

Ten Towns Initiative – progress update

Purpose:

The purpose of this report is to provide an update on the work of the Ten Towns initiative and to outline the support which has been secured to progress initiatives at a local level.

Background

The Ten Towns initiative was established as a direct response to the County's [Moving Rural Carmarthenshire Forward Plan](#), which identified a need to increase the resilience and future growth of Carmarthenshire's rural market towns and their surrounding areas.

The scheme was officially launched in October 2019. A key part of the programme was the development of Economic growth plans to drive forward an agenda for change for Ten rural towns across the County. The Authority secured funding via the Rural Development Plan to commission external consultants, Owain Davies Consulting and The Means, to develop plans in each of the respective areas namely: Cwmaman, Cross Hands, Kidwelly, Llandeilo, Llandovery, Llanybydder, St Clears, Whitland, Laugharne and Newcastle Emlyn.

Growth Plans and community engagement

Work in developing socio economic analysis and baseline data for the respective towns commenced prior to the initial 'lockdowns'. Meetings were also held with the Public Service Board and the Authority's Property and forward planning teams. Whilst the general commission was put on hold during 2020, the consultants were asked to prepare an economic impact assessment of the pandemic on the workforce and businesses within the towns to provide early insights for the local economy. In light of the pandemic, this initiative has been given a new emphasis, with the plans focusing on the immediate economic recovery as well as addressing some of the longer term aspirations for strengthening the towns and surrounding areas.

Growth Plan teams have been established in each of the respective areas which include representation from Town and community councils, local businesses and third sector. The Teams are chaired by the local Member and their role is to oversee the delivery of the ideas which have been identified and to collectively take these ideas forward. To support the Growth Plan Teams, 3 Rural Market Town officers have been appointed to support the local communities to progress the ideas identified.

Authority's £1m capital fund

The Authority has committed £1m capital funding to support the Growth Plan teams to take forward some of the capital aspirations identified within the plans. Each of the growth plan teams were invited to collectively bring forward their priority projects for consideration. Initial Expressions of Interest were submitted by the end of February 2022, the total value of which equates to £1.24m. We are currently exploring all opportunities to draw down external funding to maximise opportunities wherever possible. These EOIs have been assessed by the Authority's Grants funding panel and an 'in principle' approval granted. Details of the projects are included at Annex 1.

Each of the Growth Plan teams have been invited to submit their second stage applications for consideration which will be presented to Cabinet for final approval.

Leader Funding

As part of the Leader programme, £10k per town was secured to support smaller scale revenue projects that are aligned with the Growth Plans. Applications have been approved and are currently being delivered in the respective areas. Details are included in Annex 1.

Other initiatives

Smart Towns

The Smart Towns concept is a common theme which has been identified within each of the Growth Plans. Smart Town concept combines the deployment of a Town Wi-Fi solution with the regular analysis of the data collected so that it is shared with businesses to provide valuable data regarding visitor trends and footfall. Funding has been secured to install free Wi-fi in each of the towns and monthly data reports are being produced for the towns.

In addition, work has been undertaken to scope out the potential of LoRaWAN technology in each of the towns. Individual town-based reports have now been completed and further funding has been secured to deploy the ideas that have been identified. This work is ongoing.

We have also been working closely with Business Wales to facilitate digital training in areas such as social media, e-commerce etc. Local training will be essential to upskill, share information and encourage the use of technology across the Ten towns.

Broadband connectivity

The Digital Connectivity officer continues to work with various communities across rural Carmarthenshire to ensure gigabit-capable connectivity is available to the whole community and ensuring all rural residents and small businesses with less than 100mbps can benefit from government broadband upgrade initiatives.

An additional £1m has also been secured via Welsh Government's Local Broadband Fund to develop gigabit connectivity in 3 of the worst served rural market towns. The findings of the Open Market Review has now been received and we currently reviewing the data to ensure that the funding is targeted in areas where there is no planned investment from commercial operators.

