

Targeted Finance Fund 2021-2022
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Tel: 01269 590216
Balance Available - £60,415.00

Report Value - £39,968.00

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Application Reference: TFF-21-03

Project Title	Digitalising, upskilling and vocationally supporting those living in emotional and digital poverty
Applicant	CYCA – Connecting Youth Children and Adults
Ward	Glanymor
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>CYCA is continuing to develop their commercial model to sustain services and balance the income generation of the charity, so that they are not wholly reliant on funding. The project they are proposing will safeguard the Senior Strategic Business Manager role, providing 24 hours a week of salary safeguarding and enabling continuity of this very important element of CYCA. This is a bespoke service for CYCA and a unique service and opportunity they feel that they can provide to those who are also in need of wider training, mentoring, and counselling to build up resilience and wellbeing.</p> <p>The group currently contracts a consultant to deliver all their marketing/ social media/ website/ digitalisation work, initially through Lloyds Bank Foundation funding, but over the last year they have paid for this directly. The cost for this is an amount that the group cannot maintain, and while considering upskilling the existing team, primarily the Senior Strategic Business Manager, they decided this would also be an opportunity to train their volunteers and service user for wider benefit and added value.</p> <p>CYCA's current Senior Strategic Business Manager can oversee the project, which will provide job continuity to this role, whilst upskilling and supporting the service users in marketing, web development and digital marketing and activities. The aim is then to develop two future part time posts for volunteers/service users – one 8 hour a week post to deliver their marketing and social media needs, the other 8 hour a week post to develop their website and help with their digital activity, as a longer-term goal. We will pay the consultant to train up both the Senior Strategic Business Manager (for ongoing consistency and oversight) and an approved cohort of volunteers and service users in the bespoke marketing activities needed by CYCA, as well as training</p>

	in Umbraco, the web platform the new CYCA website has been built on. Training will also be given in developing newsletters and assisting with setting up and promoting online events and training.
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 10 • Number of individuals into volunteering - 10 • Number of community groups/organisations assisted - 1 • Number of social enterprises supported - 1 • Number of jobs created – x 2 part time roles – at the end of the project • Number of jobs safeguarded – 1 • Public and private leverage funding - £14,150 <p>Additional outputs:</p> <ul style="list-style-type: none"> • Reduce mental ill health in the county – 10 • Reduce digital poverty – 10
Total Project Cost	£34,118.00
Eligible Capital	N/A
Eligible Revenue	£34,118.00
Ineligible Costs	N/A
Amount and % of grant requested	£19,968.00 (58.53%)
Match funding	£14,150.00 Own Funds secured
Cllr and Officer Consultations Undertaken	<ul style="list-style-type: none"> • Cllr. Louvain Roberts • Cllr John Prosser
Evidence of Need / Community Engagement	<p>CYCA work directly with the community and consult with them regularly. They are aware that many of their service users are building their confidence to be work-ready and are also aware that since COVID-19 there are more roles and opportunities for those with digital skills. This has exposed the need for organisations to bring inhouse additional skills around digital delivery, online marketing and supporting virtual services.</p> <p>The wider community will eventually benefit from a cohort of individuals that will have been upskilled, enabling them to gain volunteering roles, or employment opportunities as a result.</p> <p>Specifically, the group support young mums, the wider family unit, and young people, many of which are living in emotional poverty and over the 40 years of service, CYCA have learned that true resilience comes from a package of support services. This project will become a new element of that package.</p>
Contributing to key Strategies	<ul style="list-style-type: none"> • Carmarthenshire County Council Corporate strategy 2018-2023 • Strategic Equality Plan 2020-24

