

**Targeted Finance Fund 2021-2022**  
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**Tel: 01269 590216**  
**Balance Available - £100,415.00**  
**Report Value = £20,000.00**

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**Application Reference: TFF-21-01**

<b>Project Title</b>	<b>Penyfan Park Improvement Project</b>
<b>Applicant</b>	<b>Llanelli Town Council</b>
<b>Ward</b>	<b>Bigyn</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 deliver vital services within our communities ✓</li> </ul>
<b>Project Description</b>	<p>The Penyfan Facilities Improvement project is the first stage of a whole park approach to transform the facilities available to the people of the Penyfan Area. The first stage will be to transform the hugely popular, well used but dilapidated and damaged Multi Use Games Area (MUGA) by providing a state-of-the-art facility available to the schools, sporting clubs and community of Penyfan and wider Llanelli area.</p> <p>The facility will also be available to the County Council, Schools, Sporting Clubs, Health Board, Police and others to deliver activities in the area. The subsequent stage of the project will be to transform of the current modular changing room building into a new combined changing facility and community centre, which is much needed, as identified by community consultation.</p> <p>The project will work with the Cruyff Foundation which seeks opportunities to support communities in need of Community Facility improvement. Their ethos is to create spaces where young people can develop, <i>'a space where they can make friends, and a space where they can improve their physical and mental health. A space to become who you are.'</i></p> <p>Penyfan Community Facilities Working Group is committed to making the project a success. Funding is required towards the overall cost of the project enabling provision of a state-of-the-art Cruyff Court in Penyfan, a first of its kind in Wales.</p> <p>The project through our partners such as Carmarthenshire County Council, Llanelli Community Partnership, Hywel Dda Health Board and others will provide activities for individuals and groups from all background, ages and</p>

	abilities to have opportunities for active lifestyles, improved social interaction and healthy options.
<b>Economic Benefit</b>	<ul style="list-style-type: none"> <li>• <b>Number of individuals into training/education – 5-10</b></li> <li>• <b>Number of individuals into volunteering – 5-10</b></li> <li>• Number of community groups/organisations assisted</li> <li>• Number of social enterprises created</li> <li>• Number of social enterprises supported</li> <li>• <b>Number of jobs created - 1</b></li> <li>• <b>Number of jobs safeguarded - 2</b></li> <li>• <b>Public and private leverage funding - £93,500.00</b></li> </ul> <p><b>Other Outputs:</b></p> <ul style="list-style-type: none"> <li>• <b>Physical improvements / Creation of new facilities - 1</b></li> <li>• <b>Provision of new Community Asset - 1</b></li> <li>• <b>Environmental improvements - 1</b></li> </ul>
<b>Total Project Cost</b>	<b>£113,500 (net)</b>
<b>Eligible Capital</b>	<b>£105,000</b> Removal of current facilities Design and project management Groundworks Ball Court and surfacing Signage Drainage
<b>Eligible Revenue</b>	<b>£8,500.00</b> Caretaker and maintenance staff costs Engineering and Planning Fees
<b>Ineligible Costs</b>	N/A
<b>Amount and % of grant requested</b>	<b>£20,000 (17.6%)</b>
<b>Match funding</b>	<b>£93,500 secured</b> Cruyff Foundation - £75,000 - Secured Llanelli Town Council - £8,500 - Secured Welsh Church Fund - £10,000 - Applied for
<b>Cllr and Officer Consultations Undertaken</b>	County Councillor Jeff Edmunds County Councillor Eryl Morgan  Penyfan Community Facilities Working Group includes representatives from: <ul style="list-style-type: none"> <li>• Bigyn 4 residents</li> <li>• Coedcae / Stebonheath/ Bigyn Schools</li> <li>• Carmarthenshire Youth and Children's Association (CYCA)</li> <li>• Elected Ward and Town Councillors</li> <li>• Police / Fire Service</li> </ul>

	<ul style="list-style-type: none"> <li>• New Dock Stars RFC, Penyfan Utd FC and Llanelli Reds AFC</li> <li>• Swansea / Scarlets Community Trust</li> <li>• Children / Youth Service Carmarthenshire County Council</li> <li>• Llanelli Community Partnership</li> <li>• Tyisha Regeneration Group</li> <li>• Community Bureau Carmarthenshire County Council</li> <li>• Carmarthenshire Association of Voluntary Services (CAVS)</li> <li>• The National Lottery</li> </ul>
<p><b>Evidence of Need / Community Engagement</b></p>	<p>The Penyfan Community Facilities working group has undertaken extensive consultation over the last 18 months with community members and via community networks, these have included:</p> <ul style="list-style-type: none"> <li>• Several Community Consultations in the park</li> <li>• Ongoing online Community Survey</li> <li>• Online School Surveys x 3</li> <li>• Sporting Club Surveys x 2</li> <li>• Consultation with organisations who utilise the park</li> <li>• Direct meetings with each organisation</li> <li>• Town Council and County Council Elected Members</li> <li>• Consultation with the Llanelli AM and MP</li> </ul> <p>Penyfan Park: Young Peoples' Survey received - 619 responses. Bigyn Survey - Sport Club Consultation – 97responses.</p> <p>These consultation activities have all pointed to the community wishing to see improvements to Penyfan Park with the following being consistently requested:</p> <ul style="list-style-type: none"> <li>• Upgrade MUGA facility</li> <li>• Provision of Community Centre Facility to combine a community space with changing rooms</li> <li>• Safer location in which to play</li> </ul> <p>There are no other similar projects available serving this disadvantaged area, each of the other MUGA facilities at Coleg Sir Gar, Peoples Park and Ysgol Pen Rhos have charges and are not accessible to the community.</p> <p>This project will transform a well-used but sadly dilapidated sports and community facility in one of the most deprived communities in Carmarthenshire and Wales. The Wales Index of Multiple Deprivation (WIMD) evidence this with Penyfan being in Bigyn 4. Bigyn 4 is ranked 3 in Carmarthenshire, making it one of the most deprived areas and ranked 84 in Wales. In terms of the income domain, Bigyn 4 is ranked the 2nd most deprived in Carmarthenshire and 91, in Wales. The area also ranks 3 overall in each of the Employment (114), Health (164) and Education (29) domains. There is therefore no doubt about the nature of the economic and social issues facing the residents of this area.</p> <p>A wide range of organisations will be able to access the new facility including Carmarthenshire County Council, NHS, Swansea City Kick / Scarlets Programme, Youth Services, St. Paul's Family Centre. Three local RFC and AFC sports clubs are also keen to make use of the facilities, together with two local Primary Schools and the Comprehensive School.</p>