Direct engagement via a targeted letter drop to rural community assets has been undertaken to gauge interest in a future initiative supported by the SBCD that will drive fibre to public sector buildings and assets across the County. This will pave the way for suppliers to make high speed connectivity availability to residents and businesses in the future.

Promoting the distinctiveness of our rural areas

The Pandemic has led to many in the UK to re-examine the attractiveness of taking a domestic vacation, especially to those more rural destinations that can offer outdoor recreation opportunities. To maximise on this, the Marketing & Media Team have secured funding via the Leader programme to help promote the distinctiveness of the Ten Towns,

providing stories and reasons to visit which amplify Welsh culture, language, locally produced produce etc.

Specific video content, photography, social media content and PR support has been developed to promote the variety of the offer across our rural towns. The following link provides an example of these: <https://www.discovercarmarthenshire.com/places/llandeilo-the-tywi-valley/>

Specific, themed social media campaigns have also been developed in conjunction with local businesses to promote specific sectors e.g. Larder Trail - https://www.discovercarmarthenshire.com/explore/carmarthenshire-larder-trails/.Yxhqxd_TXIV

Due to launch in January 2023, the Ambassador training project will provide the opportunity for businesses, community stakeholders and tourism providers in and around the Ten Towns to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge and history to visitors thus encouraging longer dwell time within the County.

Rural service provision

We are currently working with Actif Sir Gar to pilot the use of digital equipment to deliver hybrid health and wellbeing services in Whitland, Kidwelly and Cwmamman. Alongside fitness and children's health activities, Actif staff will also engage with preventative health services delivered by other agencies to offer such services within/from these newly equipped rural settings.

In addition, we are currently scoping the potential to develop services hubs within the Ten Towns utilising community based venues which are currently under utilised and/or vacant. The aim is to provide a space within the towns where services such as the Hwb can be delivered in outreach areas. These community spaces will also provide a facility for the rural market town officers to have a presence within the towns.

Circular economy activities

The need to develop the circular economy is also a cross cutting theme identified across all of the Growth Plans. Consequently, we have recently commissioned Afallen consultants to scope, develop and pilot circular economy activities which minimise waste and increase opportunities for communities to access repair and reuse facilities and initiatives across the Ten Towns. This contract is being delivered in conjunction with our Waste Services team to ensure that activity is integrated with the Eto project.

Conclusion

A great deal of progress has been made over recent months in finalising the Economic Growth Plans in conjunction with the community. Work is on-going to secure funding to deliver against the aspirations identified. A key success factor of the Ten Towns initiative will be the continued involvement of local businesses and communities at a grass roots level in identifying and developing ideas to support the growth of the towns. The Rural Market Towns Officers will continue to work with them to develop and take forward these additional aspirations.

Annexes

- 1) Crosshands
- 2) Cwmaman
- 3) Kidwelly
- 4) Laugharne
- 5) Llandeilo
- 6) Llandovery
- 7) Llanybydder
- 8) Newcastle Emlyn
- 9) St. Clears
- 10) Whitland

1) Cross Hands

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaithe Gwaith; support to raise Welsh language in businesses <p>Business growth grants</p> <p>3 business growth applications approved — Proposed 3 Full time posts and 3 part time posts</p> <p>Iaithe Gwaith</p> <p>2 business grants awarded</p> <p>Carmarthenshire Property Development Fund (PDF) Stage 1 application received with proposed outcome of 20 jobs being created</p> <p>Community Renewal Fund (CRF)</p> <p>Cross Hands – income generating model for the area being considered. Reports available by the end of the year.</p> <p>Cross Hands Improved Transport links feasibility study to support travelling to work. Report available by the end of the year.</p> |
| <p>Smart Digital Towns and broadband connectivity</p> | <p>Town app development - Ten Towns LEADER Revenue £9,750 Llannon Community Council received funding to develop a Town app that will provide information and services/business/events in the areas to act as a promotional/marketing tool. App due to be launched by the end of January.</p> <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns.</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns.</p> <p>Wifi towns</p> |

