

**Executive Board Member Decisions Meeting for the Leader
Targeted Finance Fund
2019-2020**

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Budget Available - £75,000.00

Report Value - £40,000.00

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Application Reference: TFF-19-06

Project Title	Clubhouse Redevelopment
Applicant	Llandeilo RFC
Ward	Llandeilo
Key Account Management	<p>The Targeted Finance Fund is a discretionary fund available to Key Account Management (KAM) clients. For an organisation to become a KAM client they must be a third sector not for profit organisation that falls into one of the following 3 categories:</p> <ul style="list-style-type: none"> • Existing social enterprises that have the potential to grow, be sustainable and create employment • Emerging projects that have the potential to create jobs ✓ • Third sector organisations that deliver vital services within our communities
Project Description	<p>The project is to create a multipurpose community facility that is accessible to all, It is evidenced that providing a facility that harnesses the virtues of sport and community engagement, also participation, has a direct correlation in respect of improved community cohesion and long-term sustainability.</p> <p>Llandeilo Rugby Club was formed in 1871 and in 2021 will be celebrating 150 years of its existence and but for a few years during the Second World War the game has been an integral part of the town and its surrounding communities.</p> <p>Indeed, it was only in 1866 that the first recorded game of Rugby was played in Wales between Lampeter College and Llandovery College, and of course they are founder members of the Welsh Rugby Union, and they are in the planning stages of how to celebrate this important milestone.</p> <p>The improvements which have been made at Cae William have included new floodlights and improved drainage to the pitches, these enhancements have been completed in cooperation with the Welsh Rugby Union, enabling them</p>

to achieve a category 3 status reinforcing their position as a premier community club, which gives them the opportunity for hosting area games and tournaments but most importantly ensuring that Cae William remains one of the foremost community sporting facilities in West Wales.

This project is to support advanced planning improvements to the Clubhouse which has served Llandeilo well but now requires updating and improvements including improved access to DDA standards, a full breakdown of the capital costs has been provided in support of this application and full planning permission has been approved.

Currently the club is available for conferences, weddings, meetings and family parties but this project to enhance the facilities will be for the benefit of the wider community, providing improved access to services, encourage community development and engagement, increase participation, develop skills, and offer a range of valuable services and support that will meet the needs of the local community and further afield, ensuring that the project will not duplicate or compete with any existing provisions within Llandeilo but work in conjunction with existing services.

The outcome will enable them to deliver services to their current members, also the local and wider community underpinned by the much improved and futureproof open access facilities on offer and overall the works are deemed essential for safeguarding the future of the club.

The Club currently provides facilities for Rugby and Cricket in Llandeilo and its surrounding communities and is also used by local schools and organisations including the Town Council for its annual fireworks display as it is the **only substantive open area in Llandeilo**.

The outcomes associated with the project will include: -

- An enhanced community asset providing improved training and competitive sporting opportunities for the club and respective teams, within the local area.
- An increase in the frequency of activities scheduled on a weekly basis more people participating in more activities, more often.
- Improved physical activity levels, particularly amongst children and young people, directly leading to less incidences of child obesity, enhanced health & wellbeing and greater participation in positive and meaningful sessions.

They are keen that the momentum gained in developing the project to this point is not lost and see the realisation of this facility as a strategic step in the right direction to maintain and improve existing participation levels in the future.

As participation levels grow amongst the respective sections within the local clubs, more volunteers will be identified and suitably qualified to ensure that activities are undertaken in a safe and secure environment for all.

