

TUESDAY, 3 OCTOBER 2023

**TO: THE CABINET MEMBER FOR RURAL AFFAIRS,
COMMUNITY COHESION AND PLANNING POLICY**

I HEREBY SUMMON YOU TO ATTEND A VIRUAL MEETING OF THE **CABINET MEMBER FOR RURAL AFFAIRS, COMMUNITY COHESION AND PLANNING POLICY** WHICH WILL BE HELD AT **11.30 AM, ON MONDAY, 9TH OCTOBER, 2023** FOR THE TRANSACTION OF THE BUSINESS OUTLINED ON THE ATTACHED AGENDA.

Wendy Walters

CHIEF EXECUTIVE

Democratic Officer:	Kevin Thomas
Telephone (direct line):	01267 224027
E-Mail:	kjthomas@carmarthenshire.gov.uk

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 14TH JULY 2023 3 - 4
3. 10 TOWNS PROGRAMME (REVENUE FUND) 5 - 10
4. TEN TOWNS CAPITAL APPLICATIONS 11 - 16
5. EXCLUSION OF THE PUBLIC
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AND FOLLOWING THE APPLICATION OF THE PUBLIC INTEREST TEST THE CABINET MEMBER MAY CONSIDER THAT THE FOLLOWING ITEM IS NOT FOR PUBLICATION AS IT CONTAINS EXEMPT INFORMATION AS DEFINED IN PARAGRAPH 14 OF PART 4 OF SCHEDULE 12A TO THE LOCAL GOVERNMENT ACT, 1972 AS AMENDED BY THE LOCAL GOVERNMENT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 - 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 RURAL AFFAIRS, COMMUNITY
COHESION AND PLANNING POLICY**

FRIDAY, 14 July 2023

PRESENT: Councillor: C.A. Davies (Cabinet Member).

The following officers were in attendance:

C. Owen, Bureau Officer
A. Rees, Bureau Officer
K. Thomas, Democratic Services Officer

Virtual Meeting - 10.00 - 10.10 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 14TH MARCH 2023

RESOLVED that the decision record of the meeting held on the 14th March 2023 be signed as a correct record.

3. WELSH GOVERNMENT ALLOTMENT SUPPORT GRANT

The Cabinet Member considered a report seeking retrospective approval for the submission of a work plan to the Welsh Government by the 30th April 2023, detailing ten funding applications under its 2023/24 Allotment Support Fund and to also agree to the Authority's Bureau Team undertaking the administrative role in line with the grants Terms and Conditions.

The Cabinet Member noted that Carmarthenshire County Council had been allocated an indicative amount of £34,308 by the Welsh Government via the Allotment Support Grant to increase the availability of good quality allotment plots across Carmarthenshire for the 23/24 financial year. An indicative amount of £34,308 had also been allocated for activity within 2024-25, subject to another Work Plan being finalised by no later than 31 December 2023. It was also noted the 10 applications detailed within the report had subsequently been approved by the Welsh Government.

The fund, which is to be administered by the Authority's Bureau Team, would be used in a variety of ways to help boost the capacity of the organisations detailed within the report and included:-

- Creation of new plots
- Bringing derelict plots back into use
- Improving accessibility
- Improving site services
- Improving site security

- Improving site management
- Increase recycling / renewability
- Increase biodiversity / pollinators

RESOLVED

- 3.1 That retrospective approval be granted for the submission of funding applications to the Welsh Government as part of its 2023/24 Allotment Support Fund.**
- 3.2 That the Authority's Bureau Team undertake the administrative role in line with the grants Terms and Conditions**

CABINET MEMBER

DATE

CABINET MEMBER DECISIONS MEETING FOR RURAL AFFAIRS & PLANNING POLICY

Cabinet Member:	Portfolio:	
Cllr. Hazel Evans	Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism	
10 Towns Programme (Revenue fund)		
Purpose: To consider 2 applications seeking financial assistance from the 10 Towns Revenue Fund		
Recommendations / key decisions required: To approve 2 applications submitted as part of the 10 Towns revenue fund: Cwmaman Town Council Application – Grant requested: £19,250 Whitland Town Council Application – Grant requested: £20,000 Total grant requested: £39,250		
Reasons: 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.		
Directorate Name of Head of Service: Jason Jones	Designations Head of Regeneration, Policy and Digital Rural Programmes Co-ordinator	Jason Jones Tel: 01267 242 336 JaJones@carmarthenshire.gov.uk Mared Pemberton Tel: 07812475386 MEPemberton@carmarthenshire.gov.uk

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 subject to the amendment(s) and reason(s) specified:	
Reason(s) why the Officer's recommendation was not adopted:	

EXECUTIVE SUMMARY

CABINET MEMBER DECISIONS MEETING FOR REGNERATION, LEISURE, CULTURE and TOURISM

10 Towns Programme (Revenue fund)

Purpose:

To consider 2 applications submitted as part of the 10 towns revenue fund.

