

**Regeneration & Leisure Executive Board Report**  
**Targeted Finance Fund 2016- 2017**  
**Report Author: Jonathan Hancock**  
[Jonhancock@carmarthenshire.gov.uk](mailto:Jonhancock@carmarthenshire.gov.uk)  
**Tel: 01269 590216**  
**Balance Available: £180,676.00**  
**Report Value: £40,000.00**

1 of 2

Targeted Finance Fund 2016/17

Application Reference: TFF/16/01

<b>Project Title</b>	<b>Development of a Sports and Community Venue Facility</b>
<b>Applicant</b>	<b>Llanelli Wanderers RFC</b>
<b>Ward</b>	<b>Hengoed</b>
<b>Key Account Management</b>	<p>The Targeted Finance Fund is a discretionary fund available to Key Account Management (KAM) clients. For an organisation to become a KAM client they must be a third sector not for profit organisation that falls into one of the following 3 categories:</p> <ul style="list-style-type: none"> <li>• Existing social enterprises that have the potential to grow, be sustainable and create employment</li> <li>• Emerging projects that have the potential to create jobs ✓</li> <li>• Third sector organisations that deliver vital services within our communities</li> </ul>
<b>Project Description</b>	<p>To develop a new build recreation, social and education hub for the local community. Extending on the upgraded downstairs changing rooms, the project will provide a new purpose built upstairs community facility available to the public and organisations on weekdays. A project group has facilitated consultation and partnership working over the past 18 months.</p> <p>Moving forward, the community facility will work in partnership with the Family Housing Association, Communities First, WRU, and Coleg Sir Gar to deliver courses, workshops, financial inclusion awareness, and practical sports coaching qualifications. The facility will further host the local running club for meetings, AGM, a place to meet and shower after evening runs.</p>
<b>Economic Benefit</b>	<ul style="list-style-type: none"> <li>• Number of individuals into training/education – 500</li> <li>• Number of individuals into volunteering – 10</li> <li>• Number of individuals into employment – 2</li> <li>• Number of community groups/organisations assisted – 1</li> <li>• Number of social enterprises created –</li> <li>• Number of social enterprises supported – 1</li> <li>• Number of jobs created –</li> <li>• Number of jobs safeguarded –</li> <li>• Public and private leverage funding - £192,000</li> </ul>
<b>Total Project Cost</b>	<b>£212,136.11 – gross</b>

<p><b>Eligible Capital</b></p> <p><b>Eligible Revenue</b></p> <p><b>Ineligible Costs</b></p> <p><b>Amount and % of grant requested Match funding</b></p>	<p>£212,136.11</p> <p>Nil</p> <p>Nil</p> <p>£20,000 @ 9.43%</p> <p>£192,136.11 – secured –  Welsh Government Aggregates Levy - £105,000  Veolia - £50,000  Welsh Rugby Union - £15,000  Welsh Church Fund - £10,000  Llanelli Wanderers RFC - £10,000 (letter of intent submitted)  Llanelli Rural Council - £2,000</p>
<p><b>Cllr and Officer Consultations Undertaken</b></p>	<p><b>County Councillor Penny Edwards</b> – fully endorses the project. Letter of support provided.</p> <p><b>Communities First</b> – potential venue to deliver poverty agenda workshops and training. Letter of support provided.</p> <p><b>Digital Communities Wales</b> – the facility wishes to incorporate a digital function into the facility. Early stage discussions involve a free Wi-Fi hub zone where people can log on. Benefits include:  Free access to broadband – potential to register for online payments (lower bills through no admin / paper bills)  Ability to perform job searches  Education  Sustainability for the Wanderers. Potential to hire the room to organisations who wish to use ICT infrastructure.</p> <p><b>Family Housing Association</b> – social housing organisation in West Wales. With tenants resident in the Hengoed and wider Llanelli area, the organisation wish to deliver financial inclusion training, debt advice, and Universal Credit awareness workshops in the upstairs community facility.</p> <p><b>Llanelli Rural Council</b> – ongoing discussions with the Community Development Officer. The project fits into the current Rural Council Whole Place Plan 2015-2030 Strategy that identified a lack of community facilities in rural Llanelli. Further potential to link in with Time Credits.</p> <p><b>Scarlets Rugby</b> – the Wanderers have been selected as the regional hub for female rugby. The development of the facility will benefit the health and wellbeing of members and potentially increase participation.</p> <p><b>Welsh Rugby Union (WRU)</b> – ongoing support from the Facilities and Investment manager. There is current discussion for the Wanderers to deliver a case study for the WRU around project development. Sharing best practice for fellow rugby clubs to incorporate community activities into their objectives, in order to increase future sustainability.</p>

