

Cabinet
10th January 2022

**PRIMARY TOWN CENTRE ECONOMIC RECOVERY PLANS –
AMMANFORD, CARMARTHEN & LLANELLI**

Purpose: The purpose of this report is to present and seek endorsement of the Recovery Plans for Ammanford, Carmarthen and Llanelli Town Centres and proposed delivery plan

Recommendations / key decisions required:

To note and endorse the economic recovery and delivery plans for Ammanford, Carmarthen and Llanelli.

Reasons:

To ensure that the authority has clear plans and objectives to work with key stakeholders in the town's respective taskforce/ forum.

To assist respective town centre recovery from the covid pandemic as swiftly as possible.

Relevant scrutiny committee to be consulted YES Community and Regeneration
Scrutiny Committee 30th September 2021

Cabinet Decision Required YES
Council Decision Required NO

CABINET MEMBER PORTFOLIO HOLDER:-
Cllr. Emlyn Dole – Leader Portfolio

Directorate: Name of Head of Service: Jason Jones	Designations: Designation: Head of Regeneration Designation: Economic Development Coordinator	Email addresses: JaJones@carmarthenshire.gov.uk LMilward@carmarthenshire.gov.uk
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EXECUTIVE SUMMARY

Date: 10th January 2022

Subject: Primary Town Centre Economic Recovery Plans – Ammanford, Carmarthen & Llanelli

The Town Centre Recovery Plans have been considered at what was previously Executive Board. Executive Board Members were fully supportive of the Town Centre Recovery Plans, subject to feedback from Community and Regeneration Scrutiny Committee on 30th September 2021, and the Online Consultation that took place between 15th October 2021 – 10th December 2021. For the purposes of this report, parts 1 and 2 remain the same, and additional information is contained within part 3 and 4.

1. BRIEF SUMMARY OF PURPOSE OF REPORT.

In support of the Carmarthenshire Economic Recovery and Delivery plan (April 2021) which was approved by Executive Board on the 21st June 2021, the County Council has commissioned work to develop covid recovery plans for each of the respective primary towns within the county.

Working closely with the Ammanford Task Force, the Carmarthen Town Centre Forum and Llanelli Task Force, all of which comprise membership of key town stakeholders, together with representation from key internal departments of the county council, the attached draft plans have been developed. There are 3 individual plans which are bespoke to each town, which set out the impact that Covid 19 has had on the town centres. Each of the plans highlight key issues/opportunities and provide a delivery framework of interventions specific for the individual town centres.

It is envisaged moving forward these plans will be owned and delivered by the stakeholders in the town's respective Task Forces / Forum. We will work with potential funders in Welsh Government and Westminster to lever funding when opportunities arise, and utilise corporate funding identified in the capital programme to enable these plans to be implemented.

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

Do nothing – It is likely that without a clear plan for each of the primary towns, recovery from covid 19 will take much longer. Stakeholders would likely work in isolation and the impact of each organisation's activity would therefore be limited, with added value opportunities not being maximised and a risk of duplication.

3. CONSULTATION REPRESENTATION RESPONSES

We utilised an online platform, which offered the ability to review the Town Centre Recovery Plans in their entirety, along with an interactive map where comments could be annotated on specific locations across the towns with an opportunity for individuals to include comments on a separate feedback form.

The online consultation platform was launched on 15th October 2021 and closed on 10th December 2021. The online platform recorded a high number of visitors to the website, statistics were Ammanford – 772 visits, Carmarthen – 997 visits and Llanelli – 786 visits. In addition, 3 virtual town specific consultation meetings were also held, bespoke for each town.

Whilst there was good initial interest in the consultation meetings, identified by the number of visits to the specific online booking form, unfortunately attendance at the meetings was more disappointing. For example, Ammanford – 147 visits to the booking form but only 13 places booked, Carmarthen – 99 visits to the booking form but only 17 places booked and Llanelli – 77 visits to the booking form but only 6 places booked.

Llanelli's event was held on 1st December 2021, feedback received regarding the plans was positive and attendees were comfortable with the proposals. Discussions involved improvements to the indoor market, which was seen as a real asset and key to the town centres' recovery, and opportunities to develop the offer including the outdoor market should be exploited.

