 40

*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**, 18 January 2024

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

**The following officers were in attendance:**

M. Pemberton – Rural Programme Co-ordinator  
H. Morgan – Economic Development Manager  
R. Phillips – Economic Development Area Manager  
S. Rees – Simultaneous Translator  
K. Evans – Democratic Services Officer

Committee Room 1 (Democratic Services Committee Room), County Hall, Carmarthen  
and remote - County Hall, Carmarthen. SA31 1JP. - 10.00 - 10.06 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 13 DECEMBER 2023**

**RESOLVED** that the decision record of the meeting held on the 13<sup>th</sup> December, 2023 be signed as a correct record.

**3. RURAL ANCHOR SCHEME**

The Cabinet Member considered a report on the proposed establishment of two new funds, as part of the Rural Anchor Scheme, funded via the Shared Prosperity Fund.

The Cabinet Member was informed that the Ten Towns Events Fund would increase visitor numbers to the town centres and improve perception of local events. If successful, applicants would receive training on the Carmarthenshire Events Toolkit to aid them on matters such as event planning, licensing, marketing and promotion.

It was noted that the Circular Economy Fund would have seed corn funding of up to a maximum £5k to support communities to develop circular economy activities including repair and re-use facilities in town centres.

**RESOLVED that :**

**3.1 the establishment of the Ten Towns Events Fund, as set out in report, be approved; and**

**3.2 the Circular Economy Fund, as set out in the report, be approved.**

**4. 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>
Menter Cwm Gwendraeth Elli	Cross Hands Youth and Community Officer	£20,000.00

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

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

## CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE AND TOURISM DATE 12.02.2024

<b>Cabinet Member:</b>		<b>Portfolio:</b>	
Cllr. Hazel Evans		Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism	
<b>Ten Towns Programme (Capital fund)</b>			
<b>Purpose:</b> To consider an application seeking financial assistance from the Ten Towns Capital Fund			
<b>Recommendations / key decisions required:</b> To approve 1 application submitted as part of the Ten Towns Capital Growth Fund			
<b>Applicant Name</b>	<b>St Clears Town Council</b>		
<b>Project Name</b>	<b>Y Gat and Gateway Project, St Clears</b>		
<b>Grant Request</b>	<b>£33,697</b>		
<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>	Jason Jones Tel: 01267 242 336 <a href="mailto:JaJones@carmarthenshire.gov.uk">JaJones@carmarthenshire.gov.uk</a>	
<b>Report Author:</b> Rhian Phillips	<b>Economic Development Manager – Funding</b>	Rhian Phillips Tel: 07812475386 <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 REGNERATION, LEISURE,**  
**CULTURE AND TOURISM**  
**DATE 12.02.2024**

**Ten Towns Programme (Capital Fund)**

**Purpose:**

To consider an application submitted as part of the Ten Towns capital 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 ensure that the ambitions of each town are realised, and that prioritised projects are developed, Carmarthenshire County Council have secured further funding from the UK Government's Shared Prosperity Fund.

**Application for consideration:**

**Applicant:** St Clears Town Council  
**Title:** Y Gat and St Clears Gateway project, St Clears  
**Grant Requested:** £33,697

The application for funding by St Clears Town Council focuses on two projects which have been identified by the town's economic growth plan team to support the development of the town:

**Redevelopment of Y Gat**

Recognised as an anchor building for the town, Y Gat has recently been transferred from the Authority to the Town Council. Following several engagement exercises with stakeholders, established groups and local business, St Clears Town Council is seeking funding to undertake modest reconfiguration works to the building to create a multipurpose space for both business and community use which will include:

- A designated shared working space on the second floor for local businesses. The space will also be used to hold community workshops e.g. digital classes. The library service will continue to operate from the premises as well as meeting rooms being available for hire for both business and community use.
- The reconfiguration work will enable a separate access to the café area which is currently being advertised as a business let
- The third floor will remain a space for local micro businesses to rent. The focus will be on the creative industries to tie in with the previous use of the building. The administration of the lettings will be undertaken by a local estate agent. There have been an encouraging number of enquires for the units available.

To support activity and encourage visitors to the town, the Town Council has appointed a centre co-ordinator whose primary role will be to facilitate events and administer bookings for Y Gat.

As the redevelopment of the building begins, a rebranding exercise will be undertaken by a suitably qualified organisation, to ensure the newly redeveloped space is carefully marketed and promoted to attract both business and community.

### **Gateway project**

A small proportion of the budget will be used to fund the development of a gateway art project in a prime location in the town near the car park entrance. A local artist will be appointed to illustrate the history of the town, creating a vibrant gateway to the town centre. This aspect of the project aligns with wider investments which are being undertaken in the town as part of the Tackling Towns programme. It will also complement the Revitalising Rural Town Centre grant. To date, several premises in the town have been successful in their applications to revitalise their shop frontages.

