

Regeneration & Leisure Executive Board Report
Targeted Finance Fund 2016 - 2017
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Tel: 01269 590216
Balance Available: £160,676.00
Report Value: £20,000.00

Targeted Finance Fund 2016/17

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Application Reference: TFF/16/02

Project Title	Bywyd Bywiog
Applicant	Menter Cwm Gwendraeth Elli
Ward	Gwendraeth
Key Account Management	<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"> • Existing social enterprises that have the potential to grow, be sustainable and create employment • Emerging projects that have the potential to create jobs ✓ • Third sector organisations that deliver vital services within our communities ✓
Project Description	<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 MCGE will need to appoint an additional project officer 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. The lessons will be bilingual and thus help to integrate all groups.</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>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals receiving skills- training - 180 • Number of individuals into volunteering • Training Sessions Delivered • Number of individuals into employment • Number of community groups/organisations assisted • Number of social enterprises created - 1 • Number of social enterprises supported • Number of jobs created – 1 (new) • Number of jobs safeguarded - 1 • Public and private leverage funding – £13,491.68
Total Project Cost	<p>£33,491.68</p>
Eligible Capital	<p>Nil</p>
Eligible Revenue	<p>£33,491.68 £28,596.88 – Project Officer salary £1,440.00 – Travelling £2,000.00 – Project resources £1,454.80 – Project events</p>
Ineligible Costs	<p>Nil</p>
Amount and % of grant requested	<p>£20,000.00 @ 60%</p>
Match funding	<p>£13,491.68 Own funds secured</p>

<p>Cllr and Officer Consultations Undertaken</p>	<p>The following have been engaged with and offer full support for the proposal:</p> <ul style="list-style-type: none"> • Cllr. Joy Sewell Williams • Cllr. William Tyssul Evans • Hywel Dda NHS Trust • Coleg Sir Gar • Forum Plant Llanelli • Plant y Cwm <p>Comments include: 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>Evidence of Need / Community Engagement</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>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.</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 MCGE 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. Appendix 1.</p> <p>The evidence shows the benefit of these sessions which will be further enhanced by the extended content.</p>
<p>Contributing to key Strategies</p>	<p>Carmarthenshire County Council’s Integrated Community Strategy 2011 – 2016.</p> <p>The project can help address the following key themes:</p> <ul style="list-style-type: none"> • People in Carmarthenshire are healthier. • People in Carmarthenshire fulfil their learning potential.

	<ul style="list-style-type: none"> • People who live, work and visit Carmarthenshire are safe and feel safer. • Carmarthenshire’s communities and environment are sustainable. • Carmarthenshire has a strong and prosperous economy. <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>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030.</p> <ul style="list-style-type: none"> • Business growth retention and specialisation. • Skilled and ambitious for long term success. • Maximising job creation for all. • Knowledge economy and innovation. • Distinctive places and competitive infrastructures. <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 Regional Learning Partnership for South West Central Wales 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"> • Education and Lifelong Learning • Social Care and Health • Regeneration Sustainable Development Transport Waste Management and Welfare Reform.
<p>Ownership/Lease/ Planning</p>	<p>Leasehold – Family Housing Wales</p>

<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>As part of the Key Account Management function Meter Cwm Gwendraeth Elli 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.</p> <p><u>Clarification of the sustainability issue:</u></p> <p>Awards for All applications will be made by School - Parent Teacher's Association's and relevant other organisation's Menter Cwm Gwendraeth engages with for this project delivery.</p> <p>This will enable the groups to supply the materials and Menter Cwm Gwendraeth Elli can arrange a set fee for their services to cover staff costs to continue with the delivery and expansion of this project.</p>
<p>Recommendation</p>	<p>Award - £20,000.00</p>
<p>Subject to:</p>	