Local people will be upskilled in a range of disciplines be that coaching, refereeing, umpiring, safeguarding, facility maintenance, administration and first aid amongst others. These transferrable skills and experiences will

	<p>prove to be valuable for those residents seeking new employment or wishing to add value to their existing CV's</p> <p>The improved facilities will attract larger crowds and increase income potential for local businesses, who fully support the project.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - • Number of individuals into volunteering - • Number of community groups/organisations assisted - 16 • Number of social enterprises created • Number of social enterprises supported • Number of jobs created - 1 • Number of jobs safeguarded - 2 • Public and private leverage funding - £128,200.00
Total Project Cost	£148,200.00
Eligible Capital	£148,200.00 Full tender specification provided of capital refurbishment works, which include; Demolitions and alterations, internal refurbishment, re-vamp entrance and foyer, replacing external windows and doors, also roof repairs.
Eligible Revenue	Nil
Ineligible Costs	Nil
Amount and % of grant requested	£20,000.00 @ 13.5%
Match funding	£128,200.00 £10,000 – Welsh Church Fund - secured £20,000 – Williams Brown Hill - applied £25,000 – WG Communities Facilities - applied £25,000 – Welsh Rugby Union – applied £70,000 – Lottery People & Places – applied Llandeilo Community Council – applied £7,250.00 – Own fund secured
	<p>Funding applied exceeds total project costs, due to maybe not being successful with any applications made, or reduced values awarded, not to delay the delivery of project due to any shortfalls.</p> <p>If all funds are successful the £25k from WRU and the club's own funds will go towards the completion of the floodlighting, where funds will not be able to be sourced from any other funder.</p>
Cllr and Officer Consultations Undertaken	<ul style="list-style-type: none"> • Cllr Edward Thomas • Hywel Thomas – Actif Communities Co-ordinator • Chris Munro – WRU National Club Development Manager • Ian Jones – Head of Leisure

	<ul style="list-style-type: none"> • Owain Gruffydd – Chief Executive Menter Bro Dinefwr • Ceri Richards – Sport Wales • Llandeilo Town Council
<p>Evidence of Need / Community Engagement</p>	<p>A survey carried out with the assistance of the Welsh Rugby Union is included to confirm usage and demand.</p> <p>Evidence for Need</p> <p>They aim to improve the health and wellbeing of the children of Llandeilo Rugby Club and other junior teams of the region and have gained momentum with good turnout of young players in training and competition in the recent years. The parents have shown genuine appetite to support our youth team and this is evident through the parent’s contribution forming a solid structure that is now in place with defined roles and responsibilities.</p> <p>The Club is aware of the challenges ahead for the game especially as all rugby clubs need to continually recruit and retain players if they are to sustain or grow their playing numbers.</p> <p>Through community consultation have identified a unique opportunity to increase the use of their premises by families and young people on a more regular basis, drawing from tourism volume but also attracting additional crowds from local communities.</p> <p>They have communicated widely within the community and have provided survey information on the need to future-proof and secure the facilities and have worked closely or linked with other organisations within Llandeilo, such as;</p> <ul style="list-style-type: none"> • Ysgol Gymraeg Teilo Sant • Llandeilo Primary School • Ffairfach Primary School • Ysgol Gyfun Bro Dinefwr • Tywi Centre • Llandeilo Town Council • Menter Bro Dinefwr • Llandeilo Civic Trust • Llandeilo Rotary Club • Llandeilo Bowls Club • Chamber of Trade • Festival of Senses
<p>Contributing to key Strategies</p>	<p>The proposed project will identify closely with the new Integrated Strategy for Carmarthenshire in several ways.</p> <p>People in Carmarthenshire are Healthier</p> <p>1.2 Preventing ill health and encouraging healthy and active living</p> <ul style="list-style-type: none"> • Improving inclusive access to volunteering, employment, leisure and play opportunities. <p>1.3 Improving the Emotional, Mental Health and Well-being of all people in the county</p> <ul style="list-style-type: none"> • Increasing the self-esteem and resilience of children, young people and adults.

People in Carmarthenshire fulfil their Learning potential - Providing the best opportunities for lifelong learning and development for all.

- Improving skills in literacy, numeracy, IT, bilingualism and communication in learners of all ages.
- Increasing the aspirations of all our children.

Carmarthenshire has a stronger and more prosperous economy

5.1 Retaining and attracting young people to the county and maximise their achievements and aspirations

- Working in partnership with schools and further education to develop participation in activities.
- Providing opportunities for young people in the lifestyle environment through arts, culture & sports.

