

**Executive Board Member Decisions Meeting for the Leader
Targeted Finance Fund
2020-2021**

Report Author: Jon Hancock
JonHancock@carmarthenshire.gov.uk
Tel: 01269 590216

Budget Available - £87,390.00

Report Value - £20,000.00

1 of 1

Application Reference: TFF-20-01

| | |
|-------------------------------|--|
| Project Title | Keeping Members Engagement |
| Applicant | Carmarthenshire's Young Farmers Club (YFC) |
| Ward | Carmarthenshire Wide |
| 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>During the Covid-19 pandemic the YFC has faced significant challenges, where by much of their regular provision has stopped with reduced level of activity. However, the demand for their services (includes stay connected, take care of yourself, online training) has increased due to the isolation of rural young people during lockdown.</p> <p>With little or no income coming into the Organisation, the two full time employees have been on furlough on rotation, which has inevitably restricted and slowed down the process of engaging and making a valuable difference to their members. Keeping existing members involved, engaged and retaining numbers is a paramount.</p> <p>There are a number of challenges both in providing effective interventions to meet young peoples wellbeing needs and in reaching new young people who may require help by engaging with their service. There is also widespread concern young people could develop poor mental health or even exacerbate existing ones due to anxiety about Coronavirus and isolation.</p> |

| | |
|---|--|
| | <p>Over the last few months during lockdown, the Organisation has been trying to engage with members Online and via Social Media they <i>'are learning how to do digital!'</i></p> <p>Prior to the pandemic the 22 Clubs held weekly activities, which is vital, transformational and provides essential services for these young people. However, since March Clubs have had limited contact with their members, some have met online via Zoom or Teams, where most of the clubs pay monthly.</p> <p>Funding is required to purchase 12 month Zoom licences for all 22 clubs to ensure they stay connected with members. This is key to making everyone feel valued, allowing the opportunity to communicate ideas, share skills, knowledge and information that has a lighter content to keep young people engaged. Live streaming training sessions and utilising the members to become digital enthusiasts. The funding would also safeguard one member of staff to ensure there is a coordinated approach with the 2 officers to maintain contact and to look at strategies to develop the clubs moving forward.</p> <p>This 12 month lifeline for the Club would make sure that the members needs are met by giving them the opportunity to socialise with their peers on a weekly basis, keep strong connections with their Clubs and decrease isolation.</p> |
| Economic Benefit | <ul style="list-style-type: none"> • Number of individuals into training/education - 50 • Number of individuals into volunteering - 50 • Number of community groups/organisations assisted - 22 • Number of jobs safeguarded - 1 • Public and private leverage funding - £6,276.36 |
| Total Project Cost Eligible costs Ineligible Costs Amount and % of grant requested Match funding | <p style="text-align: right;">£26,276.36</p> <p style="text-align: right;">£26,276.36</p> <p style="text-align: center;">Safeguarding 1 x position - £23,111.00 Purchase of Zoom Licences - £ 3,165.36</p> <p style="text-align: center;">.</p> <p style="text-align: center;">Nil</p> <p style="text-align: right;">£20,000.00 @ 76.114%</p> <p style="text-align: right;">£6,276.36 Own funds</p> |
| Cllr and Officer Consultations Undertaken | <ul style="list-style-type: none"> • Cllr. Jean Lewis • Dewi Snelson – Principal Officer, Menter Gorllewin Sir Gar • Various YFC clubs |

| | |
|---|--|
| | <ul style="list-style-type: none"> • Trelech Community Council • Telesgop Studios |
| <p>Evidence of Need / Community Engagement</p> | <p>The YFC has been in operation for many years and during 2019/20 the Carmarthenshire branch of YFC had the highest number of members in the whole of Wales, something that the local members pride themselves on.</p> <p>The YFC is one of the largest rural youth organisations in the UK dedicated to young people who have a love for agriculture and rural life. Members don't need to be involved in farming to be a Young Farmer - just someone who appreciates the countryside and enjoys rural life.</p> <p>Run and led by young people, for young people, Carmarthenshire Young Farmers' Clubs provide the 700 members aged 10 to 26 with an unique opportunity to develop skills, work with their local communities, travel abroad, take part in a varied competitions programme and enjoy a dynamic social life. This helps to tackle rural isolation and social exclusion, encourages self-reliance, individual responsibility, and good citizenship, so members can reach their full potential.</p> <p>Were Carmarthenshire Young Farmers' Clubs to fold or stop operating with a core staff, the loss to the local area with regards to the wider cultural sector would be devastating, due to the fact that they are the only youth and cultural organisation operating in rural Carmarthenshire at this level. They are a lifeline to isolated rural young people who often face issues with accessing youth and support services in their locality and the effects of losing this organisation would be felt in the short, medium and long term.</p> |
| <p>Contributing to key Strategies</p> | <p>Regional Employment & Skills Plan 2019 for South West Wales</p> <ul style="list-style-type: none"> • In order to transform the economy this project links to the regional skills plan and to the key priority areas. The YFC will increase the proportion of the workforce with higher level skills to try to ensure the future skills supply is flexible and responsive to the growth sectors identified in the economic data identified in the plan. <p>Youth Work Strategy for Wales</p> <ul style="list-style-type: none"> • Young People are thriving; Provide young people with the opportunity to access to a safe space in which they can have fun, are understood and valued no matter their background, with all these building healthy relationship, avoid isolation and loneliness and develop their confidence, and social and emotional capabilities. • Youth Work is accessible and inclusive, young people as well as their families can see and know where they can go for support. • Voluntary and paid professional staff; individuals should be proud of the valued and essential work they do with young people. Being supported by this project, it will add value to their practice. • Youth Work is valued and understood; Being able to get the funding for this project will make sure that our youth work is being recognised • A sustainable model for youth work delivery; This project will aim to have a strong leadership at County and Club level to help guide their YFC movement forward and successful during the Covid-19. The |

| | |
|---|---|
| | <p>project will give a clear understanding of the value of youth work to Wales and Carmarthenshire also.</p> <ul style="list-style-type: none"> • Regional Delivery Plan for Employment and Skills for South West and Central Wales 2014-2024 • Integrated Community Strategy for Carmarthenshire 2011-16 • Welsh Government ‘Digital Agenda’ • Welsh Government Strategy ACEs Adverse Childhood Experiences • Children and Young People: Rights to Action • Child Poverty Strategy for Wales • Welsh Government Tackling Poverty Action Plan • Well-being of Future Generations (Wales) Act 2015 • Youth Work Strategy for Wales |
| Ownership/Lease | N/A |
| <p>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</p> | <p>Overwhelming need for this largest rural youth organisation across Carmarthenshire, along with the overarching governance is essential for young people who have a love for agriculture and rural lives. Their works and support for over 700 members is exceptional, which brings together communities’, skills, and opportunities for both academic and non-academic individuals.</p> <p>The current challenges of Brexit and Covid-19 have created a tough climate for a generation to grow up in. However, with the YFC’s strong business planning and passion for the sector, their aim is to make young people more resilient in coping with today’s pressures and social distancing.</p> <p>It is recognised that the YFC is facing a funding crisis due to Covid-19 and for the first time in 89 years the organisation has launched a national fundraising campaign to help secure its future.</p> <p>However, through the use of interactive social media, they will continue to maintain contact with their members and promote all their services.</p> |
| Recommendation | Award - £20,000.00 |
| Subject to: | |