

CABINET MEMBER DECISIONS MEETING FOR RURAL AFFAIRS & PLANNING POLICY

Cabinet Member:	Portfolio:	
Cllr. Ann Davies	Cabinet Member Decisions Meeting for Rural Affairs & Planning Policy	
TEN TOWNS CAPITAL APPLICATIONS		
<p>Purpose</p> <p>To consider applications for funding submitted as part of the Ten Towns Programme. 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.</p>		
<p>Recommendations / key decisions required:</p> <p>To approve 2 applications submitted as part of the 10 towns programme on behalf of the economic growth plan team established in the towns, namely:</p> <p>Cwmaman Town Council Application: Grant requested - £100,000</p> <p>Llandeilo Town Council Application: Grant requested - £84,959.50</p>		
<p>Reasons:</p> <p>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.</p>		
<p>Directorate</p> <p>Name of Head of Service:</p> <p>Jason Jones</p> <p>Report Author:</p> <p>Mared Pemberton</p>	<p>Designations</p> <p>Head of Regeneration, Policy and Digital</p> <p>Rural Programmes Co-ordinator</p>	<p>Jason Jones</p> <p>Tel: 01267 242 336</p> <p>JaJones@carmarthenshire.gov.uk</p> <p>Mared Pemberton</p> <p>Tel: 07812475386</p> <p>MEPemberton@carmarthenshire.gov.uk</p>

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 subject to the amendment(s) and reason(s) specified:	
Reason(s) why the Officer's recommendation was not adopted:	

EXECUTIVE SUMMARY

CABINET MEMBER DECISIONS MEETING FOR RURAL AFFAIRS & PLANNING POLICY

10 Towns Programme Capital Applications

Purpose

To consider two applications for funding submitted as part of the Ten Towns Programme.

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. Funding was approved by Executive Board on 21st June 2021. Following the submission of initial Expressions of Interest, £100k was secured in principle for each of the towns. Subsequently, each of the applicants were invited to submit 2nd stage applications.

The following 2nd stage applications have now been submitted following consultation at a local level. Both applications have been assessed and considered by the internal Funding panel before being presented to Cabinet member for final decision.

Applications for consideration:

Llandeilo Town Council

Total project costs: £121,959.50

Amount Requested: £84,959.50

Match funding secured: Sports Wales £37,000

Llandeilo Town Council is the lead applicant for the development of the 10 towns project for Llandeilo. Funding is being sought for the development of a pump track located at Parc Le Conquet which has been identified as a priority for the town following local consultation. The project will create a new tourism attraction for the town and surrounding area which will help attract additional visitors into the town. The project also aligns with the County's wider strategic cycle tourism developments, such as the Tywi Valley path. Match funding has been secured from Sports Wales.

Funding is also sought to enhance the area by way of street furniture and digital signage. The introduction of digital signage will provide a link between the new attraction and the town, highlighting local businesses, heritage and cultural attractions as a way of increasing visitor dwell time. The project is seeking to commence in October with the launch of the project expected Summer next year. The project will be promoted via a dedicated marketing campaign to ensure year round visitors.

Recommendation

To approve a grant request of £100,000 from the 10 towns capital fund.

Cwmaman Town Council**Total project costs:** £117,618**Amount Requested:** £100,000**Match funding secured:** Mynydd y Betws Wind farm fund: £15,000
Cwmaman Town Council: £2,618

Cwmaman Town Council is the lead applicant for the development of the 10 towns project in Cwmaman. Funding is being sought to enhance and develop the area's tourism potential, taking full advantage of the area's proximity to the Brecon Beacons National Park. The project consists of a package of projects that will encourage more visitors to the area and encourage longer dwell time.

The main priority is to upgrade the existing Bunkhouse facility which is managed by Cwmaman Town Council following an asset transfer from Carmarthenshire County Council. Funding will be utilised to redevelop and upgrade the Bunkhouse facility thus enhancing its appeal to visitors, resulting in increased tourism and increased spend in the area.

The second element of the project includes the development of narrative trails in the area, depicting the area's natural and cultural assets. Interpretation boards will be strategically placed across the area, narrating the history of the area. Information on the new trails will be shared both at a local level as well as marketed to tourists and visitors via a dedicated marketing campaign.

Thirdly, the community has identified a need to increase the number of events in the area. A community owned marquee will be purchased and made available to local organisations, providing an opportunity for a sustainable calendar of events to be held in the area. The events will benefit both the local community as well as attract new visitors to the area.

Recommendation

To approve a grant request of £100,000 from the 10 towns capital fund.

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 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 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. Legal charges will be placed on assets in line with CCC Third party procedures for grant support over £25,000.

Finance

Funding has been secured via the 10 towns programme which is funded by Carmarthenshire County Council. The total budget for the programme from core funds is £1,000,000.

Risk Management Issues

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

**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 Llandeilo 10 towns Cwmaman		County Hall County Hall