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| | <p>Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> <p>Connectivity</p> <p>Cross Hands named as an exchange upgrade area for Openreach which means that 6683 premises of the exchange area will benefit from gigabit capable broadband (FTTP) between April 2021 and December 2026.</p> |
| Town Centre and Visitor Economy | <p>Rural Tourism Project- funded by LEADER programme</p> <p>Cross Hands - Discover Carmarthenshire</p> <p>Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme</p> <p>Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> |
| Community Energy | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| Walking and Cycling | <p>Active Travel Area- Rural Market towns Officers in discussions with Transport section to scope potential projects.</p> |
| Circular Economy | <p>Circular Economy project scoping – LEADER programme</p> <p>Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns.</p> |
| Community Projects | <p>Asset Transfer programme – changing rooms at Cross Hands Park Section 106 – Cross Hands park development £45,000</p> |
| Consultation | <p>Rural Market Town Officer and Elected members have undertaken a walkaround the town to engage with businesses and business engagement networking event has taken place. On-going meetings being held to identify activity.</p> |

2) Cwmamman

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Business growth grants 2 business grants awarded - Proposed 3 Full time posts created</p> <p>Iaith Gwaith Cwmaman Town Council for bilingual signage at Caffi Pavillion</p> |
| <p>Smart Digital Towns</p> | <p>RDP Digital Grant Cwmamman Community Centre to upgrade facility to allow hybrid services- £3,222.50</p> <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wifi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> |
| <p>Town Centre and Visitor Economy</p> | <p>Rural Tourism Project- funded by LEADER programme Cwmamman – Discover Carmarthenshire Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Development of narrative trails and bunkhouse enhancements Stage 1 approval for Ten Town Capital Community and business consultation will involve key stakeholders in the development of narrative trails in the area supported by capital</p> |

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| | <p>funding to support the trails development. Enhancements to the Bunkhouse which is managed by Cwmamman Town council. Additional funding also secured via Mynydd y Betws.</p> |
| Skills and People | <p>Makerspace development Ten Town Capital (Stage 1 Approval) – £24,633.07</p> <p>Further development of the Makerspace project at Cwmamman, by way of technician to support skills development and activity as well as capital investment to secure equipment. Bid submitted to Welsh Government for match funding – decision imminent</p> |
| Community Energy | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| Walking and Cycling | <p>Walkway enhancement undertaken through Miles without Stiles programme which ensured all routes in area are now accessible.</p> <p>Active Travel Area- Rural Market towns Officers in discussions with Transport section to scope potential projects.</p> |
| Community Projects | <p>Cwmamman Food Bank (Food Poverty Fund administered by CCC) –</p> <p>Financial support has been granted to support the development of the food bank in Cwmaman</p> <p>Cwmamman Town Council (via Mynydd y Betws wind farm fund) Park Development for Bike Hire and Development of Cafe - £15,000</p> <p>Cwmamman Town Council (via Mynydd y Betws wind farm fund) - £15,000 Golwg yr Amman Park enhancements</p> |
| Greening and circular economy | <p>Green Infrastructure Amman Valley</p> <p>Funded by the Welsh Government to ensure the best of the beautiful landscape that surrounds the Amman Valley. The project seeks to celebrate the natural assets of the Amman Valley and raise awareness of the beauty, potential and importance of our wildlife, green spaces and other ecological issues.</p> <p>Circular Economy project scoping – LEADER programme</p> <p>Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns.</p> |
| Consultation | <p>Narrative trails development</p> <p>Supported by expert within the field, Cwmamman Town Council have undertaken a wide stakeholder engagement exercise that will provide an opportunity for business, community organisations and tourism providers to input support the development of the narrative trails.</p> |