	<ul style="list-style-type: none"> • Equality Act 2010 • Carmarthenshire County Council Wellbeing Plan 2018 -2023 • Swansea Bay City Region Economic Regeneration Strategy 2013-2030 • Regional Delivery Plan for Employment and Skills for Southwest and Central Wales 2014-2024 • Welsh Government 'Digital Strategy for Wales' • Social Services Well-being Act • Child Poverty Strategy for Wales • Welsh Government Tackling Poverty Action Plan • Well-being of Future Generations (Wales) Act 2015
Ownership/Lease	Lease
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>In addition to upskilling and training this group of service users, CYCA would also be preparing individuals for work placements as well as continuing to work with partner organisations. They will also eventually be able to offer two part-time digital and marketing roles supporting and eventually taking over from the existing consultant.</p> <p>The group have realised during the pandemic the lack of skills and personnel able to work on the marketing and online elements for the organisation, now the risk and gap has been exposed, this funding will enable CYCA to plug the gap, eliminate the risk and provide so much more to their service users and the wider community.</p> <p>Digital inclusion will remain high on CYCA's agenda and as such this will be embedded into all aspects of the business. They will continue to run the project past this round of funding and will ensure this by developing an effective marketing strategy, monitor, evaluate and communicate the project's effectiveness and ensure continuity of staff and volunteers.</p>
Recommendation	Award - £19,968.00
Subject to:	

Application Reference: TFF-21-05

Project Title	Brynamman Public Hall Stage Lighting System Upgrade
Applicant	Brynamman Public Hall and Institute
Ward	Cwarter Bach
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 wide use of the stage has been the core of Brynamman Public Hall since the 1920s and has provided the community with a central hub of recreational activity for nearly 100 years. The trustees wish to keep the stage up to a fully usable standard for the large number of schools, community groups and clubs that benefit from the facility. To do this, an overhaul and upgrade to the stage lighting system needs to take place.</p> <p>Adaptations and upgrades need to be put in place to secure the usability and longevity of this vital facility in the future. The Trustees also recognise that putting on live performances at the Hall is not an easy task due to the outdated facilities. Only very few staff members are adequately trained to manipulate and operate the current equipment, and often more modern equipment needs to be sourced from outside, such as paying to hire equipment for a particular performance from an equipment rental company. Keeping the venue in line with expected performance equipment specification will also make the Hall more attractive to outside touring companies. Shows that are brought from outside the community to the Hall offer a chance for the community of Brynamman and the surrounding villages to enjoy entertainment right on their doorstep at a fraction of the cost of travelling to a town or city and visiting a larger venue.</p> <p>The grant funding will be spent in three ways as part of this project:</p> <ul style="list-style-type: none"> • The purchase of new stage lighting equipment to be installed within the Public Hall, including electrical cabling and accessories, internally wired bars for the safe rigging of lights, and a package of modern, energy efficient LED stage lighting fixtures. • The professional installation of the above equipment. Existing equipment and infrastructure will need to be removed and/or modified to accommodate the new equipment. Some minor structural work to the stage rigging area and a significant amount of electrical work will be undertaken as part of the project. • The provisioning and testing of the new installation and equipment by a professional theatrical equipment installation and testing company.

	<p>The project will see the installation of industry standard equipment and systems, which will greatly enhance the current usability of the stage, but also future proof the venue for many years to come. Creating a solid foundation for a range of stage lighting equipment and adaptation is at the forefront of the planning process. The project will create a far more sustainable approach to live events at the hall, and the application has demonstrated great awareness of this by looking to source the installation of a system built entirely around the use of LED fixtures, disregarding the need of older and outdated technologies that aren't as flexible or energy efficient. The project will also have a huge focus on recycling. Most materials removed will be recycled or reused.</p> <p>This project will ensure that opportunities for employment, training and community benefit will continue in this form at the venue. These opportunities will also expand after the project is complete.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education - 14 • Number of individuals into volunteering - 14 • Number of community groups/organisations assisted - 1 • Number of social enterprises supported - 1 • Number of jobs created - 0 • Number of jobs safeguarded – 8 paid • Volunteering opportunities - 16 • Public and private leverage funding - £15,000.00
Total Project Cost	£35,000.00 (Net)
Eligible Capital	Main lighting bars Side Boom and side lighting DMX System Main distribution board Package of LED lanterns £42,000 (gross) - £7,000(VAT) = £35,000
Eligible Revenue	Nil
Ineligible Costs	Nil
Amount and % of grant requested	£20,000.00 (57.14%)
Match funding	£15,000.00 Awards for All - £10,000 (applied for) Public Hall and Institute £5,000 (secured)
Cllr and Officer Consultations Undertaken	<ul style="list-style-type: none"> • Cllr Glynog Davies • Ammanford Community Theatre (letter of support) • Cylch Meithrin (letter of support)
Evidence of Need / Community Engagement	Brynamman Public Cinema is the only venue of its kind in the area. Venues that survived demolition slightly further afield such as Pontardawe Arts Centre and Ammanford Miners Theatre are both examples of venues that were closed for a very long period, and reopened years later after full refurbishment.

