

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,
LEISURE, CULTURE AND TOURISM
DATE 18.01.2024**

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:	Menter Cwm Gwendraeth Elli	
Project title:	Cross Hands Youth and Community Officer	
Grant Requested:	£20,000	
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	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
REGENERATION, LEISURE, CULTURE and TOURISM
DATE 18.01.2024

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

In order to identify additional ideas for both capital and revenue projects for Cross Hands, the Growth Plan Team for Cross Hands decided to open up a call for applications from local organisations, this included an opportunity for Growth Plan member organisations to submit.

One revenue application was submitted as part of the process and this was from Menter Cwm Gwendraeth Elli who is a member of the Growth Plan Team. As this presented a conflict of interest, the Growth Plan team could not assess the application as per the usual process. The application was therefore submitted directly to Carmarthenshire County Council and has been assessed by an internal funding panel before being presented to Cabinet member for final decision.

Application for consideration:

Applicant: Menter Cwm Gwendraeth Elli
Title: Cross Hands Youth and Community Officer
Grant Requested: £20,000

The application for funding is from Menter Cwm Gwendraeth Elli to appoint an officer to develop new youth provision within Cross Hands. The officer will also develop wider activities for the benefit of the community including Welsh language classes, local pop up markets and training opportunities, creating a calendar of activity throughout the year. The officer will engage will young volunteers locally in the operation of activities thus developing their entrepreneurial skills and linking them with local businesses to further develop their business skills. The project is a completely new service that will provide the resource aligned with the needs of the town.

Menter Cwm Gwendraeth Elli has secured a space at the vestry of Tabor Chapel which will form the base for local activity. The officer's role will also look at income generation to sustain activity post funding.

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	25
Number of volunteering opportunities supported	10
Number of people reached	400
Number of jobs created	1

Recommendation

To approve a grant request of £20,000 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 local community will lose out from the economic and social benefits 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 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 which will be executed as a deed.

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 Dot Jones and Cllr Llinos Davies, have been consulted on an on-going basis as part of the growth plan team meetings and are supportive of the project.

2. Community / Town Council - On-going consultation with the relevant Community 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 application		County Hall