3) Kidwelly

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Carmarthenshire Property Development Fund (PDF) Stage 1 application received with proposed outcome of 21 jobs being created</p> |
| <p>Smart Digital Towns and broadband connectivity</p> | <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-Fi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> <p>Year of the SMART town WG project Digital place plan for Kidwelly has been developed by Owen Davies consulting appointed via a Welsh Government project. Key recommendations have been identified are well aligned with the economic growth plan.</p> <p>Connectivity Kidwelly named as an exchange upgrade area for Openreach which means that 1777 premises of the exchange area will benefit from gigabit capable broadband (FTTP) between April 2021 and December 2026.</p> |
| <p>Town Centre and Visitor Economy</p> | <p>Rural Tourism Project- funded by LEADER programme Kidwelly – Discover Carmarthenshire</p> <p>Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn</p> |

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| | <p>more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Re-development of Kidwelly Square – approx. £386K (10 towns fund 100k, transforming towns EOI and Kidwelly town council contribution £112,661)</p> <p>This project will see the redevelopment of the square into a vibrant and attractive space for the town whilst also creating increased space for business to attend the established market that the town currently hosts. Application for Transforming Towns has been successful at stage 1 (£173,995). 2nd stage application to be submitted.</p> <p>Former town Hall- £6,106</p> <p>Kidwelly Town Council have received funds from LEADER 10 towns and Architectural Fund to commission a viability report for the building. Report will be available by the end of the year.</p> <p>Coastal Communities Fund (Black Cat Strategy)</p> <p>Kidwelly Town Council have been successful in securing £269.953 to implement The Black Cat Tourism Strategy.</p> |
| Circular Economy | <p>Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns.</p> |
| Community Energy | <p>LEADER - Climate Emergency Actions (Carmarthenshire Energy Ltd)</p> <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| Walking and Cycling | <p>Active Travel Area- Rural Market towns Officers in discussions with Transport section to scope potential projects.</p> |
| Community Projects | <p>CETMA (Megan and the Food Squad) – LEADER</p> <p>CETMA have received financial support to develop a community food project to support families with making healthy food choices, avoiding food waste and growing food.</p> <p>Actif pilot project</p> <p>Kidwelly has been chosen to pilot hybrid well-being sessions via a scheme being delivered by Actif, CCC Leisure dept. The project will see the installation of digital equipment to support hybrid well-being sessions as well as equipment training for wider community use.</p> <p>The John Burns Foundation – Woodland heroes project -</p> <p>This project aims to educate and inform the next generation on the importance of environmental sustainability through tree planting session at the John Burns Centre. The aim is to develop</p> <p>FoodBank</p> |

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| | Kidwelly Food bank operated by CETMA have also been supported via WG Food Poverty Fund administered by CCC. |
| Consultation | In-depth community consultation undertaken during the LEADER funded concept drawing of the Town Square. 3D drawings were shown in the monthly market. Planning application submitted. |

4) Laugharne

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| Business Support | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund • Carmarthenshire Property Development Fund • Iaith Gwaith; support to raise Welsh language in businesses |
| Smart Digital Towns and broadband connectivity | <ul style="list-style-type: none"> • IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns • IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns • Digital Information Screens Laugharne Community Council grant application approved for 10k for a 55inch digital screen to be placed within the town. This will be in place by Spring 2023. • Laugharne Memorial Hall £3,344.69 Financial support for the installation of digital equipment to enable hybrid service from the memorial hall |
| Town Centre and Visitor Economy | <p>Rural Tourism Project Laugharne - Discover Carmarthenshire New copy and digital content developed and shared – over 20k followers</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Formalisation of car park at St Martins Church- £100k 10 towns fund The town is severely hampered by the lack of car parking opportunities. The formalisation of the church car park will provide additional car park spaces whilst also providing an income stream to support the town's growth.</p> |
| Community Energy | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| Circular Economy | <p>Circular Economy project scoping – LEADER programme Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County's rural market towns</p> |
| Consultation | <p>Priority project highlighted throughout economic growth plan consultation and growth plan team meetings</p> |