	<b>WRU Governance department</b> – the Wanderers are in the process of becoming an incorporated club. This will provide a legal identity and safety for committee members from any personal liability of assets in the future.
<b>Evidence of Need / Community Engagement</b>	<p>The project committee team along with officers from CCC and WRU have met on a regular monthly basis. Since the project started, the following consultation has provided mixed methods evidence to complement each other.</p> <p>A quantitative survey to local residents. 1,400 surveys were distributed. Results indicated a strong preference (80%) for a new community facility in the Hengoed area. There was further evidence for ICT classes, financial awareness training and language classes.</p> <p>A stakeholder mapping exercise was performed. This allowed for the project to identify potential partnership working and power / interest of stakeholders. Qualitative data from attending meetings with local community organisations, majority of which work towards addressing the poverty agenda indicators.</p>
<b>Contributing to key Strategies</b>	<ul style="list-style-type: none"> <li>• Carmarthenshire Integrated Strategy 2011 – 2016</li> <li>• Sport Wales Community Sport Strategy 2012 – 2020</li> <li>• Swansea Bay Economic Bay Regeneration Strategy – strategic aims: <ul style="list-style-type: none"> <li>SA2 <i>‘skilled and ambitious for long-term success’</i></li> <li>SA3 <i>‘maximise job creation for all’</i></li> <li>SA5 <i>‘Distinctive places and competitive infrastructure’</i>.</li> </ul> </li> <li>• Welsh Government – Wellbeing of Future Generations Wales Act (2015)</li> <li>• Welsh Government Building Resilient Communities (2013)</li> <li>• Welsh Government Digital Inclusion (2015): Delivering Digital Inclusion – A Strategic Framework</li> </ul>
<b>Ownership/Lease</b>	Leasehold submitted. Signed 29 <sup>th</sup> September 1973 for a period of sixty years. Planning consent given on 15/05/2016 ref: S/31754.
<b>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</b>	<p>The CB officer has sat on the project development team since 2014. The project has identified a strong and robust consultation that aligns with the current Whole Place Plan strategy of Llanelli Rural Council. The project team has identified strong working partnerships for future delivery, linking to addressing poverty indicators in Llanelli.</p> <p>Having been successful with the Welsh Government Aggregates Levy fund and Veolia, the project finds itself with a £20,000 shortfall. The project requires building during the summer of 2016, otherwise running the risk of not taking place.</p> <p>Going forward, the project will develop a joint working forum with CB officer and WRU support. Performance indicators will be implemented and regularly evaluated by the forum team. Around future sustainability, CB officer support will work towards the Wanderers becoming a legal entity incorporated organisation. Further, the CB officer has plans for the project to upgrade its</p>

	<p>website and marketing, allowing for 360 degree views of the facility with the added option of accepting online bookings.</p> <p>With expected growth of the project, it is anticipated that part time employment will be created. This will be discussed as part of the joint working forum.</p>
<b>Recommendation</b>	Award - £20,000.00
<b>Subject to:</b>	

