

**Targeted Finance Fund
2022-2023
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Budget Available - £88,095.98

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Application Reference: TFF-22-04

Project Title	Ambassador Elli
Applicant	Ymlaen Llanelli
Ward	Tyisha
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>Ymlaen Llanelli is Llanelli town centre's Business Improvement District (BID). This BID helps to improve Llanelli as a place to work, live and visit by delivering a targeted programme of services, including boosting marketing and events, enhancing the town centre experience, improving access, and developing strategy.</p> <p>Phase 1 of the Ambassador Elli pilot scheme commenced in February 2022. The Ambassadors were contracted to provide signposting services for visitors and residents across Llanelli Town Centre and local attractions to help maximise use of local commercial space, hospitality, businesses, leisure, and cultural facilities.</p> <p>The Llanelli Town Centre Ambassador Scheme is based in the Ymlaen Llanelli BID office. The three Ambassadors work a 6-day shift pattern, with two on shift from 9am to 6pm each day from Monday to Saturday.</p> <p>The Ambassadors provide promotional information and support the numerous events held across Llanelli meeting and greeting visitors in a friendly and welcoming manner, providing directions, advice, and assistance with enquiries. They provide advice and best practice guides for businesses on matters of personal safety, security of buildings and safety of external areas. They deal with suspicious behaviour and other adverse matters which affect businesses, residents, and visitors.</p> <p>The Ambassadors have a significant role making the Town Centre more welcoming for visitors which includes environmental monitoring and maintenance. The Ambassadors link in with a range of community activities by providing support and assistance as appropriate. They work in partnership with Market Management, St. Elli Shopping Centre, the Police and County Council</p>

	<p>Environmental Team to ensure a secure and safe environment for shoppers and businesses.</p> <p>Following the success of the initial trial Ymlaen Llanelli is now able to launch the next phase of the pilot. TFF funding is required to safeguard the Ambassador roles and further develop and deliver Phase 2. Additional services will include:</p> <ul style="list-style-type: none"> • the Ambassadors working weekend nightshifts to support the night-time economy during peak hours • a dedicated 'beat surgery' open forum with businesses, partners and the public; strengthening existing relationships with voluntary services which will ensure greater integration of services. Both businesses and the public will be able to meet the Ambassadors and discuss any concerns at length in a dedicated weekly open forum. The local town centre Police team, town centre security guards and voluntary services will be invited to attend (the Wallich, DDAS, Mind, Choose Life, Threshold). <p>There were several issues, particularly during the summer period, with anti-social behaviour amongst young people in the town centre. The Ambassadors aim to collaborate with local youth services to tackle these issues going forward.</p> <p>One of the Ambassadors is a trained First Responder, these skills have been vital dealing with the high number of first aid incidents in the town centre. During phase 2 there is an opportunity to educate businesses, their staff and other security personnel in the basics of first aid. In addition, they plan to raise awareness to workings of the defibrillators located at several sites around the town centre.</p> <p>The StoreNet system has proved invaluable however, only a handful of businesses currently benefit from the scheme. The Ambassadors will be key in promoting and increasing take-up of the StoreNet system which will allow additional businesses to communicate more effectively with the support team.</p>
Economic Benefit	<ul style="list-style-type: none"> • Number of individuals into training/education – 7 • Number of individuals into volunteering - 0 • Number of community groups/organisations assisted - below • Number of social enterprises created - 0 • Number of jobs created – 0 • Number of jobs safeguarded - 3 • Public and private leverage funding - £4,798.69 <p>Other outputs:</p> <ul style="list-style-type: none"> • Businesses receiving non-financial support - 200
Total Project Cost	<p>£23,993.43 (net)</p>
Eligible Capital	<p>Nil</p>
Eligible Revenue	<p>£23,993.43 Salaries - £19,994.52 Management fee - £3,842.91 Radio - £156.00</p>
Ineligible Costs	<p>Nil</p>