5) Llandeilo

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| Business Support | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none">• CCC business support grants; start up and growth• Transforming Towns; town centre regeneration fund• Carmarthenshire Rural Enterprise Fund (CREF)• Carmarthenshire Property Development Fund (PDF)• Iaith Gwaith; support to raise Welsh language in businesses <p>Business Growth and Start up Grant- approved</p> <p>2 business grants awarded - Proposed 3 Part time posts</p> <p>Transforming Towns EOI received that proposes to create up to 7 jobs within the town</p> <p>Carmarthenshire Rural Enterprise Fund EOI received from 2 applicants within the town that propose to create 7 new jobs</p> <p>Iaith Gwaith 2 Business grants awarded</p> <p>Llandeilo Market Hall – Carmarthenshire County Council</p> <p>Refurbish the Grade II listed provisions market building in Llandeilo, to bring it back into use and provide new employment space. Proposed aims</p> <ul style="list-style-type: none">• 45 jobs created/ accommodated• Potential to accommodate 17 small & medium enterprises• Establishment of a Rural Enterprise and Skills Academy• Four traineeships• 1,249m² Floor-space created/ refurbished <p>Hengwrt – Menter Bro Dinefwr Multipurpose centre providing both economic, tourism and community support and activity following the re-development of the Shire Hall in Llandeilo ARFOR funding (CCC administered) to support with the development of digital hub for creative sector in partnership with Yr Egin. LEADER funding has also been secured to support a dedicated officer to facilitate and encourage engagement at the newly refurbished centre.</p> |
| Smart Digital Towns and broadband connectivity | <p>IoT and LoraWan technology – Summer 2021</p> <p>Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> |

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| | <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-fi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> <p>10 Towns LEADER £3924.00 Creation of a new town app – Dyma Llandeilo. This project has been completed and the app is now available to download.</p> <p>Connectivity Llandeilo named as an exchange upgrade area for Openreach which means that 2029 premises of the exchange area will benefit from gigabit capable broadband (FTTP) between April 2021 and December 2026. There is a community broadband project with Broadway that is UK Government (DCMS) approved for surrounding wards Dyffryn Cennen and Llanfihangel Aberbythych.</p> |
| <p>Town Centre and Visitor Economy</p> | <p>Rural Tourism Project Llandeilo & the Tywi Valley - Discover Carmarthenshire Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Welcome back campaign - 10 Towns LEADER funding £4090.00 Llandeilo Town Council have received funding to hold a town based event to support the town’s rich festival culture and encourage increased football and developing new visitor markets. Successful event was held during June 2022.</p> <p>Development of Pump track – Stage 1 approved 10 towns fund, Sport Wales application approved for 38k (match funding), William Brown £10,000 approved The focus of the 10 town growth plan project is the development of a bike pump track at Parc le conquet which will provide the town will the opportunity to develop its appeal to the growing cycling sector. QS appointed and designs being developed.</p> |

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| | <p>CCC Marketing & Media Team</p> <p>Visitor Information Panels (VIP) will see newly branded panels placed in the town to support its vibrancy and information sharing opportunities</p> |
| <p>Green initiatives Circular Economy</p> | <p>Circular Economy project scoping – LEADER programme</p> <p>Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns</p> |
| <p>Community Energy</p> | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects.</p> |
| <p>Walking and Cycling</p> | <p>E-bike charging points application submitted by Llandeilo Town Council to complement proposed pump track development.</p> <p>Tywi Valley Cycle Path</p> <p>£16.7million has been awarded to deliver further phases of Carmarthenshire's Tywi Valley Path. The project will create a 20km off-road walking and cycling route linking Carmarthen to Llandeilo running alongside the River Tywi.</p> <p>The Tywi Valley Path aims to attract visitors from all over the UK and beyond with the potential to generate around £4.5million a year for the local economy, creating jobs in local businesses through enhanced visitor attraction and spend.</p> |
| <p>Community Projects</p> | <p>Llandeilo Town Council – Lottery Community Fund - £10,000</p> <p>Participatory pilot scheme encouraging community involvement, increasing the pot and funding for more projects.</p> <p>PTA Ysgol Gymraeg Teilo Sant – Williams Brown Hill - £12,000</p> <p>Outdoor play equipment.</p> |
| <p>Consultation</p> | <p>Public Consultation held on the Pump Track Development on the 21 July 2022 to discuss and answer queries with the local residents. Further consultation to be undertaken as part of design work.</p> <p>Walkaround by Rural Market Towns officer undertaken in Sept 2022 to engage with business and highlight projects in development i.e Wifi towns</p> |