	<p>Brynamman never once closed, and still to this day is completely independent and run by the committee of trustees who are descendants of the many ex miners and people of the community that helped to run the hall for the last century.</p> <p>For the Public Hall to be able to offer the stage as a facility, upgrades to this system need to be put in place. This will ensure that the Hall remains an attractive venue for touring companies, but it also means that the local groups and community who benefit from the stage facilities will have access to modern equipment which will increase training opportunities and broaden the potential for performing arts at the venue.</p> <p>The Hall has strong relationships with numerous members of the community who rely on the facilities available at the venue. Examples of current groups are Cylch Meithrin, Brynamman Primary School, Ammanford Community Theatre, Amman Valley School of Dance, and the halls Volunteering Programme.</p>
Contributing to key Strategies	<p>The project addresses key themes in the following strategies:</p> <p>The Wellbeing of Future Generations Act: Brynamman Public Hall contributes heavily to the prosperity of the community by providing services, entertainment, and recreation to Brynamman and surrounding villages. The venue brings culture to the community by showcasing a wide variety of films and entertainment within. One of their big goals for 2021 was to explore more independent film, specifically Welsh independent film, which would be aiming to make a Wales of vibrant culture and thriving Welsh language. Another current goal is to make the Public Hall even more accessible, giving those who can't usually visit the cinema or theatre the opportunity to enjoy the experience just like anyone else, working towards a more resilient and equal Wales.</p> <p>Councils Corporate Strategy 2018-2023:</p> <ul style="list-style-type: none"> • Create more jobs and growth throughout the county • Help people live healthy lives (tackling risky behaviour and obesity) • Support good connections with friends, family, and safer communities • A Council wide approach to support Ageing Well in Carmarthenshire • Promote Welsh Language and Culture • Age Well • Provide healthy, prosperous, and safe environments <p>Volunteering Programme The hall currently runs a very successful volunteering programme which allows for individuals in the area and beyond to meet new people, which can help with combating social isolation, learn new skills and be actively involved in community projects.</p> <ul style="list-style-type: none"> • Increase community outreach • Investing in tool to make staff more productive • Increase reliability of operations
Ownership/Lease	Ownership
Business Plan/Officer Comments including details of	Upon completion of the project, the Public Hall will be fully equipped with an up to date, industry standard, energy efficient stage lighting system. The group have addressed how the equipment and infrastructure that is being installed will require general maintenance on a regular basis going forward.

<p>support moving forward/next steps linked to growth and sustainability</p>	<p>In terms of potential growth, renewing the staging area will allow the hall to explore more live programming opportunities with the aim of increasing the number of live performances. Also, with the potential of more shows, this could be of financial benefit to the Hall for increasing the opportunity for charitable and donated stage use. The outcomes of the project will engage with a mixture of employees, trustees, and volunteers. The volunteering program is incredibly successful at the hall, and this will only enhance the opportunities they can provide.</p> <p>As part of KAM function, Brynamman Public Hall will receive regular support from the Bureau to assist and ensure outputs and targets are achieved and the project maintains its sustainability.</p>
<p>Recommendation</p>	<p>Award - £20,000.00</p>
<p>Subject to:</p>	