

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,
LEISURE, CULTURE AND TOURISM
DATE 13.12.2023**

Cabinet Member:	Portfolio:	
Cllr. Hazel Evans	Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism	
Ten Towns Programme (Revenue fund)		
Purpose: To consider an application seeking financial assistance from the Ten Towns Revenue Fund		
Recommendations / key decisions required: To approve 1 application submitted as part of the Ten Towns revenue fund:		
Applicant: CETMA Project name: Caru Cydweli Grant Requested: £10,000		
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 Report Author: Mared Pemberton	Designations Head of Regeneration, Policy and Digital Rural Programmes Co- ordinator	Jason Jones Tel: 01267 242 336 JaJones@carmarthenshire.gov.uk 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 13.12.2023

Ten Towns Programme (Revenue fund)

Purpose:

To consider an application submitted as part of the Ten Towns revenue fund.

Background

The aim of the Ten 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 revenue funding of up to £20,000 to be delivered before the end of December 2024.

The Growth Plan Team for Kidwelly decided that the funding should be allocated to two projects. The initial project is to scope the feasibility of developing an active travel connection between the Carmarthen Bay Holiday Park and the town centre. Funding of £10,000 has already been approved by Cabinet Member for this proposal.

In order to identify additional ideas, the Growth Plan Team for Kidwelly decided to open up a call for applications from local organisations. Two project ideas were submitted as part of the process. In order to gauge local support, the local community were given an opportunity to identify their preferred project. The application being considered received most support from the community and has therefore been approved by the Growth Plan Team as their priority project.

The application has been assessed by an internal funding panel before being presented to Cabinet member for final decision.

Application for consideration:

Applicant: CETMA
Project name: Caru Cydweli
Grant Requested: £10,000

Funding is being sought to appoint an officer whose role will be to develop and co-ordinate a number of Summer events that will maximise Kidwelly's tourist potential and build community cohesion. The initiative will encourage and support other groups and businesses to create their own events in the town under the Caru Cydweli brand which will be developed as part of the project.

The project will be delivered in partnership with local accommodation providers, shops, and local businesses to maximise Kidwelly's potential.

The outcome of the project will be a series of events throughout the Summer period which are developed with both community and town businesses' input and assessed in terms of their economic impact of the town.

Post funding, the Caru Cydweli brand and activities will continue and be further developed by the partners and stakeholders involved in this 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 completed by end of December 2024 in line with the Shared Prosperity funding period.

Outputs to be achieved

Number of local events or activities supported	6
Number of volunteering opportunities supported	8
Number of people reached	500
Increased visitor numbers	1000

Recommendation

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

OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The option of not approving this project in whole or part is open to Cabinet Member. However non approval will mean that the town will lose out from the economic benefits that will be created as part of the project.

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 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 project will also deliver against the Authority's Vision Statement which identifies the Ten Towns initiative as a key priority in 'Making our communities and environment, healthy, safe and prosperous' places to live.

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 the 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) – Cllr Crish Davies and Cllr Lewis Eldred 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 team which consists 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 CETMA		County Hall