6) Llandovery

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Iaith Gwaith Funding Llandovery Sheep Festival grant awarded</p> <p>Carmarthenshire Rural Enterprise Fund (CREF)</p> <p>Two applications has been invited to 2nd stage application with a proposed outcome of 8 new jobs being created in the area</p> <p>Eisteddfod meet the buyer event Meet the Buyer event scheduled for 23rd January to ensure local businesses are given opportunity to take part in the event.</p> |
| <p>Smart Digital Towns and broadband connectivity</p> | <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-fi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> <p>Connectivity Wefibre are currently building infrastructure for gigabit capable broadband (FTTP) for residents in the town and surrounding areas after a successful community campaign. Llandovery named as an exchange upgrade area for Openreach which means that 1430 premises of the exchange area will benefit from gigabit capable broadband (FTTP) between April 2021 and December 2026.</p> |
| <p>Town Centre and Visitor Economy</p> | <p>Rural Tourism Project CCC - Llandovery & the Brecon Beacons - Discover Carmarthenshire Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers</p> |

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| | <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>LEADER 10 Towns funding- £10,000 Design & Printing of a Town Map, and an Interpretation Board to create a vibrancy within the town by sharing information with visitors to increase dwell time and highlight local attractions and businesses. Work to be completed by end of year.</p> <p>Town Centre enhancements- Stage 1 approved 10 town- 100k A suite of projects to enhance the visitor experience within the town to include trail enhancements at the castle, interpretation panels, outdoor canopy at town square. 2nd stage application currently being developed.</p> <p>CCC Marketing & Media Team Visitor Information Panels (VIP) will see newly branded panels placed in the town to support its vibrancy and information sharing opportunities</p> |
| Circular Economy | <p>Circular Economy project scoping – LEADER programme Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns</p> |
| Community Energy | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects.</p> |
| Walking and Cycling | <p>Active Travel Area- Rural Market towns Officers in discussions with Transport section to scope potential projects.</p> |
| Community Projects | <p>Llandovery Youth & Community Centre – foodbank provision Supported via the Food poverty fund administered by CCC, this organisation has received funding to support families facing hardship by way of equipment and food donations.</p> |
| Consultation | |

7) Llanybydder

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Carmarthenshire Property Development Fund (PDF) Two PDF application have been invited to 2nd stage application proposing to create 76 jobs within the locality</p> <p>Re-development of Old School – 10 towns £100k stage one approval The redevelopment of the old school to create a fit for purpose space within the town that will support local business by way of business space primarily targeting well-being services that aligns well with the gym provision currently provided from the old school premises. The development proposes also to provide a café for the town as highlighted as need residents whilst also providing opportunity for private sector development.</p> |
| <p>Smart Digital Towns and connectivity</p> | <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-fi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> <p>Connectivity Wefibre are currently building infrastructure for gigabit capable broadband (FTTP) for residents in the town after a successful community campaign. UK government (DCMS) approved projects in surrounding villages such as Llanllwni and Brechfa.</p> <p>Website development - 10 Towns LEADER funding - £1625.00 Led by the Community Council and as a direct action of the recommendations of the Town's economic growth plan, a new website will be created for the town and surrounding area as a well of raising the area's digital presence whilst also promoting local business attractions</p> |