Background

The aim of the 10 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 following applications have been submitted following consultation at a local level. Each application has been assessed and considered by an internal Funding panel before being presented to Cabinet member for final decision.

Applications for consideration:

Whitland Town Council

Grant Requested: £20,000

Whitland town council are seeking funding to recruit a Town Development and Events Co-ordinator for Whitland. Employed by the town council, this new role will support the development of several new events and activities in the town to increase footfall and extend dwell time. The officer will be employed for a period of 13 months. The role will complement the town's capital project, which is currently under development, that will provide investment to develop a key asset in the town to facilitate new events as well as develop new town centre based events to increase footfall. The post will be 100% funded via the grant.

A number of events have been suggested that could benefit the town following local engagement with town stakeholders such as a seasonal open air Christmas market, St David's celebration as well as open air cinema events at the park located in the centre of the town. The appointed person will also look at sustainable funding streams in order to continue with this support and resource for the town post funding period.

Recommendation

To approve a grant request of £20,000 from the 10 towns revenue fund.

Cwmaman Town Council

Grant Requested: £19,250

Cwmaman Town Council are the lead applicant for the development of the 10 towns project for Cwmaman. Revenue funding is being sought to complement the area's capital Ten Town project which includes the redevelopment of the bunkhouse facility and narrative trails which aim to enhance and develop the area's tourism appeal. The project will be 100% funded via the grant.

The grant request is for £19,250 for the development of immersive audio trails that will highlight the area's natural and cultural heritage. The audio trails will guide visitors through the community's historical landmarks, unveiling captivating stories from the past. The addition of audio trails will enhance the visitor experience by using engaging narratives and educational content to transport visitors to pivotal moments in history. This is intended to cultivate a deeper appreciation of local heritage and attract both local and national tourists.

In addition, funding is being sought to support the development and sustainability of the bunkhouse as an attractive accommodation space in the area. Funding is being sought for the development and implementation of a strategic marketing plan which will include both off and online promotion, engaging content creation as well as local and national promotion.

Recommendation

To approve a grant request of £19,250 from the 10 towns revenue fund.

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 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 each applicant which have been verified by CCC legal department.

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 3rd party grants required to be financially completed by the end of December 2024.

At a project level, a risk register will be maintained together with appropriate mitigation measures. The Rural Anchor Team who are responsible for administering both funds will

closely monitor progress of the project individual awards. Where a lack of progress is being made, applicants will need to provide clarification as to how they will be able to deliver against the original approved amount. 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 Cllr Kevin Madge, Cllr Sue Allen and Cllr Handel Davies have been consulted on an on-going basis as part of the growth plan team meetings and are supportive of the projects.

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 in each respective areas consisting 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 Whitland 10 towns REVENUE Cwmaman 10 Towns REVENUE Llandovery		County Hall County Hall County Hall

CABINET MEMBER DECISIONS MEETING FOR RURAL AFFAIRS & PLANNING POLICY

Cabinet Member:	Portfolio:	
Cllr. Ann Davies	Cabinet Member Decisions Meeting for Rural Affairs & Planning Policy	
TEN TOWNS CAPITAL APPLICATIONS		
Purpose		
To consider applications for funding submitted as part of the Ten Towns Programme. The aim of the 10 Towns Programme is to increase the resilience and future growth of Carmarthenshire's rural market towns and their surrounding areas.		
Recommendations / key decisions required:		
To approve 2 applications submitted as part of the 10 towns programme on behalf of the economic growth plan team established in the towns, namely:		
Cwmaman Town Council Application: Grant requested - £100,000		
Llandeilo Town Council Application: Grant requested - £84,959.50		
Reasons:		
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.		
Directorate	Designations	Jason Jones
Name of Head of Service: Jason Jones	Head of Regeneration, Policy and Digital	Tel: 01267 242 336 JaJones@carmarthenshire.gov.uk
Report Author: Mared Pemberton	Rural Programmes Co-ordinator	Mared Pemberton Tel: 07812475386 MEPemberton@carmarthenshire.gov.uk

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 subject to the amendment(s) and reason(s) specified:	
Reason(s) why the Officer's recommendation was not adopted:	

EXECUTIVE SUMMARY

CABINET MEMBER DECISIONS MEETING FOR RURAL AFFAIRS & PLANNING POLICY

10 Towns Programme Capital Applications

Purpose

To consider two applications for funding submitted as part of the Ten Towns Programme.