2 of 2

Application Reference: TFF/16/02

<b>Project Title</b>	<b>Bywyd Bywiog</b>
<b>Applicant</b>	<b>Menter Cwm Gwendraeth Elli</b>
<b>Ward</b>	<b>Gwendraeth</b>
<b>Key Account Management</b>	<p>The Targeted Finance Fund is a discretionary fund available to Key Account Management (KAM) clients. For an organisation to become a KAM client they must be a third sector not for profit organisation that falls into one of the following 3 categories:</p> <ul style="list-style-type: none"> <li>• Existing social enterprises that have the potential to grow, be sustainable and create employment</li> <li>• Emerging projects that have the potential to create jobs ✓</li> <li>• Third sector organisations that deliver vital services within our communities ✓</li> </ul>
<b>Project Description</b>	<p>The Bywyd Bywiog is an innovative project which strengthens on previous experiences in this field and will provide a new extended composite approach to teaching pre-school and children 0 – 7 years of age and their parents/carers, which includes numeracy literacy and parenting skills, exercise and diet.</p> <p>To provide this continued and additional service <b>MCGE will need to appoint an additional project officer</b> who will engage with community groups and partner organisations within the health and wellbeing sector in Cwm Gwendraeth and Llanelli areas including schools, nursery groups, family centres, health visitors, GP surgeries and private nurseries in order to address integration, access and community cohesion for vulnerable groups.</p> <p>The extended age category and new 12 week sessions have been developed following feedback from parents and teachers and sits well with the Foundation Phase work undertaken in schools. Training sessions will enable individuals to learn a variety of social skills and techniques.</p> <p>This approach will strengthen engagement with people at grass roots to improve numeracy, literacy and the adoption of a healthy lifestyle. The project will encourage adults to take personal responsibility and recognise the importance of healthy lifestyles and the importance of strengthening family relationships.</p>

	<p>A specifically produced set of songs and a fun resource pack will provide the basis for lessons in numeracy, literacy, cooking, nutrition and exercise.</p> <p>The project will target adults to take responsibility and recognise the importance of healthy lifestyles and the importance of strengthening family relationships. <b>The lessons will be bilingual and thus help to integrate all groups.</b></p> <p>The project aims to deliver these improvements and general life skills for families from all backgrounds within villages in the Gwendraeth Valley and Llanelli areas. This will help create healthy community relationships and greater social cohesion between social groups and families who are currently isolated. Furthermore we will be targeting areas of greatest need by targeting the most deprived areas as identified in the Welsh Index of Multiple Deprivation.</p> <p>The increased confidence in parenting skills will serve families and ensure a healthy and positive future for the participants.</p>
<b>Economic Benefit</b>	<ul style="list-style-type: none"> <li>• <b>Number of individuals receiving skills- training - 180</b></li> <li>• Number of individuals into volunteering</li> <li>• Training Sessions Delivered</li> <li>• Number of individuals into employment</li> <li>• Number of community groups/organisations assisted</li> <li>• <b>Number of social enterprises created - 1</b></li> <li>• Number of social enterprises supported</li> <li>• <b>Number of jobs created – 1 (new)</b></li> <li>• <b>Number of jobs safeguarded - 1</b></li> <li>• <b>Public and private leverage funding – £13,491.68</b></li> </ul>
<p><b>Total Project Cost</b></p> <p><b>Eligible Capital</b></p> <p><b>Eligible Revenue</b></p> <p><b>Ineligible Costs</b></p> <p><b>Amount and % of grant requested</b></p> <p><b>Match funding</b></p>	<p style="text-align: center;"><b>£33,491.68</b></p> <p style="text-align: center;">Nil</p> <p style="text-align: center;"><b>£33,491.68</b>  £28,596.88 – Project officer salary  £1,440.00 – Travelling  £2,000.00 – Project resources  £1,454.80 – Project events</p> <p style="text-align: center;">Nil</p> <p style="text-align: center;"><b>£20,000.00 @ 60%</b></p> <p style="text-align: center;"><b>£13,491.68</b>  Own funds secured</p>
<b>Cllr and Officer Consultations Undertaken</b>	<p>The following have been engaged with and offer full support for the proposal:</p> <ul style="list-style-type: none"> <li>• Cllr Joy Sewell Williams</li> </ul>

