

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,
LEISURE, CULTURE AND TOURISM
DATE 19.10.2023**

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| Cabinet Member: | Portfolio: | |
| Cllr. Hazel Evans | Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism | |
| 10 Towns Programme (Revenue fund) | | |
| Purpose: To consider 6 applications seeking financial assistance from the 10 Towns Revenue Fund | | |
| Recommendations / key decisions required: To approve 6 applications submitted as part of the 10 Towns revenue fund: | | |
| Cwmaman Town Council | Grant requested | £19,250 |
| Whitland Town Council | Grant requested | £20,000 |
| Llandovery Town Council | Grant requested | £19,970 |
| Kidwelly Town Council | Grant requested | £10,000 |
| Llanybydder Old School Trust | Grant requested | £20,000 |
| St Clears Town Council | Grant requested | £20,000 |
| Total grant requested £109,220 | | |
| Reasons: 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. | | |
| Directorate Name of Head of Service: Jason Jones | Designations Head of Regeneration, Policy and Digital | Jason Jones Tel: 01267 242 336 JaJones@carmarthenshire.gov.uk |
| Report Author: Mared Pemberton | Rural Programmes Co- ordinator | Mared Pemberton Tel: 07812475386 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 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 REGNERATION, LEISURE, CULTURE and TOURISM

DATE 19.10.2023

10 Towns Programme (Revenue fund)

Purpose:

To consider 6 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. Whilst the funding for the projects will only be secured until December 2024, it is the intention that the jobs created below via the fund will continue post funding through other sources.

Applications for consideration:

Whitland Town Council

Grant Requested: £20,000

Whitland Town Council is 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. Several 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.

Project Delivery timeline

The project will begin as soon as fully approved starting with a recruitment process for this new role. Project must be fully complete by end of December 2024 to align with Shared Prosperity funding period.

Outputs to be achieved

| | |
|---|---------------|
| Number of local events or activities supported | 5 |
| Number of volunteering opportunities supported | 5 |
| Number of enterprises engaged in new markets | 14 |
| Number of enterprises receiving non-financial support | 14 |
| Number of local markets created or supported | 2 |
| Jobs created as a result of support | 1 |
| Increase in visitor spending | £5,250.00 |
| Increased visitor numbers | 700 per annum |

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 is 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.

Project Delivery timeline

The project will begin as soon as fully approved to ensure timely completion of audio trails by the start of next year's visitor season. Project must be fully complete by end of December 2024 to align with Shared Prosperity funding period.

Outputs to be achieved

| | |
|---|----------------|
| Number of local events or activities supported | 1 |
| Increased number of web searches for a place | 3000 |
| Increased use of cycleways or foot paths | 3000 |
| Number of community-led arts, cultural, heritage as a result of support | 1 |
| Increased visitor numbers | 3000 per annum |

Recommendation

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

Kidwelly Town Council
Grant Requested £10,000

Kidwelly Town Council is the lead applicant for the development of the 10 Towns Project in the town. The need to create better active travel links between the town and the nearby Park Dean resort and Ferryside has been identified as an opportunity within the economic growth plan for the town.

Working in partnership with Carmarthenshire County Council's Active travel team, Kidwelly Town Council is seeking funding to undertake an engagement exercise designed to gather essential insights and scoping to develop new active travel routes which will inform future applications for capital support. The engagement exercise will take place during summer 2024 and be completed by early Autumn. Kidwelly Town Council will be supported by, and work in partnership with, relevant Carmarthenshire County Council departments on this project as any future capital projects stemming from this work will be led by the Authority.

Project Delivery timeline

The engagement exercise will take place during summer 2024 and be completed by early Autumn 2024.

Outputs to be achieved

| | |
|--|------|
| Number of feasibility studies developed as a result of support | 1 |
| Number of people reached | 4000 |
| The number of projects arising from funded feasibility studies | 1 |

Recommendation

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

Llandovery Town Council
Grant Requested: £19,970

The growth plan team for Llandovery has identified and prioritised projects that support and further develop the town's visitor economy through the development of a suite of tourism focussed projects. Currently in development as part of their capital project is the installation of outdoor canopies and extended seating in the Market Square area of the town. This picturesque area in the town is surrounded by retailers and eateries and will be developed to create an informal dining and event space which proved successful when utilised during the Eisteddfod week in May 2023. To further add value to their capital project, Llandovery Town Council on behalf of the growth plan team is seeking funding to re-instate a local produce market in the town, operating on the 3rd Saturday of every month from Market Square.

Focussing on local produce primarily within a 25-mile radius, a market co-ordinator will be employed on a self-employed basis to co-ordinate and facilitate the market to ensure it is widely supported. Local musicians and artists will be invited to provide entertainment at market days creating a vibrant atmosphere in the town.

Project Delivery timeline

The project will begin as soon as fully approved starting with a recruitment process for this new role. Project must be fully complete by end of December 2024 to align with Shared Prosperity funding period.