Background

The aim of the 10 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. Funding was approved by Executive Board on 21st June 2021. Following the submission of initial Expressions of Interest, £100k was secured in principle for each of the towns. Subsequently, each of the applicants were invited to submit 2nd stage applications.

The following 2nd stage applications have now been submitted following consultation at a local level. Both applications have been assessed and considered by the internal Funding panel before being presented to Cabinet member for final decision.

Applications for consideration:

Llandeilo Town Council

Total project costs: £121,959.50

Amount Requested: £84,959.50

Match funding secured: Sports Wales £37,000

Llandeilo Town Council is the lead applicant for the development of the 10 towns project for Llandeilo. Funding is being sought for the development of a pump track located at Parc Le Conquet which has been identified as a priority for the town following local consultation. The project will create a new tourism attraction for the town and surrounding area which will help attract additional visitors into the town. The project also aligns with the County's wider strategic cycle tourism developments, such as the Tywi Valley path. Match funding has been secured from Sports Wales.

Funding is also sought to enhance the area by way of street furniture and digital signage. The introduction of digital signage will provide a link between the new attraction and the town, highlighting local businesses, heritage and cultural attractions as a way of increasing visitor dwell time. The project is seeking to commence in October with the launch of the project expected Summer next year. The project will be promoted via a dedicated marketing campaign to ensure year round visitors.

Recommendation

To approve a grant request of £100,000 from the 10 towns capital fund.

Cwmaman Town Council**Total project costs:** £117,618**Amount Requested:** £100,000**Match funding secured:** Mynydd y Betws Wind farm fund: £15,000
Cwmaman Town Council: £2,618

Cwmaman Town Council is the lead applicant for the development of the 10 towns project in Cwmaman. Funding is being sought to enhance and develop the area's tourism potential, taking full advantage of the area's proximity to the Brecon Beacons National Park. The project consists of a package of projects that will encourage more visitors to the area and encourage longer dwell time.

The main priority is to upgrade the existing Bunkhouse facility which is managed by Cwmaman Town Council following an asset transfer from Carmarthenshire County Council. Funding will be utilised to redevelop and upgrade the Bunkhouse facility thus enhancing its appeal to visitors, resulting in increased tourism and increased spend in the area.

The second element of the project includes the development of narrative trails in the area, depicting the area's natural and cultural assets. Interpretation boards will be strategically placed across the area, narrating the history of the area. Information on the new trails will be shared both at a local level as well as marketed to tourists and visitors via a dedicated marketing campaign.

Thirdly, the community has identified a need to increase the number of events in the area. A community owned marquee will be purchased and made available to local organisations, providing an opportunity for a sustainable calendar of events to be held in the area. The events will benefit both the local community as well as attract new visitors to the area.

Recommendation

To approve a grant request of £100,000 from the 10 towns capital fund.

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 Economic Recovery Plan, Local Innovation Strategy, Wellbeing Assessment, and the South West Wales Regional Economic Delivery Plan and Corporate Strategy.

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 each applicant which have been verified by CCC legal department. Legal charges will be placed on assets in line with CCC Third party procedures for grant support over £25,000.

Finance

Funding has been secured via the 10 towns programme which is funded by Carmarthenshire County Council. The total budget for the programme from core funds is £1,000,000.

Risk Management Issues

At a project level, a risk register will be maintained together with appropriate mitigation measures. The Rural Anchor Team who are responsible for administering the 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 Cllr Kevin Madge, Cllr Sue Allen and Cllr Handel Davies have been consulted on an on-going basis as part of the growth plan team meetings and are supportive of the projects

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 in each respective areas consisting of key stakeholders from public, private and third sector.

4. Staff Side Representatives and other Organisations

**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 Llandeilo 10 towns Cwmaman		County Hall 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