

## Regeneration &amp; Leisure Executive Board Report

Targeted Finance Fund 2016 - 2017

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Tel: 01267 242436

Balance Available: £62,941.00

Report Value - £20,000.00

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Application Reference: TFF/16/05

## Targeted Finance Fund 2016/17

Application Reference: TFF/16/05

<b>Project Title</b>	<b>Calon y Fferi</b>
<b>Applicant</b>	<b>Ferryside Social Enterprise Community Centre</b>
<b>Ward</b>	<b>St. Ishmael</b>
<b>Key Account Management</b>	<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"> <li>• Existing social enterprises that have the potential to grow, be sustainable and create employment.</li> <li>• Emerging projects that have the potential to create jobs. ✓</li> <li>• Third sector organisations that that deliver vital services within our communities.</li> </ul>
<b>Project Description</b>	<p>Ferryside is a thriving village which sits on the Towy estuary in the St Ishmael's ward. (Total ward population 2635, ONS mid-year 2014). It has good road and rail links being on the direct line between Manchester and Pembrokeshire and regular connections to/from Cardiff which is the link to West of England and London, making it easily accessible and a convenient stop off for hikers and cyclists visiting and exploring the area.</p> <p>It boasts many local businesses such as the village shop, cafe, pub, hotel and local camp sites.</p> <p>Ferryside Social Enterprise Group (FSEG) acquired the venue via asset transfer from Carmarthenshire County Council in November 2015 and have a 99 year lease on the premises.</p> <p>The venue is the former CCC Community Education Centre and following on from the findings of a Feasibility Study funded by RDP Access to Services in 2010 (BP1), the FSEG wish to upgrade the building and will ensure that the existing services including the Doctor's remains in situ. Funding is sought in order to accommodate the following:</p> <ul style="list-style-type: none"> <li>• Repositioning of the current entrance which is currently not favourable with CCC Planning Dept.</li> <li>• An upgraded foyer and reception area.</li> </ul>

	<ul style="list-style-type: none"> <li>• Accommodate a computer suite with high speed broadband (for individual, business and training purposes).</li> <li>• Accommodate a training room for hire and to facilitate information dissemination such as fuel clubs, debt advice and a credit union.</li> <li>• Fourteen rooms will be refurbished to provide office and workshop spaces for 9 new and 5 existing businesses including social enterprises and the medical centre.</li> </ul> <p>The above elements fall in to phase one of a 3 phase project and an application for £128k/80% is currently at stage 2 of the Welsh Government Rural Community Development Fund.</p> <p>This application will be used as match funding, and the TFF award will be used specifically to re-site a new entrance.</p> <p>The existing entrance has been declared unsafe and unacceptable by the Planning Department and re-siting has therefore been included and approved on planning application numbers W/29567 and W/34471.</p> <p>Repositioning, as well as complying with planning approval will afford much bigger usage when the refurbishment is completed. It will create a simple but attractive entrance which will be bordered by the market green, with picnic tables, raised beds and wild flowers and the old RAF huts which houses a ceramics studio and the social enterprise Broadside films.</p> <p>Whilst the (physical) project development is happening, it will provide a safe entrance/exit for trade vehicles, clients and customers. Without appropriate access the larger development will be hindered.</p> <p>The new entrance and signage will make it easier and safer for visitors as well as locals to locate and access the services and businesses.</p>																				
<p><b>Economic Benefit</b></p>	<p>(Targeted Finance Fund)</p> <ul style="list-style-type: none"> <li>• <b>Number of individuals into training/education – 23+</b></li> <li>• <b>Number of individuals into volunteering – 20</b></li> <li>• Number of individuals into employment –</li> <li>• Number of community groups/organisations assisted -</li> <li>• <b>Number of social enterprises created - 11</b></li> <li>• <b>Number of social enterprises supported – 2</b></li> <li>• <b>Number of jobs created - 14</b></li> <li>• <b>Number of jobs safeguarded – 8</b></li> <li>• <b>Public and private leverage funding – £140k</b></li> </ul> <p>(Project whole)</p> <table border="1"> <thead> <tr> <th>Indicators and Outcomes</th> <th>RCDF</th> <th>TFF</th> <th>FSEG</th> </tr> </thead> <tbody> <tr> <td>Total Investment £160k Leverage</td> <td>£128k</td> <td>£20k</td> <td>£12k</td> </tr> <tr> <td>Number of action/operations supported</td> <td>1</td> <td></td> <td></td> </tr> <tr> <td>Population benefitting from improved services/infrastructure</td> <td>1500</td> <td></td> <td></td> </tr> <tr> <td>Premises created or refurbished</td> <td>264m<sup>2</sup></td> <td></td> <td></td> </tr> </tbody> </table>	Indicators and Outcomes	RCDF	TFF	FSEG	Total Investment £160k Leverage	£128k	£20k	£12k	Number of action/operations supported	1			Population benefitting from improved services/infrastructure	1500			Premises created or refurbished	264m <sup>2</sup>		
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<b>Total Project Cost</b>	£160,000.00 - gross																																
<b>Eligible Capital</b>	£160,000.00																																
<b>Eligible Revenue</b>	Nil																																
<b>Ineligible Costs</b>	Nil																																
<b>Amount and % of grant requested</b>	£20,000.00 @ 12.5%																																
<b>Match funding</b>	£128,000 (Stage 2 Application to RCDF, WG awaiting confirmation of M/F by 07/01/17) £12,000 own funds (secured)																																
<b>Cllr and Officer Consultations Undertaken</b>	<p>Letters of Support have been received from the following:</p> <ul style="list-style-type: none"> <li>• Cllr. Mair Stephens, Local Elected Member</li> <li>• Jonathan Edwards, MP Carmarthen East and Dinefwr</li> <li>• St Ishmael's Community Council</li> <li>• Angie Darlington, Director, West Wales Action for Mental Health</li> <li>• Tom Gripper, Broadside Films</li> <li>• Steve Hale, Development and Support Manager, Logicalis UK Ltd</li> <li>• Robert Gunstone, Chair, Ferryside Men's Sheds</li> <li>• Rob Bamford, Editor of STISH community magazine.</li> <li>• Lynne and Kieron Ramsay, closest neighbours</li> <li>• Stephen Griffiths, proprietor, Village Stores</li> </ul> <p>Consultations: Rosie Carmichael CCC Biodiversity Officer: As well as devising a plan to encourage the continuation of a wildlife corridor she requested that they join in with a biological recording mapping exercise to build on the work they have already done. This will involve recruiting members of the public to get involved, contributing to their biodiversity and social inclusion. (NB – the wildlife/eco garden is managed by the Ferryside Forum on behalf of FSEG).</p> <p>Gary Glenister CCC Planning Officer: Repositioning of entrance, please refer to project description above.</p>																																