	<p>The project will also create volunteering opportunities for individuals interested in leading or taking part in the running of activities at the MUGA. These will include opportunities such as:</p> <ul style="list-style-type: none"> <li>• Leading or creating new organisations using the facility</li> <li>• Skill building opportunities to become a sports coach</li> </ul> <p>This will increase their skills and support their return to work as they increase their confidence and knowledge for the workplace.</p> <p>All aspects of the overall masterplan will be complementary; the creation of the Community Centre will work to promote and facilitate new social enterprise start-ups and entrepreneurship through low-cost hire of the facility. The project will encourage and stimulate higher levels of Social Enterprise development and Social Innovation through providing excellent facilities available to the entire community.</p> <p>The overall project will also create a new job of a caretaker along with safeguarding other roles in the Town Council staffing structure.</p> <p>The project will be developed using local contractors and will utilise local companies for specialist services such as Architecture and Health and Safety.</p> <p>The project by developing these facilities in a very deprived part of the county will also be a massive boost to the confidence and will improve cohesiveness leading to increased community activity, local events, improved organisations and economic growth.</p> <p>The organisations making use of the facility, especially the sporting clubs and community organisations will have the potential to grow themselves and improve their financial position through the number of activities they can deliver along with a likely boost to their membership.</p>
<p><b>Contributing to key Strategies</b></p>	<p>The project addresses the 4 key themes of the Cruyff Foundation: <i>Health, Liveability, Personal development and Participation</i>. The four themes form an important part of the overall project and sit well with the County Council Corporate Strategy. The Foundation states in their strategies that:</p> <p><i>‘Children spend more and more time in front of a screen and spend less time being active and playing outside. Their world is becoming more individualistic, while obesity is on the rise. In other places on the world, there is a lot of poverty, drug abuse, and gender discrimination. This prevents children from getting the most out of themselves and may even lead them astray.’</i></p> <p><i>‘Sport can make a change for all these children, as sport is a universal language for children, regardless of their background, culture, religion, or ability. Sport fosters personal development, self-confidence, and connection, things that every child, anywhere in the world, is entitled to.’</i></p> <p>The project will form part of the wider Cruyff Foundation family, with courts located across the world. The project will look to link in with the organisations running other courts as part of the Town Council Global Citizenship Programme.</p>

	<p>Llanelli Town Council works closely with Carmarthenshire County Council and the Carmarthenshire Public Services Board to deliver on the Carmarthenshire We Want 2018-2023 Strategy.</p> <p>The project will also align with:</p> <ul style="list-style-type: none"> <li>• Moving forward in Carmarthenshire – Council Corporate Strategy 2018-2023</li> <li>• Carmarthenshire Play Sufficiency Assessment 2019</li> <li>• Llanelli Town Council Community Development Forward Work Programme</li> <li>• Carmarthenshire’s Family Support Strategy 2018-23</li> <li>• Digital Technology Strategy 2023</li> <li>• Welsh Language Promotion Strategy</li> </ul>
<b>Ownership/Lease</b>	99-year Lease from Carmarthenshire County Council
<p><b>Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability</b></p>	<p>The project will be managed and maintained by Llanelli Town Council in partnership with the Penyfan Community Facilities Working Group. The financial management will be by the Town Council Responsible Financial Officer with reports to the Town Council and the Working Group on the grant and other expenditure.</p> <p>The Town Council is committed to providing grounds maintenance operatives to undertake litter picking, opening and closing duties with the facilities.</p> <p>The use of the facilities will be at a very low cost or no cost at all for the organisations, clubs and schools using them, this will be a major boost to their finances and their ability to create additional opportunities for residents.</p> <p>The project will provide economic benefits to the wider Llanelli area through the creation of a new physical activity facility that can be utilised by individuals, sporting clubs, schools, and organisations. The organisations will be able to undertake additional activities and classes creating new opportunities for an area of disadvantage.</p>
<b>Recommendation</b>	<b>Award - £20,000</b>
<b>Subject to:</b>	