

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,
LEISURE, CULTURE AND TOURISM
DATE 12.02.2024**

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| 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: Llandeilo Town Council Project name: Llandeilo Marketing 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 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 12.02.2024

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.

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

Application for consideration:

Applicant: Llandelio Town Council
Project name: Llandeilo Marketing Officer
Grant Requested: £20,000

Llandeilo Town Council, on behalf of the 10 Towns Growth Plan Team, is seeking funding to appoint a Marketing Officer for the town. The role of the officer will include:

- Development of a marketing strategy to promote the town and the surrounding area. The officer will work closely with local businesses and community stakeholders to develop a cohesive marketing plan to encourage visitors to the area
- Development of marketing and promotional materials to highlight what's on in the town including local events, attractions etc
- Development of new events, working closely with businesses and existing event organisers. This will ensure that the town is able to offer a cohesive calendar of events throughout the year. The officer will also provide support to existing event organisers to help them grow.

The application includes a request to fund the purchase of event infrastructure such as gazebos that can be used for both new events developed as part of the project as well as supporting existing events thus reducing the costs in the longer term.

Llandeilo Town Council is committed to scoping opportunities to sustain the role post funding and will work with CCC's Bureau to identify funding pots.

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 | 10 |
| Number of volunteering opportunities supported | 20 |
| Number of people reached | 3000 |
| Increased visitor numbers | 1050 |

Recommendation

To approve a grant request of £20,000 from the Ten Towns revenue fund. Special condition to be placed as part of the Terms and Conditions of the grant that the applicant must engage with local businesses including the newly established business forum.

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 put at risk the Council's ability of delivering the Rural anchor programme within the UK Government's programme timeframe.

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|---------------------------------|-----------|
| 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**

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|-----------------------------|-------|---------|-----|------------------------|----------------------------|-----------------|---------------------------------|
| Policy and Crime & Disorder | Legal | Finance | ICT | Risk Management Issues | Organisational Development | Physical Assets | Biodiversity and Climate change |
| YES | YES | YES | NO | YES | NO | 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 the Authority's legal team.

Finance

The funding 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 Edward Thomas has 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 - The application is from the Town Council who has consulted with various stakeholders at a local level.

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 LlandeiloTownCouncil | | County Hall |