

# CABINET MEMBER DECISIONS MEETING FOR RURAL AFFAIRS & PLANNING POLICY

<b>Cabinet Member:</b>	<b>Portfolio:</b>	
<b>Cllr. Hazel Evans</b>	<b>Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism</b>	
<b>10 Towns Programme (Revenue fund)</b>		
<b>Purpose:</b> To consider 2 applications seeking financial assistance from the 10 Towns Revenue Fund		
<b>Recommendations / key decisions required:</b>  To approve 2 applications submitted as part of the 10 Towns revenue fund:  Cwmaman Town Council Application – Grant requested: £19,250  Whitland Town Council Application – Grant requested: £20,000  Total grant requested: £39,250		
<b>Reasons:</b>  To support the economic opportunities identified as part of extensive community consultation and discussion with key stakeholders that will provide economic and social benefit to the County’s rural market towns.		
<b>Directorate</b> <b>Name of Head of Service:</b> Jason Jones  <b>Report Author:</b> Mared Pemberton	<b>Designations</b> <b>Head of Regeneration, Policy and Digital</b>  <b>Rural Programmes Co-ordinator</b>	<b>Jason Jones</b> <b>Tel: 01267 242 336</b> <a href="mailto:JaJones@carmarthenshire.gov.uk">JaJones@carmarthenshire.gov.uk</a>  <b>Mared Pemberton</b> <b>Tel: 07812475386</b> <a href="mailto:MEPemberton@carmarthenshire.gov.uk">MEPemberton@carmarthenshire.gov.uk</a>

**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 and TOURISM

### 10 Towns Programme (Revenue fund)

#### **Purpose:**

To consider 2 applications submitted as part of the 10 towns revenue fund.

#### **Background**

The aim of the 10 Towns Programme is to increase the resilience and future growth of Carmarthenshire's rural market towns and their surrounding areas.

The Authority has committed £1m capital funding to support the respective towns to take forward some of the capital aspirations identified within their economic growth plans. To complement the capital projects, further revenue funding has been secured from the UK Government's Shared Prosperity Fund as part of the Rural Anchor.

Each town has been given the opportunity to apply for funding of up to £20,000 to be delivered before the end of December 2024.

The following applications have been submitted following consultation at a local level. Each application has been assessed and considered by an internal Funding panel before being presented to Cabinet member for final decision.

#### **Applications for consideration:**

##### **Whitland Town Council**

**Grant Requested:** £20,000

Whitland town council are seeking funding to recruit a Town Development and Events Co-ordinator for Whitland. Employed by the town council, this new role will support the development of several new events and activities in the town to increase footfall and extend dwell time. The officer will be employed for a period of 13 months. The role will complement the town's capital project, which is currently under development, that will provide investment to develop a key asset in the town to facilitate new events as well as develop new town centre based events to increase footfall. The post will be 100% funded via the grant.

A number of events have been suggested that could benefit the town following local engagement with town stakeholders such as a seasonal open air Christmas market, St David's celebration as well as open air cinema events at the park located in the centre of the town. The appointed person will also look at sustainable funding streams in order to continue with this support and resource for the town post funding period.

**Recommendation**

To approve a grant request of £20,000 from the 10 towns revenue fund.

**Cwmaman Town Council**

**Grant Requested:** £19,250

Cwmaman Town Council are the lead applicant for the development of the 10 towns project for Cwmaman. Revenue funding is being sought to complement the area's capital Ten Town project which includes the redevelopment of the bunkhouse facility and narrative trails which aim to enhance and develop the area's tourism appeal. The project will be 100% funded via the grant.

The grant request is for £19,250 for the development of immersive audio trails that will highlight the area's natural and cultural heritage. The audio trails will guide visitors through the community's historical landmarks, unveiling captivating stories from the past. The addition of audio trails will enhance the visitor experience by using engaging narratives and educational content to transport visitors to pivotal moments in history. This is intended to cultivate a deeper appreciation of local heritage and attract both local and national tourists.

In addition, funding is being sought to support the development and sustainability of the bunkhouse as an attractive accommodation space in the area. Funding is being sought for the development and implementation of a strategic marketing plan which will include both off and online promotion, engaging content creation as well as local and national promotion.

**Recommendation**

To approve a grant request of £19,250 from the 10 towns revenue fund.

<b>DETAILED REPORT ATTACHED</b>	<b>NO</b>
---------------------------------	-----------

# 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 Digital**

Policy and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Physical Assets
YES	YES	YES	NO	YES	NO	NO

## Policy, Crime and Disorder

The 10 towns programme provides an opportunity for rural market towns to create new economic benefit and opportunities developed as a recommendation from the Moving Rural Carmarthenshire Forward Plan.

The above is aligned with the county's existing strategies and plans including the Local Investment Plan for Carmarthenshire, Economic Recovery Plan, Local Innovation Strategy, Wellbeing Assessment, and the South West Wales Regional Economic Delivery Plan and Corporate Strategy.

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

## Legal

Terms and Conditions will be issued to each applicant which have been verified by CCC legal department.

## Finance

This fund is made available as part of the 10 towns programme with funding secured from the UK Government Shared Prosperity Fund as part of the Rural Anchor. A budget of £200,000 is available for the delivery of this fund which equates to £20,000 per town.

## Risk Management Issues

A programme level risk management process will be followed to ensure that risk is assessed and managed at all levels.

A key risk is the short delivery timeframe of SPF with all 3<sup>rd</sup> party grants required to be financially completed by the end of December 2024.

At a project level, a risk register will be maintained together with appropriate mitigation measures. The Rural Anchor Team who are responsible for administering both funds will

closely monitor progress of the project individual awards. Where a lack of progress is being made, applicants will need to provide clarification as to how they will be able to deliver against the original approved amount. As a last resort this may mean suspension of a project mid delivery.

## CONSULTATIONS

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

Signed: Jason Jones

Designation: Head of Regeneration, Policy and Digital

**1. Local Member(s)** – Elected Members Cllr Kevin Madge, Cllr Sue Allen and Cllr Handel Davies have been consulted on an on-going basis as part of the growth plan team meetings and are supportive of the projects.

**2. Community / Town Council** - On-going consultation with the relevant Town Council in the development of the proposals.

**3. Relevant Partners** - Members of the established growth plan teams in each respective areas consisting of key stakeholders from public, private and third sector.

**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
<b>10 towns REVENUE Whitland</b> <b>10 towns REVENUE Cwmaman</b> <b>10 Towns REVENUE Llandovery</b>		<b>County Hall</b> <b>County Hall</b> <b>County Hall</b>