### **Project Delivery timeline**

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

### **Outputs to be achieved**

M2 of new/upgraded commercial space created	200m2
Number of vacant units/buildings brought back into commercial use	2
No of facilities/services created or improved	1
No of businesses directly/indirectly supported	5
No of jobs created	2
No of business accommodated	7
Increase in visitor numbers	5000
Increase in visitor spend	£70,000

### **Recommendation**

To approve a grant request of **£33,697** from the Ten Towns Capital 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	Bio-diversity & Climate Change
YES	YES	YES	NO	YES	NO	YES	YES

## **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 and will be executed as a deed.

## **Finance**

Funding has been secured from the UK Government Shared Prosperity Fund as part of the Rural Anchor.

## **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.

### Physical Assets

St Clears Town council have entered in a lease agreement with Carmarthenshire County Council as part of an asset transfer programme. The designs for the work have been shared with corporate property who have agreed the proposed works subject to compliance with building regulations.

### Bio- diversity & Climate Change

The project will ensure sustainable practices are adopted when carrying out the works and in the administration of the building.

## 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 Phillip Hughes, has been consulted on an on-going basis as part of the growth plan team meetings and is supportive of the project. Cllr Hughes is the Chair of the 10 towns growth team.

**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 prioritised the project which consists of key stakeholders from public, private and third sector. Further community consultation undertaken with both businesses and local organisations highlighted support for the proposals.

**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
10 Towns St Clears CAPTIAL application		Held electronically

## CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE AND TOURISM DATE 12.02.2024

<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> Llandeilo Town Council <b>Project name:</b> Llandeilo Marketing 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>Rural Programmes Co-ordinator</b>	<b>Jason Jones</b> <b>Tel: 01267 242 336</b> <a href="mailto:JaJones@carmarthenshire.gov.uk">JaJones@carmarthenshire.gov.uk</a>  <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 12.02.2024**

**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.

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

**Application for consideration:**

**Applicant:** Llandelilo Town Council  
**Project name:** Llandeilio Marketing Officer  
**Grant Requested:** £20,000

Llandeilio Town Council, on behalf of the 10 Towns Growth Plan Team, is seeking funding to appoint a Marketing Officer for the town. The role of the officer will include:

- Development of a marketing strategy to promote the town and the surrounding area. The officer will work closely with local businesses and community stakeholders to develop a cohesive marketing plan to encourage visitors to the area
- Development of marketing and promotional materials to highlight what's on in the town including local events, attractions etc
- Development of new events, working closely with businesses and existing event organisers. This will ensure that the town is able to offer a cohesive calendar of events throughout the year. The officer will also provide support to existing event organisers to help them grow.

The application includes a request to fund the purchase of event infrastructure such as gazebos that can be used for both new events developed as part of the project as well as supporting existing events thus reducing the costs in the longer term.

Llandeilio Town Council is committed to scoping opportunities to sustain the role post funding and will work with CCC's Bureau to identify funding pots.

**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	10
Number of volunteering opportunities supported	20
Number of people reached	3000
Increased visitor numbers	1050

**Recommendation**

To approve a grant request of £20,000 from the Ten Towns revenue fund. Special condition to be placed as part of the Terms and Conditions of the grant that the applicant must engage with local businesses including the newly established business forum.

**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 put at risk the Council's ability of delivering the Rural anchor programme within the UK Government's programme timeframe.

<b>DETAILED REPORT ATTACHED</b>	<b>NO</b>
---------------------------------	-----------

# 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	Biodiversity and Climate change
YES	YES	YES	NO	YES	NO	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 the Authority's legal team.

## **Finance**

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

## **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 Edward Thomas has been consulted on an on-going basis as part of the growth plan team meetings and is supportive of the project.

**2. Community / Town Council** - The application is from the Town Council who has consulted with various stakeholders at a local level.

**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
10 Towns REVENUE LlandeiloTownCouncil		County Hall



# Agenda Item 6

By virtue of paragraph(s) 14 of Part 4 of Schedule 12A of the Local Government Act 1972 as amended by the Local Government (Access to Information) (Variation) (Wales) Order 2007.

Document is Restricted

This page is intentionally left blank

# Agenda Item 7

By virtue of paragraph(s) 14 of Part 4 of Schedule 12A of the Local Government Act 1972 as amended by the Local Government (Access to Information) (Variation) (Wales) Order 2007.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 14 of Part 4 of Schedule 12A of the Local Government Act 1972 as amended by the Local Government (Access to Information) (Variation) (Wales) Order 2007.

Document is Restricted

This page is intentionally left blank