

Document Pack



Mark James LLM, DPA, DCA
Prif Weithredwr,
Chief Executive,
Neuadd y Sir, Caerfyrddin. SA31 1JP
County Hall, Carmarthen. SA31 1JP

MONDAY, 13 FEBRUARY 2017

TO: THE EXECUTIVE BOARD MEMBER FOR REGENERATION AND LEISURE

I HEREBY SUMMON YOU TO ATTEND A MEETING OF THE **EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR REGENERATION & LEISURE** WHICH WILL BE HELD IN THE **DEMOCRATIC SERVICES COMMITTEE ROOM, COUNTY HALL, CARMARTHEN, AT 10.00 AM, ON MONDAY, 20TH FEBRUARY, 2017** FOR THE TRANSACTION OF THE BUSINESS OUTLINED ON THE ATTACHED AGENDA

Mark James CBE

CHIEF EXECUTIVE



PLEASE RECYCLE

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

AGENDA

1. DECLARATIONS OF PERSONAL INTERESTS.
2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 19TH DECEMBER 2016. 3 - 4
3. EVENT SUPPORT PROGRAMME 2017 - 2018. 5 - 8
4. REPORT NOT FOR PUBLICATION.
FOLLOWING CONSIDERATION OF ALL THE CIRCUMSTANCES OF THE CASE AND FOLLOWING THE APPLICATION OF THE PUBLIC INTEREST TEST THE EXECUTIVE BOARD MEMBER MAY CONSIDER THAT THE FOLLOWING ITEM IS NOT FOR PUBLICATION AS IT CONTAINS EXEMPT INFORMATION AS DEFINED IN PARAGRAPH 14 OF PART 4 OF SCHEDULE 12A TO THE LOCAL GOVERNMENT ACT, 1972 AS AMENDED BY THE LOCAL GOVERNMENT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.
5. CARMARTHENSHIRE RURAL ENTERPRISE FUND- LEWIS RETAIL DREFACH LTD. 9 - 12

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

MONDAY, 19 DECEMBER 2016

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

The following officers were in attendance:

- J. Bowen, Community Regeneration Assistant
- B. Davies, Business Development Officer
- C. Jones, Physical Regeneration Programme Coordinator
- J. Pritchard, Community Regeneration Officer
- M.S. Davies, Democratic Services Officer

Room 72A, County Hall, Carmarthen, 3.30pm-4.00pm

1. DECLARATIONS OF PERSONAL INTERESTS

There were no declarations of interest.

2. DECISION RECORD - 11TH NOVEMBER 2016

RESOLVED that the decision record of the meeting held on the 11th November 2016 be signed as a correct record.

3. CROSS HANDS EAST STRATEGIC EMPLOYMENT SITE PROPERTY DEVELOPMENT FUND

The Executive Board Member considered a report detailing proposed criteria for a Property Development Fund to encourage the private sector to construct buildings for commercial use with the primary aim of creating capacity for employment on the Cross Hands East Strategic Employment Site.

RESOLVED that the proposed scheme and guidelines for the Property Development Fund specific to Cross Hands East Strategic Employment Site be approved.

4. FINANCIAL ASSISTANCE FROM THE FOLLOWING GRANT FUND: TARGETED FINANCE FUND

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

Applicant

Ferryside Social Enterprise Community Centre

Award

£20,000.00

5. 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.

6. CARMARTHENSHIRE RURAL ENTERPRISE FUND- DEINTYDDFA EMLYN

Following the application of the public interest test it was **RESOLVED** pursuant to the Act referred to in minute no. 5 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 transparency and accountability is outweighed by the public interest in maintaining confidentiality, as disclosure of this information would be likely to damage the applicants at this stage.

The Executive Board Member considered an application from Deintyddfa Emlyn for assistance from the Carmarthenshire Rural Enterprise Fund towards the costs of converting a redundant Day Centre in Newcastle Emlyn to a dental practice.

RESOLVED that the following application for a grant from the Carmarthenshire Rural Enterprise Fund be approved subject to the usual terms and conditions and those specified in the report:-

<u>Applicant / Property</u>	<u>Award</u>
Deintyddfa Emlyn / redundant day centre	£128,000.00

7. CARMARTHENSHIRE RURAL ENTERPRISE FUND- TEA BY THE SEA

Following the application of the public interest test it was **RESOLVED** pursuant to the Act referred to in minute no. 5 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 transparency and accountability is outweighed by the public interest in maintaining confidentiality, as disclosure of this information would be likely to damage the applicants at this stage.

The Executive Board Member considered an application from Mrs. T.W. Gray for assistance from the Carmarthenshire Rural Enterprise Fund towards the costs of converting a unit at the Parry Thomas Centre, Pendine, into a café / tea room.

RESOLVED that the following application for a grant from the Carmarthenshire Rural Enterprise Fund be approved subject to the usual terms and conditions and those specified in the report:-

<u>Applicant / Property</u>	<u>Award</u>
Mrs. T.W. Gray / unit at Parry Thomas Centre, Pendine	£12,559.47.