Outputs to be achieved

| | |
|---|----------------|
| Number of local events or activities supported | 7 |
| Number of volunteering opportunities supported | 7 |
| Number of enterprises engaged in new markets | 20 |
| Number of enterprises receiving non-financial support | 20 |
| Number of local markets created or supported | 1 |
| Jobs created as a result of support | 1 |
| Increase in visitor spending | £5,600 |
| Increased visitor numbers | 1050 per annum |

Recommendation

To approve a grant request of £19,970 from the 10 towns revenue fund

Llanybydder Old School Trust

Grant Requested: £20,000

The lack of economic and social space in Llanybydder was highlighted in the town's economic growth plan which led the growth plan team to prioritise the re-development of the Old School as their capital project. The vision for this project is to create a wellbeing hub, offering space for self-employed practitioners to practice, providing both economic opportunity and access to new services for the community. A shared working space and community café area will also be developed as the building is regenerated.

In order to ensure the success of the centre, the Old School Trust is seeking funding for the creation of a Town Development Officer. Employed by the Trust, the primary role will be to support the re-development of the centre by developing a pricing and marketing strategy, liaising with support service facilitators such as Hwb Fach y Wlad, Business Wales, Repair café Wales to develop an activity calendar as well as developing the shared workspace. The officer will also be available to support the existing Town market co-ordinator to explore opportunities to further enhance and develop the weekly local market in the town. This co-ordinated approach will provide far reaching benefit to the town by increasing its visitor economy, creating new opportunities for local businesses as well as developing new services for the community.

Project Delivery timeline

The project will begin as soon as fully approved starting with a recruitment process for this new role. Project must be fully complete by end of December 2024 to align with Shared Prosperity funding period.

Outputs to be achieved

| | |
|--|---------------|
| Number of people reached | 200 |
| Number of local events or activities supported | 5 |
| Jobs created as a result of support | 1 |
| Increased visitor numbers | 500 per annum |

Recommendation

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

St Clears Town Council

Grant Requested: £20,000

St Clears Town Council has taken over the management of Y Gat (formerly West Wales Craft Centre) in the town following an asset transfer from the Authority. Highlighted as an anchor building for the town, the re-development of the building is the focus of the town's capital project application. To support the new administration of the building, a branding exercise is required to develop a new identity for the building highlighting the facilities and provision that will be made available from the premises. To further promote these new activities as well as addressing the lack of online presence for the town, a new fit for purpose website will be developed as a marketing tool for the area. The content will be developed to showcase local businesses and attractions as well as activities and opportunities at Y Gat.

The installation of town centre digital screens will provide an opportunity for the website content to be viewed in the town providing real time information of attractions and local businesses. The Town Council is currently in the process of recruiting a co-ordinator for Y Gat which is being funded from their own resources The updating and marketing of the website and screens will form part of their duties.

As part of the community consultation exercise undertaken, the creation of a local produce/craft market was identified as a key priority from local businesses and the local community. This would be an opportunity to increase the weekend visitor economy in the town which has been noted as being lower than that of weekdays. The funding request is for a market co-ordinator to facilitate, promote and develop the new offer for St Clears with a view of becoming sustainable post funding period.

During the community consultation exercise, the need for youth provision in the town was a clear priority for the community. St Clears Town Council has already established a youth provision programme over the summer months with over 20 youths attending sessions. As the colder season approaches, there is a need to secure a space to continue the service. The Leisure Centre in St Clears has been identified as a suitable space to support the provision over the winter months. Accompanying the request for support with accommodation costs, is a small financial request for support with a town-based community art project led by the youth club to design vibrant and colourful art on the utility boxes in the town. This project will complement the wider town regeneration projects that are under development as part of funds secured from Shared Prosperity fund Tackling Towns Project.

Project Delivery timeline

The project will begin as soon as fully approved starting with a recruitment process for this new role. Project must be fully complete by end of December 2024 to align with Shared Prosperity funding period.

Outputs to be achieved

| | |
|---|---------------|
| Number of neighbourhood improvements undertaken | 1 |
| Number of volunteering opportunities supported | 4 |
| Number of enterprises engaged in new markets | 20 |
| Number of enterprises receiving non-financial support | 20 |
| Increased number of web searches for a place | 3000 |
| Jobs created as a result of support | 1 |
| Number of local markets created or supported | 1 |
| Number of active or sustained participants in community groups as a result of support | 25 |
| Increase in visitor spending | £10,000 |
| Increased visitor numbers | 700 per annum |

Recommendation

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

OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The option of not approving these projects in whole or part is open to Cabinet member. However non approval will put at risk the Council's ability of delivering the Rural anchor programme within the UK Government's programme timeframe.

| | |
|---------------------------------|-----------|
| DETAILED REPORT ATTACHED | NO |
|---------------------------------|-----------|

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 3rd 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, Cllr Crish Davies, Cllr Lewis Eldred Davies, Cllr Handel Davies, Cllr Philip Hughes and Cllr Denise Owen 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 |
|---------------------------------|--------------|---|
| 10 towns REVENUE Whitland | | County Hall |
| 10 towns REVENUE Cwmaman | | County Hall |
| 10 towns REVENUE Kidwelly | | County Hall |
| 10 towns REVENUE Llandovery | | County Hall |
| 10 towns REVENUE Llanybydder | | County Hall |
| 10 towns REVENUE St Clears | | County Hall |