<p>Amount and % of grant requested</p> <p>Match funding</p>	<p style="text-align: center;">£19,194.74 (80%)</p> <p style="text-align: center;">£4,798.69 – own funds - secured</p>
<p>Cllr and Officer Consultations Undertaken</p>	<p>Consultation and discussions with:</p> <ul style="list-style-type: none"> • County Councillor Suzi Curry • County Councillor Terry Davies • Tessa Peregrine – CCC Economic Development Area Manager • Chair of Ymlaen Llanelli • Llanelli town Neighbourhood Policing team, Dyfed Powys Police • Eastgate • On Your Bike • Llanelli Indoor and Outdoor Market • The Welsh Shop • The Works • YMCA Charity Shop • Llanelli Town Council
<p>Evidence of Need / Community Engagement</p>	<p>The Ambassadors are hugely respected, and businesses and beneficiaries give glowing references about the team, they regularly go above and beyond the scope of their role.</p> <p>They are easily identified, well-turned-out, polite, consistent and an attentive presence on the streets and spaces of the BID. They make regular visits to members of the business community to check on safety, security, and street cleansing matters. The Ambassadors welcome visitors, give directions, advice and information on events taking place and recommended places to eat and to drink.</p> <p>Security guards currently cover the shopping centre and the market; however, the Ambassador programme has been unique in its coverage of the entire town centre. Supporting documentation details, the extensive number and nature of incidents that the Ambassadors have dealt with; these incidents would go unnoticed and not dealt with should the Ambassador scheme cease to exist.</p> <p>Feedback from businesses and the public has been overwhelmingly positive, regularly mentioning that the Ambassadors' presence makes the town centre feel welcoming and secure, with someone always on hand to help with concerns or to simply be a friendly face in the town.</p> <p>They gather intelligence which can help reduce crime and anti-social behaviour. They provide reassurance and assistance in dealing with the fear and threat of crime and help make the town centre and wider area a safer and more welcoming place to live, work, visit and do business.</p>
<p>Contributing to key Strategies</p>	<p>Through its nature, the Ambassador scheme works towards improving economic, environmental, social, and cultural well-being in Llanelli town centre.</p> <p>Ymlaen Llanelli is strategically important to the local economy, has growth plans in line with the Southwest Wales Economic Regeneration Strategy and Regional Learning Partnership Delivery Plan.</p>

	<p>Ymlaen Llanelli aims to addresses many key priorities of local, regional, and national strategies:</p> <ul style="list-style-type: none"> • Carmarthenshire County Council Corporate strategy 2018-2023 • Waste Strategy 2016 - 2022 • Strategic Equality Plan 2020-24 • Equality Act 2010 • Carmarthenshire County Council Wellbeing Plan 2018 -2023 • Swansea Bay City Region Economic Regeneration Strategy 2013-2030 • Well-being of Future Generations (Wales) Act 2015 • Carmarthenshire’s Economic Recovery and Delivery Plan • Welsh Language Standards (Welsh Language (Wales) Measure 2011) <p>Ymlaen Llanelli’s 2021-26 Strategy - key message is that <i>“Llanelli needs us to keep challenging any negative perceptions of our town and to bring even more people into the town centre.”</i> There are four themes to Ymlaen Llanelli’s strategy:</p> <ul style="list-style-type: none"> • Boosting marketing • Enhancing experience • Developing strategy • Improving access <p>The Ambassador scheme particularly falls into their enhancing experience scheme but also helps market the town centre as a welcoming place. The team collaborate strategically with the Police and the voluntary services to tackle anti-social behaviour which in turn improves access to the town centre for everyone.</p> <p>This scheme also covers a range of aims outlined in the Carmarthenshire Economic Recovery & Delivery Plan. A priority theme in this plan is investment in growth areas such as town centres and regeneration of the most deprived communities. Not only does the Ambassador scheme heavily invest in improving Llanelli town centre but it also has an inherent positive effect on the town centre’s neighbouring wards, several which are disadvantaged.</p>
Ownership/Lease	N/A
Business Plan/Officer Comments including details of support moving forward/next steps linked to growth and sustainability	<p>The BID Management Team successfully manage the project. The project Steering Group oversees the scheme’s activities and monitors the delivery against project outputs and outcomes, there is strong governance in place.</p> <p>The original pilot scheme has had a hugely positive effect in reshaping the town centre by giving the public and the local independent businesses a sense of security and community. The town centre now has a reliable service to call upon.</p> <p>If the pilot were to end then the project would lose significant momentum and any progress made would be lost, leaving a noticeable gap in the services offered by the town. The Ambassadors have been key in enticing members of the public back into the town centre with their reassuring presence, particularly making the older and more vulnerable demographic feel safe. It would also be a huge loss to the business community as they would have no central point of contact for support.</p>
Recommendation	Award - £19,194.74
Subject to:	