Carmarthen's held on 2nd December 2021, positive feedback received during the event with no adverse comments, nor suggestions for amendments to the plan, although there was some discussion regarding promoting Carmarthen as a University town and improving some of the aesthetics within the town centre.

Ammanford's was held on 8th December 2021, no amendments were suggested during the meeting and positive comments were received regarding the plan. Additional suggestions for improvement included Ammanford park, and longer term growth (outside the scope of this report).

Each meeting comprised a mix of Council Officers and various members of the communities who had different interests in the proposals. Feedback received was mostly positive and welcomed given the current climate, and the impact that COVID has had on our main town centres.

In conclusion, with the exception of some additional suggestions for improving town centres, the Recovery Plans were accepted as having a good reflection on the current situation within the respective areas and a positive future delivery plan for their recovery.

4. Recommendation

On the basis of feedback received, with no amendments proposed for the specific recovery plans, it is recommended that Cabinet approve the Town Centre Recovery Plans.

DETAILED REPORT ATTACHED?	YES – Economic Recovery Plan reports for Ammanford, Carmarthen and Llanelli.
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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, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	YES	YES	NONE	YES	YES

Policy, Crime & Disorder and Equalities

These proposals support the Carmarthenshire Economic Recovery and Delivery Plan (April 2021). In developing the plan we have fully taken account of the Well-being of Future Generations (Wales) Act by ensuring the actions we have identified fully consider and embed sustainable development with a view to improving economic, social, environmental and cultural well-being in all that we do. The plans also support the Council's Well-being objectives, by creating more jobs and increasing growth of business throughout the County and also improving our town centre environments for a more attractive and better visitor experience.

Legal

Support will be required from the legal department in terms of grant support and property acquisitions. The legal team will be engaged with during the acquisition process as necessary.

Finance

On the 3rd March 2021 Carmarthenshire County Council's Full Council approved the five-year Capital Programme which included funding for the recovery of the County in response to the Covid-19 pandemic. In addition, proposals have been submitted seeking additional funding support from UK Government through the Levelling Up and Community Renewal Funds.

We have also submitted funding requests to Welsh Government through the Transforming Towns programme.

ICT

We will require advice and support in the installation and roll out of Lorawan, 4G and 5G technologies as well as input on skills training proposals identified in the recovery plans.

Staffing Implications

There will be additional implications on current members of staff within the Economic Development team, however there will also be a requirement for nominated members of staff within other departments with varying expertise to assist with the delivery of some interventions.

Physical Assets

Projects may arise which utilise some of the existing property assets we hold. Acquisition of additional units and erection of new builds for regeneration schemes will add to current portfolio and colleagues within the property and insurance teams will be engaged with during the processes. Where appropriate, further reports will be submitted in accordance with the Council's Acquisition and Disposal of Property Policy.

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

This was considered by Community and Regeneration Scrutiny Committee at its 30th September 2021 meeting.

2. Local Member(s)

Local Members within town centre wards have been involved within workshop meetings and have been consulted within Ammanford Task Force, Carmarthen Town Forum and Llanelli Task Force meetings. All members have been very pleased with reports and will be key in developing the proposals. Members were also invited to take part in the Online Consultation events.

3. Community / Town Council

Town Councils have been engaged with during the workshop meetings, and have also been key in various consultations, including within Ammanford Task Force, Carmarthen Town Forum and Llanelli Task Force meetings. Town Councils have been pleased with the outcome of reports and will be key in the implementation of these proposals. Community and Town Councils were informed of the Consultation events.

4. Relevant Partners

Key Town Centre Stakeholders such as businesses, Business Improvement Districts, Welsh Government, Dyfed Powys Police, Chambers of Trade, Community Groups and individuals that represent other organisations have been involved in the workshop meetings and development of these proposals. Key representatives from within County Council departments have also been consulted with during the development of the Recovery Plans for Ammanford, Carmarthen and Llanelli Town Centres.

5. Staff Side Representatives and other Organisations

n/a

**EXECUTIVE BOARD PORTFOLIO
HOLDER(S) AWARE/CONSULTED
YES**

Include any observations here
Fully supportive and involved with Online
Consultation Events

**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
Economic Recovery Plan - Ammanford	N/A	Online share file system
Economic Recovery Plan – Carmarthen	N/A	Online share file system
Economic Recovery Plan - Llanelli	N/A	Online share file system