EXECUTIVE BOARD MEMBER

DATE

EXECUTIVE BOARD MEMBER 20TH FEBRUARY 2017

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

EVENT SUPPORT PROGRAMME 2017 - 2018

Recommendations / key decisions required:

To agree the funding of £20,000 in an Event Support Fund Scheme as part of a series of actions from the Council to support the growth and sustainability of events in Carmarthenshire.

Reasons:

To simplify the process and make it fairer for all applicants; focus the Authority's funding to ensure maximum return on investment and align investment with the Authority's Economic Development priorities.

Directorate		
Name of Head of Service:	Designation	E Mail Address:
Wendy Walters	Assistant Chief Executive	hlp Parsons@carmarthenshire.gov.uk
Report Author:	Assistant Marketing and Media Manager	01554 744326
Huw Parsons		

Declaration of Personal Interest (if any): None

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

DECISION MADE:

Signed:

DATE: _____

EXECUTIVE BOARD 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
EXECUTIVE BOARD MEMBER REGENERATION & LEISURE
20TH FEBRUARY 2017**

EVENTS SUPPORT PROGRAMME 2017-18

Carmarthenshire provides a wide range of events in which the County Council plays an integral role. Events contribute to promoting community spirit and can create an attractive destination for a day or staying visitor, bringing both short and long term economic benefits to Carmarthenshire. The County Council intends to add further value through a series of actions:

Event organiser development:

Funded through a Rural Development Plan LEADER grant of £45,282 awarded in October 2016, an “event organiser’s network” will be established in the county. A series of seminars and one-to-one surgeries will be planned across the project area featuring guest trainers and speakers that will encourage improved communication and collaboration working with the aim to inspire and up-skill event organisers. This will be supplemented by a website portal that will provide a trusted platform to communicate on an on-going basis throughout the programme. Other actions include the production of a user friendly event organiser’s toolkit and guidance pack and a promotional portfolio pack of the county’s key event venues. The project will also develop a pilot project in which we look to widen a town’s stakeholder partnership to foster greater involvement by local businesses and community groups in order to maximise the benefits from their local events. This will be on a town by town basis and a set of criteria for choosing the pilot towns will be developed.

Promotion of individual events

The County Council will provide a checklist of options for event organisers to promote their events as well as promotion on the Council resourced Discover Carmarthenshire “What’s On” webpages and social media channels, emerging as the county’s “one stop shop” of all that’s going on in the county. Some new v-blog case studies on “how to maximise facebook events pages and upload YouTube videos for example” will be developed as well as links to local and national partners.

The third component of the action plan is to launch an “Event Support Fund” and it is this action that we seek approval. This scheme aims to provide financial assistance to events in the county that can demonstrate that they meet certain criteria, namely the Tourism, Community and Economic strategic aims. An initial revenue budget of £20,000 has been identified and an application and guidance pack has been produced (attached) with applications being assessed against a defined criteria. Applicants must have proactively engaged in the other elements of the County Council’s Events Programme (as above) and signing up to the Events Network is mandatory. It is anticipated that there will be great demand for what is a relatively small fund therefore support will only be given to those events showing clearly evidenced economic outputs

This support programme will be coordinated by an officer from the Marketing & Media section

OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

An option is to play only a limited and reactive role waiting for event organisers to approach the County Council and for us only to perform statutory services. This could limit any growth in this sector from existing events and potentially stop any potential organiser considering this County. We wouldn’t be in a position to actively seek partnership or funding with Welsh Government on future opportunities that may arise through either Major Events or Visit Wales sections (Note we have received in 2016 / 2017 £8,000 from Welsh Government Tourism for progressing a Merlin Festival in March 2017.

DETAILED REPORT ATTACHED?

Yes



EICH CYNGOR arleinamdani
www.sirgar.llyw.cymru

YOUR COUNCIL doitonline
www.carmarthenshire.gov.wales

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: **Wendy Walters**

Assistant Chief Executive

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

3. Finance

The RDP Leader grant will bring in income of £45,282.52 at an intervention rate of 79.38% of the eligible project costs. There will be management & supervision in kind costs of £11,761.58 from officers within Marketing & Media whilst the grant will fund two days a week officer costs throughout the length of the grant period. The financial profile has been approved by the Finance Manager. The sum of £20,000 allocated for the event fund will be financed from 2017 / 2018 core budget within marketing and media section.

CONSULTATIONS

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

Signed: **Wendy Walters**

Assistant Chief Executive

1. **Scrutiny Committee** Not applicable
2. **Local Member(s)** Not applicable
3. **Community / Town Council** Not applicable
4. **Relevant Partners** Not applicable
5. **Staff Side Representatives and other Organisations** Not applicable

Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THERE ARE NONE

Agenda Item 5

By virtue of paragraph(s) 14 of Part 1 of Schedule 12A of the Local Government Act 1972 as amended by the Local Government (Access to Information) (Variation) (Wales) Order 2007.

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