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| | and community organisations. This will be completed by the end of the year. |
| Town Centre and Visitor Economy | <p>Rural Tourism Project CCC - Llanybydder & the Cambrian Mountains - Discover Carmarthenshire Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Creation of a new monthly produce market £5136 The Community council have received funding from LEADER programme for the creation of a new monthly produce market providing an opportunity for local business to access new markets. 9 markets days will have been held by the end of December.</p> <p>CCC Marketing & Media Team Visitor Information Panels (VIP) will see newly branded panels placed in the town to support its vibrancy and information sharing opportunities</p> |
| Community Energy | <p>LEADER - Climate Emergency Actions (Carmarthenshire Energy Ltd) Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| Walking and Cycling | Llanybydder is a part of a Ramblers Cymru project. Entitled Paths to Wellbeing, the project aims to work with communities to improve access to their local routes to enjoy what Wales has to offer. |
| Circular Economy | <p>Circular Economy project scoping – LEADER programme Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County's rural market towns</p> |
| Consultation | Consultation is on-going regarding the capital project development. |

8) Newcastle Emlyn

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Start-up grants</p> <p>1 business grant awarded - Proposed 2 Full time and 2 Part Time posts created</p> |
| <p>Smart Digital Towns and broadband connectivity</p> | <p>IoT and LoraWan technology – Summer 2021</p> <p>Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023</p> <p>Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-fi towns</p> <p>Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports</p> <p>Rural Market Town Officer presented Wi-fi towns project to traders’ group</p> <p>Presentation by Clive Davies (Cardigan digital champion) to explain how Town wifi and LoRAwan technology can be beneficial to a rural town setting.</p> <p>Digital screens</p> <p>Digital screen to be purchased from 10k revenue funding and to be placed within town centre, this will further promote the town as a SMART town and will exploit the use of the technology.</p> <p>Connectivity</p> <p>The central town and immediate rural area have good connectivity. Working alongside Ceredigion County council to include surrounding areas in community broadband projects.</p> |
| <p>Town Centre and Visitor Economy</p> | <p>Rural Tourism Project Newcastle Emlyn & the Teifi Valley - Discover Carmarthenshire</p> |

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| | <p>Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Tourist attraction – amphitheatre 10 towns Stage approved £100k The proposed project is to create a brand-new tourist attraction – an outdoor amphitheatre on the land by the castle.</p> |
| Skills and People | <p>Profi project – rural Carmarthenshire schools – LEADER funding Menter Gorllewin Sir Gar have been awarded funding to support secondary school children at Ysgol Emlyn on future job skills as a way of raising awareness of locally based careers options and pathways</p> |
| Community Energy | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| Walking and Cycling | <p>Active Travel Area- Rural Market towns Officers in discussions with Transport section to scope potential projects.</p> |
| Circular Economy | <p>Circular Economy project scoping – LEADER programme Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns</p> |
| Community Projects | <p>Banc Bwyd CNE Supported via the Food poverty fund administered by CCC, this organisation has received funding to support families facing hardship by way of equipment and food donations.</p> |
| Consultation | <p>Two public consultations have taken place giving opportunities for local involvement and feedback regarding the proposed 10 towns capital project.</p> |

9) St. Clears

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Transforming Towns EOI received proposed creation of 6 jobs</p> |
| <p>Smart Digital Towns and broadband connectivity</p> | <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-fi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports</p> <p>Connectivity Large number of surrounding areas of St Clears are included in Voneus' commercial and state aid funded plans.</p> |
| <p>Town Centre and Visitor Economy</p> | <p>Rural Tourism Project – Stclears - Discover Carmarthenshire Delivered by Marketing and Media team, new copy and digital content has been developed and shared via social media platforms over 20k followers.</p> <p>Tourism ambassador scheme - funded by LEADER programme Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Town Centre development – 10 towns Stage 1 approved £100k</p> <ol style="list-style-type: none"> i) Development of “Y Gat” building to provide an economic hub for the town ii) Improvement to signage along the A40 iii) Digital screens to placed in the town centre iv) Offering of bike storage and bike charging facilities |