	<p>Rian Furlong CCC Grants Support Officer: Rian has been supporting FSEG towards their application to WG for RCDF funding for 80% of the total project costs, currently at Stage 2.</p>
<p><b>Evidence of Need / Community Engagement</b></p>	<p>The Feasibility Study of 2010 (Trilein Report funded through RDP), carried out an in depth consultation with the community which demonstrated a high level of community support. Since then, there have been a series of open days and meetings to continue to engage with the public and demonstrate the many benefits of the developing the project.</p> <p>There are some occupants already on site, these include the Medical Centre, Broadside Films (a social enterprise made up of young media graduates), a chocolateer, an established local artist who runs art and pottery classes as well as workshops for people with mental health issues.</p> <p>They have a waiting list of people wanting to rent the newly renovated rooms (such as a chiropractor and a beauty therapist), without having advertised the availability as yet.</p> <p>Ferryside Men's Sheds charity rent a large former RAF hut and this group is continuing to attract new members. Recently, as a direct result of the development of the centre, a new women's group has been established (Crafty Women), who are renting a former outside classroom and this has attracted some members who were in danger of becoming socially excluded.</p> <p>The raised flower beds are rented individually by local people with limited mobility and is proving a substantial benefit to their health and wellbeing and there is a need for additional beds. In addition, local growers have asked if they can rent small plots.</p> <p>They are negotiating with two local businesses towards leasing the bunk house and restaurant areas.</p> <p>The Saturday market and cafe is very successful and popular with both locals and visitors, and as it attracts visitors it increases the footfall for the local businesses in the area.</p> <p>The <i>'Ask me about the Project'</i> table at the market has drawn in a lot of interest and support (list of supporters and comments held in project file), a Trustee has been on hand to show people around the premises and answer any questions. This has generated greater community involvement and support for the whole project.</p>
<p><b>Contributing to key Strategies</b></p>	<p>The project addresses key themes in the following strategies:</p> <p><b>Carmarthenshire Local Development Strategy:</b></p> <ul style="list-style-type: none"> <li>• Strategic aim 1: To support business growth, retention &amp; specialisation</li> <li>• Strategic aim 2: to support a skilled and ambitious workforce</li> <li>• Strategic aim 3: to seek to maximise job creation and employment prospects</li> <li>• Strategic aim 4: to support the development of a knowledge economy</li> <li>• Strategic aim 5: to develop the distinctiveness and attractiveness of the area in terms of tourism and business investment whilst ensuring</li> </ul>

	<p>that Wales as a nation is resilient</p> <p><b>Carmarthenshire County Council's Integrated Community Strategy 2011 – 2016:</b></p> <ul style="list-style-type: none"> <li>• People in Carmarthenshire are healthier.</li> <li>• People who live, work and visit Carmarthenshire are safe and feel safer.</li> <li>• Carmarthenshire's communities and environment are sustainable.</li> <li>• Carmarthenshire has a strong and prosperous economy.</li> </ul> <p><b>Swansea Bay City Region Economic Regeneration:</b></p> <ul style="list-style-type: none"> <li>• Strategic aim 1: Business Growth, Retention and Specialism</li> <li>• Strategic aim 3: Maximising job creation for all.</li> </ul> <p><b>Welsh Government Digital Inclusion (2015): Delivering Digital Inclusion – A Strategic Framework:</b></p> <ul style="list-style-type: none"> <li>• Help businesses make smart use of information technology and data</li> <li>• Ensure citizens benefit from the digital age</li> <li>• Underpin economic growth</li> </ul> <p>The high level objective of the Welsh Government Rural Communities Rural Development Programme 2014 – 2020 to increase the GDP will also be met by the creation of job opportunities in the rural economy.</p>
<b>Ownership/Lease</b>	Secured 99 year lease from Carmarthenshire County Council commenced November 2015.
<b>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</b>	<p>FESG has a realistic and comprehensive Business Plan.</p> <p>The whole project has been broken down into 3 phases, the 2<sup>nd</sup> and 3<sup>rd</sup> of which won't be implemented until completion and evaluation of the previous. (This and the RCDF application will facilitate phase 1).</p> <p>As part of KAM function the FSEG will receive regular support from the CB Officer to assist and ensure outputs per application and targets per strategies are achieved and the project maintains its sustainability.</p>
<b>Recommendation</b>	<b>Award - £20,000.00</b>
<b>Subject to:</b>	