Tourism Destination Management Plan (2015-2020)

- To develop a prosperous visitor economy in Carmarthenshire, based on its unique strengths and character, which generates higher spend and local income, enhances its image and reputation and improves the quality of life for local communities'
- 'Be somewhere that has a distinctive image and identity which is meaningful to residents and visitors'

Regional Policies and Strategies

- Carmarthenshire Integrated Strategy
- Sport Wales Community Sport Strategy
- Swansea Bay Economic Bay Regeneration Strategy – strategic aims:
 - SA2 'skilled and ambitious for long-term success'
 - SA3 'maximise job creation for all'
 - SA5 'Distinctive places and competitive infrastructure'.
- Welsh Government – Wellbeing of Future Generations Wales Act
- Welsh Government Building Resilient Communities

The realisation of the project will directly impact upon WRU National Strategy for Welsh Rugby where the "sport of rugby is a catalyst for physical activity in the community" and Sport Wales' Community Strategy reinforcing the need for appropriate facilities as "a vital element in inspiring participants and creating opportunities to take part in sport".

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales, to tackle these we need to work together to give current and future generations a good quality of life, ensuring the long-term impact of the decisions we make.

"Sustainable Development" means the process of them improving on the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals.

Ownership/Lease	Ownership
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>The Club has some resources available as match funding but in recent years it has, with the support of the WRU, spent in excess of £70,000 on improvements to the playing surfaces and replacing half the floodlights and subject to WRU support they also need to spend a further £31,250 on the remaining floodlights and have earmarked a contribution of £7,250 from their resources and without grant funding and community support they will not be able to embark on this clubhouse project.</p> <p>Llandeilo RFC provides essential facilities for sports and recreation in Llandeilo and surrounding communities, contributing hugely to the health and wellbeing, particularly of its young citizens and is central to the life and community cohesion of the town as well as the villages and hamlets that surround it.</p> <p>The club's crucial role in bringing the community together has been one of the main motivations for their ambitious plan, which is to provide adequate facilities and multipurpose versatile spaces offering access to a diverse range of community type activities.</p> <p>The proposed building works will introduce vital services for the community and visitors, creating a multi-use space and overall the works are deemed essential for safeguarding the future of the club, providing opportunities to increase revenue streams in the next 2 years and become an economic contributor for the region with the creation of jobs.</p> <p>Sustainability is already in place for the Club which is now looking on the opportunities ahead to grow and these will materialise through enhanced and more efficient revenue-generating operations and on completion of the project, additional income will enable them to further invest in their facilities.</p>
Recommendation	Award - £20,000.00
Subject to:	Subject to securing full project delivery costs

Application Reference: TFF-19- 07

Project Title	Swyddog Cryfhau Cymunedau y Gwendraeth/ Strengthening Communities Officer – Gwendraeth
Applicant	Menter Cwm Gwendraeth Elli
Ward	Pontyberem, Kidwelly, Trimsaran, St. Ismael, Llangyndeyrn and Glyn
Key Account Management	<p>The Targeted Finance Fund is a discretionary fund available to Key Account Management (KAM) clients. For an organisation to become a KAM client they must be a third sector not for profit organisation that falls into one of the following 3 categories:</p> <ul style="list-style-type: none"> • Existing social enterprises that have the potential to grow, be sustainable and create employment • Emerging projects that have the potential to create jobs ✓ • Third sector organisations that deliver vital services within our communities
Project Description	<p>Menter Cwm Gwendraeth Elli is seeking to employ a Community Development Officer for a period of 12 months to support individuals and community groups in order to strengthen community cohesion and reduce social isolation by supporting activities, improving capacities and developing new social and cultural networks at a community level.</p> <p>Many local residents do not have easy access to basic services, and this can have a direct impact on mental health, social isolation and deprivation, and can fuel social disengagement and alienation.</p> <p>The Officer will act in an advisory capacity and support individuals and groups who wish to develop appropriate projects in their respective areas. The Officer will help to strengthen support for front line organisations in the Gwendraeth Valley with the aim of supporting, strengthening and enhancing local facilities and community groups.</p> <p>It is hoped that by strengthening local support directly in this way with local community leaders, that a larger pool of skills can be developed amongst local groups.</p> <p>Through a joined-up approach, the aim will ultimately be to enhance facilities and social networks for the benefit of local residents, in keeping with the priorities of the County Council. This will strengthen and support future sustainability and community vitality and resilience.</p> <p>Additionally, the Officer will (on a part time basis) work alongside Carmarthenshire County Council's Economic Development team to assist in delivering the priorities within the Valleys Regional Park (VRP) published plan.</p> <p>The VRP is an initiative being delivered through the Welsh Government's Valleys Taskforce and is defined as aiming to unlock and maximise the potential of the natural and associated cultural heritage of the Valleys to</p>

