

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,  
LEISURE, CULTURE & TOURISM  
11 JULY 2023**

<b>Cabinet Member:</b>	<b>Portfolio:</b>
<b>Cllr. Gareth John</b>	<b>Cabinet Member for Regeneration, Leisure, Culture &amp; Tourism</b>

**TEN TOWNS REVITALISING RURAL HIGH STREET FUND**

**Purpose:**

To seek approval to establish a Ten Towns Revitalising Rural High Street Fund – third party grant support for non-residential premises across the 10 towns.

**Recommendations / key decisions required:**

To consider and approve the establishment of a new third-party grant scheme as part of the Ten Towns programme to support the vibrancy and increase footfall in the town centres.  
Approve delegation to the Head of Regeneration to award funding.

**Reasons:**

To provide financial support for high street premises located across our 10 rural market towns to refresh and revitalise their business premises as a way of enhancing the appeal of the County's rural market towns.

<b>Directorate</b> <b>Name of Head of Service:</b> Jason Jones	<b>Designations:</b> Head of Regeneration, Policy and ICT	<b>Tel:</b> JaJones@carmarthenshire.gov.uk
<b>Report Author:</b> Mared Pemberton	<b>Rural Programmes Co-ordinator</b>	<b>Tel: 07812 475386</b> MEPemberton@carmarthenshire.gov.uk

**Declaration of Personal Interest (if any):**

None

**Dispensation Granted to Make Decision (if any):**

N/A

**DECISION MADE:**

Signed:

DATE: \_\_\_\_\_

\_\_\_\_\_  
CABINET 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 <b>subject to the amendment(s) and reason(s) specified:</b>	
Reason(s) why the Officer's recommendation was <b>not adopted:</b>	

# EXECUTIVE SUMMARY

## CABINET MEMBER DECISIONS MEETING FOR REGENERATION, LEISURE, CULTURE & TOURISM

11 JULY 2023

### TEN TOWNS REVITALISING RURAL HIGH STREET FUND

#### RECOMMENDATIONS / KEY DECISIONS REQUIRED:

The purpose of this report is to approve the establishment of a new third-party grant scheme as part of the enhanced offer of the Ten Towns programme for the county's rural market towns. The Ten Towns Revitalising Rural Town Centre fund will provide an opportunity for town centre premises located on the rural high street to bid for funding to assist in refreshing and revitalising their premises frontages.

The purpose of the fund is to increase the vibrancy and visual perception of the 10 towns by creating an opportunity for high street premises to improve their overall appearance. The fund will be open to targeted premises within designated areas across the County's rural ten towns.

As part of the Rural anchor, £100k was ringfenced for strategic projects that would align with the needs of the town. The need to increase the appearance and vibrancy of the towns to encourage greater footfall has been identified by the growth plan teams across all towns which has been followed up by engagement with businesses across the Ten Town which saw significant interest in the proposed fund.

This fund will complement projects that will be developed and implemented as part of the Tackling towns programme, which is funded through the Place Anchor of the Shared Prosperity Fund.

The fund will be administered by the Rural programme team within Economic Development.

#### Fund Criteria

- Premises must be located within an identified 'high street' area of a respective 10 town.
- Applicants must ensure that projects align with the considerations and recommendations noted in Carmarthenshire Shopfront Design Guide 2022.
- Grant support of up to £2000 (at a maximum intervention rate of 80%).
- Statutory consents/landlord consent must be gained before approval of grant.
- Examples of eligible expenditure will include new bilingual signage, canopies, painting of building, lighting and associated costs for the completion of projects.
- All projects must be completed by no later than 30<sup>th</sup> September 2024.

## Application Process

- Successful projects will either individually or collectively have the biggest impact for aesthetic appearance and vibrancy.
- Due to the expected high volume of applicants, the fund will be published across existing networks but also information will be circulated to eligible high street premises by officers through a town walkaround
- Applications recommended for approval will be considered and authorised by the Head of Regeneration.

In order to demonstrate the impact of this and wider 10 towns programmes, the team will commission content creators to digitally document the appearance of each town before and after the completion of the above outlined intervention.

The fund aligns with the following intervention noted as part of the SPF framework and will achieve the following outputs;

### **W1: Funding for improvements to town centres and high streets**

Number of commercial buildings completed or improved (number of)

Increased footfall (number of people)

Increased business sustainability (number of enterprises)

DETAILED REPORT ATTACHED	no
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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 and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Staffing Implications	Physical Assets
<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>	<b>NONE</b>	<b>NONE</b>

## 1. Policy, Crime & Disorder and Equalities

These funds will enable the County Council to deliver the County Council's Economic Recovery Plan and are aligned with each of the rural market town's economic growth plans which have gained support from town stakeholders.

The Programme will support the objectives of the Wellbeing & Future Generations Act by targeting interventions which aim to ensure that the rural market towns of the County remain vibrant and sustainable communities.

## 2. Legal

Successful applicants will be required to sign up to a Funding agreement which will set out the Terms and Conditions of the grant. The Funding agreements will be based on the standard third party agreement templates that have been developed for the South West region in relation to Shared Prosperity Fund third party applications. The Council's Corporate Services have been involved in this process. Applications recommended for approval by the funding panel will be considered and authorised by the Head of Regeneration.

## 3. Finance

£100K has been secured via the Rural Anchor as part of the UK Government's Shared Prosperity Fund. Applicants will be required to provide a minimum 20% private sector match funding as part of the application process.

Overall accountability for the fund will sit with the Rural programme team within Economic Development. Officers employed on the programme will ensure grant management processes and procedures are adhered to including the establishment of procedures for processing payments, monitoring of financial spend, audit requirements etc.

## 5. Risk Management Issues

When dealing with third party grants risk management issues will be dealt with by officers adhering to the grants manual and third party procurement rules.

## CONSULTATIONS

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

Signed: Jason Jones

Head of Regeneration, Policy and ICT

### 1. Local Member(s)

n/a

### 2. Community / Town Council

n/a

### Local Members within the Ten Towns

n/a

### 3. Relevant Partners

Established growth plan teams across each town have been consulted as well as engagement with potential applicants.

### 4. Staff Side Representatives and other Organisations

n/a

## 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
10 towns RRTC Fund	RRTC Fund	County Hall