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| <p>Circular economy</p> | <p>Circular Economy project scoping – LEADER programme Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County’s rural market towns</p> |
| <p>Community Energy</p> | <p>Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects</p> |
| <p>Walking and Cycling</p> | <p>Active Travel Area- Rural Market towns Officers in discussions with Transport section to scope potential projects.</p> |
| <p>Consultation</p> | <p>Consultation is taking place in October. The community will be invited to view the space within Y gat, and an opportunity will be given to fill in a survey, hopefully an online survey will also be provided.</p> <p>Support from Urban Foundry has been secured to assist with the process of forming the consultation.</p> |

10) Whitland

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| <p>Business Support</p> | <p>Information on following shared with Growth plan team;</p> <ul style="list-style-type: none"> • CCC business support grants; start up and growth • Transforming Towns; town centre regeneration fund • Carmarthenshire Rural Enterprise Fund (CREF) • Carmarthenshire Property Development Fund (PDF) • Iaith Gwaith; support to raise Welsh language in businesses <p>Business Growth and Starter Grant</p> <p>2 business grants awarded - Proposed 2 Full time and 2 Part time posts created</p> <p>Iaith Gwaith Canolfan Hywel Dda – Banners & Interpretation Panel</p> <p>Carmarthenshire Rural Enterprise Fund (CREF)</p> <p>1 x CREF application has been invited to 2nd stage with proposed 20 jobs being created</p> |
| <p>Smart Digital Towns and broadband connectivity</p> | <p>IoT and LoraWan technology – Summer 2021 Action plans developed to explore the options of using this sensor-based technology across 10 towns</p> <p>IoT Implementation- Spring 2023 Realisation of IOT action plans will see this technology utilised across each of 10 towns</p> <p>Wi-fi towns Free visitor Wi-fi network installed in the town which gathers analytical visitor trend data to businesses. Businesses encouraged to sign up for reports.</p> <p>Connectivity Large number of surrounding areas of Whitland are included in Voneus' commercial and state aid funded plans.</p> <p>Whitland Town Hall – Digital community grant LEADER £828.75 Funding secured for to improve the building's connectivity and IT equipment to support community organisations</p> <p>Website development - 10 Towns LEADER funding £9966 To raise the town's digital presence and to act as a town directory, Whitland Town council are leading on a project to create a new website</p> |

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| | for the town and surrounding areas. This will be live by the end of the year. |
| Town Centre and Visitor Economy | <p>Rural Tourism Project CCC - Whitland - Discover Carmarthenshire Tourism ambassador scheme - funded by LEADER programme</p> <p>Due to launch in January 2023, this project will provide the opportunity for businesses, community stakeholders and tourism providers to learn more about their area and Carmarthenshire as a whole in order to transfer knowledge, history and promote the area to encourage longer dwell time and in county exploring.</p> <p>Car park development – 10 towns capital fund £100k</p> <p>Highlighted as a priority in the economic growth plan, the lack of parking within the town is seen as barrier for growth. Led by Whitland Town Council, the proposed area for developing additional car parking within the town is on the Old Creamery site in the centre of the town.</p> <p>CCC Marketing & Media Team</p> <p>Visitor Information Panels (VIP) will see newly branded panels placed in the town to support its vibrancy and information sharing opportunities</p> |
| Circular Economy | Commissioned by LEADER programme, specialist services have been procured to scope and initial develop |
| Community Energy | Carmarthenshire Energy project scoping community energy projects across 10 towns providing recommendations for viable projects |
| Circular Economy | Commissioned by LEADER programme, Afallen have been procured to scope the potential of the creation of Circular Economy projects that would benefit the County's rural market towns. |
| Community Projects | <p>Actif pilot project</p> <p>Whitland has been chosen to pilot hybrid well-being sessions via a scheme being delivered by Actif, CCC Leisure dept. The project will see the installation of digital equipment to support hybrid well-being sessions as well as equipment training for wider community use at the Memorial Hall.</p> |
| Consultation | Meeting held with the community to get more people engaged the new community website as well a recent town walkaround undertaken by Rural Market town officer to raise awareness of new website and SMART town projects. |