	<p>generate social, economic and environmental benefits. In Carmarthenshire, the VRP covers the Amman and Gwendraeth Valleys and this role would cover the Gwendraeth Valley specifically.</p> <p>Tasks to be covered by the role would include research and development for the imminent Targeted Regeneration Investment fund in the area. This would include identifying buildings (commercial/residential) in the valley could be targeted for funding and assisting in the roll out of the scheme here.</p> <p>Another key task to be covered is to work with community groups in the valley to capitalise on the potential for renewable energy there and to help the community to financially benefit from it.</p> <p>Both tasks would strongly meet the criteria under the TFF fund by creating and safeguarding sustainable jobs within the valley, promoting and facilitating new social enterprises, particularly in relation to the community renewable energy schemes and ensuring greater financial viability and future sustainability of the social enterprises while also helping to meet the targets of the County's zero carbon agenda.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 30 • Number of individuals into volunteering - 5 • Number of community groups/organisations assisted - 15 • Number of community groups created - 4 • Number of jobs created – 1 • Number of jobs safeguarded – 0 • Number of vacant or underused buildings securing funding via the Valleys Taskforce TRI project – 3 • Number of community energy groups established and constituted to a level where they can lease land and operate renewable energy sources as a social enterprise in the future - 1 • Public and private leverage funding £13,491.68
Total Project Cost Eligible Capital Eligible Revenue Ineligible Costs Amount and % of grant requested Match funding	<p style="text-align: center;">£33,491.68</p> <p style="text-align: center;">Nil</p> <p style="text-align: center;">Project Officer costs £20,000</p> <p style="text-align: center;">N/A</p> <p style="text-align: center;">£20,000 @ 60%</p> <p style="text-align: center;">£13,491.68 Own funds</p>
Cllr and Officer Consultations Undertaken	<ul style="list-style-type: none"> • Cllr Liam Bowen • Cllr Tyssul Evans • Cllr Jeanette Gilasbey • Cllr Jim Jones

