

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,  
LEISURE, CULTURE AND TOURISM  
DATE: 13TH DECEMBER 2023**

<b>Cabinet Member:</b>	<b>Portfolio:</b>	
Cllr. Hazel Evans	Cabinet Member Decisions Meeting for Regeneration, Leisure, Culture and Tourism	
<p><b>Ten Towns Capital Fund</b></p> <p><b>Purpose</b> To consider an application for funding by Llandovery Town Council as part of the Ten Towns Programme. 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.</p>		
<p><b>Recommendations / key decisions required:</b></p> <p>To approve 1 application submitted as part of the Ten Towns programme on behalf of the Economic Growth Plan Team in Llandovery:</p> <p>Applicant: Llandovery Town Council Project name: Llandovery Market Square Development</p> <p>Grant requested: £19,272</p>		
<p><b>Reasons:</b></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><b>Directorate</b> <b>Name of Head of Service:</b> Jason Jones</p> <p><b>Report Author:</b> Mared Pemberton</p>	<p><b>Designations</b> <b>Head of Regeneration, Policy and Digital</b></p> <p><b>Rural Programmes Co-ordinator</b></p>	<p><b>Jason Jones</b> <b>Tel: 01267 242 336</b> <a href="mailto:JaJones@carmarthenshire.gov.uk">JaJones@carmarthenshire.gov.uk</a></p> <p><b>Mared Pemberton</b> <b>Tel: 07812475386</b> <a href="mailto:MEPemberton@carmarthenshire.gov.uk">MEPemberton@carmarthenshire.gov.uk</a></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 <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

**DATE: 13<sup>TH</sup> DECEMBER 2023**

### Ten Towns Programme Capital Fund

#### **Purpose**

To consider an application for funding submitted as part of the Ten Towns Programme.

#### **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. This was approved by Executive Board on 21<sup>st</sup> June 2021. Subsequently, further funding has been secured via the Shared Prosperity Fund Rural Anchor Programme to support the realisation of the town's priority projects.

Llandovery Town Council has already received Cabinet Member approval in April 2023 for phase 1 of their Ten Towns project which included enhancements to the castle as well as new historic interpretation panels in the area, creating new town trails. This project is near completion.

This application is for the second and final phase of their Ten Towns project which aims to further enhance the tourism appeal of the town which is a key priority for the town. This application has been submitted following a community consultation which was supportive of the proposal.

The application has been assessed and considered by the internal capital funding panel before being presented to Cabinet member for final decision.

#### **Application for consideration:**

<b>Applicant:</b>	<b>Llandovery Town Council</b>
<b>Project name:</b>	<b>Llandovery Market Square Development</b>
<b>Total project costs:</b>	<b>£19,272</b>
<b>Amount Requested:</b>	<b>£19,272</b>

Llandovery Town Council are the lead applicant for the development of the Ten Towns project in Llandovery.

With the growth plan prioritising a suite of tourism-based enhancement projects, this project will see 3 canopies erected in the Market Square which will create a new outdoor seating area to increase dwell time and provide a suitable event space in the town.

Building on the success of utilising the square as a social gathering and events space during the Urdd Eisteddfod in May 2023, the bilingually branded canopies will also compliment the newly created produce market that has been supported through the Ten Towns revenue fund.

The project will further enhance the town's offering by supporting other events throughout the year such as the Sheep and Wool Festival which is held in the Market Square. The outdoor seating area will also support local businesses by enabling local pubs and eateries to offer outdoor dining opportunities for visitors.

The Town Council as lead applicant will be responsible for these new assets and have secured a safe storage space for the furniture and will be responsible for ensuring compliance with licensing agreements. Positive discussions have already been held with the Authority's licensing officer and an application has been submitted for a street vendor licence. Planning permission will not be required for the project.

### Project Delivery timeline

The project will begin as soon as full approval is granted. Project must be fully complete by end of December 2024 in line with Shared Prosperity Funding period.

### Outputs to be achieved

Number of local events or activities supported	10 per annum
Number of businesses indirectly supported	13
M2 of outdoor space created for dining/events/markets/ parking	200 m2
Number of tourism initiatives supported	1
Increase number of visitors	1000 per annum

### Recommendation

To approve a grant request of **£19,272** from the Ten Towns Capital Shared Prosperity Fund. The offer will be subject to street vendor licence permissions being granted.

### 2. OTHER OPTIONS AVAILABLE

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**

# 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 Ten 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 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 the Authority's legal team. 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 Ten Towns programme which is funded by Carmarthenshire County Council capital funds. Additional funding has also been secured via the UK Government's Shared Prosperity Fund as part of the Rural Anchor.

## **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 Handel Davies have been consulted on an on-going basis as part of the growth plan team meetings and is supportive of the project.

**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 includes key stakeholders from public, private and third sector organisations.

### **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 Llandovery		County Hall