

**CABINET MEMBER DECISIONS MEETING FOR REGENERATION,
LEISURE, CULTURE AND TOURISM
DATE: 9 MAY 2024**

Cabinet Member:	Portfolio:	
Cllr. Hazel Evans	Cabinet Member for Regeneration, Leisure, Culture and Tourism	
<p>Ten Towns Capital Fund</p> <p>Purpose To consider an application for funding by Llandeilo 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>Recommendations / key decisions required:</p> <p>To approve 1 application submitted as part of the 10 towns programme on behalf of the Economic Growth Plan Team in Llandeilo</p> <p>Applicant: Llandeilo Town Council Grant requested - £72,391</p>		
<p>Reasons:</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>Directorate Name of Head of Service: Jason Jones</p> <p>Report Author: Mared Pemberton</p>	<p>Designations Head of Regeneration, Policy and Digital</p> <p>Rural Programmes Co-ordinator</p>	<p>Jason Jones Tel: 01267 242 336 JaJones@carmarthenshire.gov.uk</p> <p>Mared Pemberton Tel: 07812475386 MEPemberton@carmarthenshire.gov.uk</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 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 9 May 2024

10 Towns Programme Capital Fund

Purpose

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

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. This was approved by Executive Board on 21st 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.

Llandeilo Town Council has already received Cabinet Member approval in October 2023 for phase 1 of their Ten Towns project which included the development of a bike pump track as a visitor attraction to the town located at Parc Le Conquet.

Since the project completed in early March, a great deal of interest has been shown via their online presence with over 1000 website visits to date and extremely positive feedback received from users.

This application is for the second and final phase of their Ten Towns project which aims to further enhance the new attraction in the town by providing a dedicated parking area, fencing of the pump track area and purchase of street furniture at the site following feedback gained to date.

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

Application for consideration:

Llandeilo Town Council

Total project costs: £72,391

Amount Requested: £72,391

Llandeilo Town Council is the lead applicant for the development of the Ten Towns project in Llandeilo.

The growth plan team prioritised the development of a cycling tourist attraction at Parc Le Conquet as their priority project, linking with the area’s cycling offer and proposed Tywi Valley cycle path development. With the first phase of this project now complete and the pump track fully operational for several weeks, this application for support centres around completing the Pump track development to ensure it has the maximum impact to benefit the town and delivers a high-quality attraction that attracts visitors from afar.

This final phase of the project will see the following elements being developed:

- Designated parking area for visitors
- Installation of picnic benches, bins and street furniture to increase visitor dwell time
- Bike repair stations
- Fencing of pump track

No planning permission is required and landowners permission has been granted.

The application for support aligns with the Ten towns programme and will complete what is already proving to be a successful visitor attraction to the town.

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

M2 of outdoor space created for dining/events/markets/ parking 50x30m2

Recommendation

To approve a grant request of **£72,391** from the Ten Towns Capital Shared Prosperity Fund.

2. OTHER OPTIONS AVAILABLE

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.

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 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 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 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

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 Member Cllr Edward Thomas has been consulted 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 being led by Llandeilo Town council on behalf of the wider community.

3.Relevant Partners - Members of the established growth plan team which includes key stakeholders from public, private and third sector organisations have been consulted and are supportive of the project.

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 Llandeilo		HELD Digitally