	<ul style="list-style-type: none"> • Cllr Kim Broom • Cllr Mair Stephens
<p>Evidence of Need / Community Engagement</p>	<p>In terms of the Valleys Regional Park element of the job role, in 2017 the Ministerial Taskforce for the South Wales Valleys undertook extensive engagement with people living and working in the Valleys. From these findings, the taskforce drew up a plan, “<i>Our Valleys, Our Future</i>” This plan set out three priority areas: Good-quality jobs and the skills to do them, better public services and my local community.</p> <p>Now into its second year of delivery, the taskforce remains committed to the actions in the plan, supporting the drive to make a positive, sustainable difference to every person living and working in the South Wales Valleys. <i>Our Valleys, Our Future</i> remains the key driver of the taskforce’s work as it was the result of what they were told was most important to Valleys communities.</p> <p>The taskforce is in place until 2021 so in this final phase it is important to maximise the potential of the expertise and resources available during this time. The Amman and Gwendraeth Valleys were introduced into the initiative only within the last six months, having previously been omitted from the plans.</p> <p>A key priority for Amman / Gwendraeth valleys is to develop the Valleys Regional Park element of the taskforce themes which have been identified as;</p> <ul style="list-style-type: none"> • Landscape, culture and identity • Recreation and wellbeing • Communities and enterprise <p>The two principle tasks that this Officer would be required to work on are key priorities of the Valleys Taskforce plan mentioned above.</p>
<p>Contributing to key Strategies</p>	<p>People in Carmarthenshire are Healthier</p> <p><i>1.2 Preventing ill health and encouraging healthy and active living</i></p> <ul style="list-style-type: none"> • By improving inclusive access to volunteering, employment, leisure and play opportunities. <p><i>1.3 Improving the Emotional, Mental Health and Well-being of all people in the county</i></p> <ul style="list-style-type: none"> • By increasing the self esteem and resilience of children, young people and adults. <p><i>1.4 Reducing inequities in health</i></p> <ul style="list-style-type: none"> • By improving access to information and technologies to promote independence. <p>People in Carmarthenshire fulfil their Learning potential</p> <p><i>2.1 Providing the best opportunities for lifelong learning and development for all</i></p> <ul style="list-style-type: none"> • By improving skills in literacy, numeracy, IT, bilingualism and communication in learners of all ages • By increasing the aspirations of all of our children <p><i>2.2 Improving skills and training to increase employment opportunities</i></p>

	<p>for all</p> <ul style="list-style-type: none"> • By ensuring people can access technology for learning. • By targeting support to young people not in education, employment or training to achieve accreditation/an accredited qualification.. • By encouraging volunteering as a way of developing transferable skills and supporting volunteers. • By working with the local employers, colleges and schools to provide lifelong learning opportunities. • By providing access opportunities to learning facilities. <p>Carmarthenshire has a stronger and more prosperous economy</p> <p><i>5.1 Retaining and attracting young people to the county and maximise their achievements and aspirations-</i> By working in partnership with further and higher education to develop post-graduate and short courses. By providing opportunities for young people in the lifestyle environment through arts, culture, sports and music events.</p> <p><u>The Well-being of Future Generations Act 2015</u></p> <ul style="list-style-type: none"> • A prosperous Wales • A resilient Wales • A healthier Wales • A more equal Wales • A Wales of cohesive communities • A Wales of vibrant culture and thriving Welsh language • A Globally Responsible Wales <p>Swansea Bay City Region Economic Regeneration Strategy 2013 – 2030.</p> <ol style="list-style-type: none"> 1. Business growth retention and specialisation 2. Skilled and ambitious for long term success 3. Maximising job creation for all 4. Knowledge economy and innovation 5. Distinctive places and competitive infrastructures 6. The project addresses all these strategic aims and empowers the community and voluntary sector to play a key role in the development, delivery and testing of new approaches to service delivery including increasingly personalised provision
Ownership/Lease	N/A
<p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p>	<p>The proposed project could be described as a 'natural tool for sustainability', in that it strengthens community cohesion in that it encourages and embeds sustainable practice on an individual and community level.</p> <p>The practical application of the model and the outcomes it produces closely mirror and complement the Welsh Assembly Government's vision of a sustainable Wales as set out in The Wales We Want.</p> <p>This will meet social, economic and environmental objectives simultaneously, preserving protecting and improving the environment thereby providing a high-quality attractive place for people to live in Carmarthenshire.</p>

	<p>Under the Valleys Regional Park aspect of the role, the officer will work with existing renewable energy groups, and potentially facilitate the setup of new ones which can be financially sustained by the income from the energy generated. The Officer will examine the different community energy models currently in place to advise and guide on what model will work best for that community group and its sustainability.</p> <p>The Officer will (on a part time basis – 2-3 days per week) work alongside Carmarthenshire County Council’s Economic Development team to assist in delivering the priorities within the Valleys Regional Park (VRP) published plan.</p>
Recommendation	Award - £20,000
Subject to:	