	<ul style="list-style-type: none"> <li>• Cllr William Tyssul Evans</li> <li>• Hywel Dda NHS Trust</li> <li>• Coleg Sir Gar</li> <li>• Forum Plant Llanelli</li> <li>• Plant y Cwm</li> </ul> <p><b>Comments include:</b> Parents, grandparents and guardians also benefit from the sessions by learning about nutrition, healthy lifestyles, encouraging literacy and numeracy skills through the medium of storytelling.</p> <p>This project will help to address the issue of obesity levels in Carmarthenshire which are very high, through a greater understanding of the importance of making healthy meals at home, will be more likely to buy healthy foods and cook cheap nutritious meals leading to a healthier lifestyle.</p>
<p><b>Evidence of Need / Community Engagement</b></p>	<p>We have piloted a number of sessions in the Gwendraeth Valley and Llanelli areas and feedback received from parents and community groups has been very positive and through this exercise feedback has been collated from evaluation sheets, which confirms the support and need for this extended project.</p> <p><b>Feedback has shown that by increasing the number of sessions from six to twelve and extending the age range from 0 -3 to 0 – 7 years of age, there is a greater likelihood of everlasting changes for both the individual and the family.</b></p> <p>Parents will become more financially aware and confident about creating healthy, nutritious meals; confident in developing the numeracy and literacy skills of their children at this very important age; understanding the importance of regular exercise and developing and building a strong parent child bond thus creating a better brighter start for their children.</p> <p>This enables MCG to widen the content which includes cooking, sports, shopping, gardening, health education for parents and guardians in a new format by introducing the clients to these issues by storytelling in a fun way.</p> <p>Letters of Support from leading educationalists are attached. <b>Appendix 1.</b></p> <p>The evidence shows the benefit of these sessions which will be further enhanced by the extended content.</p>
<p><b>Contributing to key Strategies</b></p>	<p><b>Carmarthenshire County Council’s Integrated Community Strategy 2011 – 2016.</b></p> <p>The project can help address the following key themes:</p> <ul style="list-style-type: none"> <li>• People in Carmarthenshire are healthier.</li> <li>• People in Carmarthenshire fulfil their learning potential.</li> <li>• People who live, work and visit Carmarthenshire are safe and feel safer.</li> <li>• Carmarthenshire’s communities and environment are sustainable.</li> <li>• Carmarthenshire has a strong and prosperous economy.</li> </ul>

	<p>Menter Cwm Gwendraeth Elli has the potential to lever further funding from re-investing profits and additional funding streams.</p> <p>Menter Cwm Gwendraeth Elli has the potential to work in collaboration with other agencies across the Swansea bay City Region. Whilst our main focus of attention is normally the Gwendraeth Valley and Llanelli areas our constitution enables us to provide services further afield.</p> <p><b>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030.</b></p> <ul style="list-style-type: none"> <li>• Business growth retention and specialisation.</li> <li>• Skilled and ambitious for long term success.</li> <li>• Maximising job creation for all.</li> <li>• Knowledge economy and innovation.</li> <li>• Distinctive places and competitive infrastructures.</li> </ul> <p>The project addresses all these strategic aims and as well empowers the community and voluntary sector to play a key role in the development, delivery and testing of new approaches to service delivery including increasingly personalised provision.</p> <p>The project intertwines with the <b>Regional Learning Partnership for South West Central Wales</b> in that we are able to play an integral part in forging a better future for the region in line with the strategic working priorities.</p> <ul style="list-style-type: none"> <li>• Education and Lifelong Learning</li> <li>• Social Care and Health</li> <li>• Regeneration Sustainable Development Transport Waste Management and Welfare Reform.</li> </ul>
<b>Ownership/Lease/ Planning</b>	<b>Leasehold – Family Housing Wales</b>
<b>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</b>	As part of the Key Account Management function <b>Meter Cwm Gwendraeth Elli</b> will continue to receive Officer support in order to better assist the organisation to achieve the targets outlined in their key strategic documents. The Officer will create a support package and give practical guidance on marketing and business planning with the aim of achieving economic growth and sustainability.
<b>Recommendation</b>	<b>Award - £20,000.00</b>
<b>Subject to:</b>	