



RHONDDA CYNON TAF

**COFNOD O BENDERFYNIAD WEDI'I DDIRPRWYO GAN SWYDDOG**  
**RECORD OF DELEGATED OFFICER DECISION**

**Penderfyniad Allweddol | Key Decision** ✓

**PWNC | SUBJECT:**

Town Centre Maintenance Grant – Extend implementation to the Aberdare, Ferndale and Porth Retail Areas.

**DIBEN YR ADRODDIAD | PURPOSE OF THE REPORT:**

In accordance with the Council's Scheme of Delegation, this report has been prepared to accompany the intended officer decision of the Director of Regeneration, Planning and Housing as described below.

The purpose of the report is to seek approval to extend implementation of the Town Centre Maintenance Grant to the Aberdare, Ferndale and Porth Retail Areas.


The report also seeks approval to offer targeted support for more significant enhancement works to prominent buildings within all the town centres where the scheme is, and has been, operational.

**PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:**

It is agreed that:

The implementation of the Town Centre Maintenance Grant be extended to the Aberdare, Ferndale and Porth Retail Areas with a budget allocation of £150,000.

The Town Centre Maintenance Grant scheme provides the opportunity to offer targeted support for more significant enhancement works to prominent buildings within all the town centres where the scheme is, and has been, operational with a budget allocation of £50,000.

 <b>Llofnod y Prif Swyddog</b> Chief Officer Signature	<b>SIMON GALE</b> <b>Enw (priflythrennau)</b> Name (Print Name)	<b>11-3-19</b> <b>Dyddiad</b> Date
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Mae'r penderfyniad yn cael ei wneud yn unol ag Adran 15 o Ddeddf Llywodraeth Leol 2000 (Swyddogaethau'r Corff Gweithredol) ac yn y cylch gorchwyl sy wedi'i nodi yn Adran 5 o Ran 3 o Gyfansoddiad y Cyngor.

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution.

YMGYNGHORBI | CONSULTATION



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11-03-19

LLOFNOD YR AELOD YMGYNGHOROL O'R CABINET  
CONSULTEE CABINET MEMBER SIGNATURE

DYDDIAD | DATE

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LLOFNOD SWYDDOG YMGYNGHOROL  
CONSULTEE OFFICER SIGNATURE

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DYDDIAD | DATE

**RHEOLAU'R WEITHDREFN GALW-I-MEWN | CALL IN PROCEDURE RULES.**

**A YW'R PENDERFYNIAD YN UN BRYN A HEB FOD YN DESTUN PROSES GALW-I-MEWN GAN Y PWYLLGOR TROSOLWG A CHRAFFU?:**  
**IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:**

**YDY | YES      NAC YDY | NO✓**

**Rheswm dros fod yn fater brys | Reason for Urgency:**

.....  
***Os yw'n cael ei ystyried yn fater brys - llofnod y Maer/Dirprwy Faer/Pennaeth y Gwasanaeth Cyflogedig yn cadarnhau cytundeb fod y penderfyniad arfaethedig yn rhesymol yn yr holl amgylchiadau iddo gael ei drin fel mater brys, yn unol â rheol gweithdrefn trosolwg a chraffu 17.2:***

***If deemed urgent - signature of Mayor or Deputy Mayor or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:***

.....  
***(Maer | Mayor)***

.....  
***(Dyddiad | Date)***

**DS - Os yw hwn yn benderfyniad sy'n cael ei ail-ystyried yna does dim modd galw'r penderfyniad i mewn a bydd y penderfyniad yn dod i rym o'r dyddiad mae'r penderfyniad wedi'i lofnodi.**

**NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.**

**AT DDEFNYDD Y SWYDDFA YN UNIG | FOR OFFICE USE ONLY**

**DYDDIADAU CYHOEDDI A GWEITHREDU | PUBLICATION & IMPLEMENTATION DATES**

**CYHOEDDI | PUBLICATION**

**Cyhoeddi ar Wefan y Cyngor | Publication on the Councils Website:-** 12.03.19

**DYDDIAD | DATE**

**GWEITHREDU'R PENDERFYNIAD | IMPLEMENTATION OF THE DECISION**

**Nodwch: Fydd y penderfyniad hwn ddim yn dod i rym nac yn cael ei weithredu'n llawn nes cyn pen 3 diwrnod gwaith ar ôl ei gyhoeddi. Nod hyn yw ei alluogi i gael ei "Alw i Mewn" yn unol â Rheol 17.1, Rheolau Gweithdrefn Trosolwg a Chraffu.**

**Note: This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.**

**Yn amodol ar y drefn "Galw i Mewn", caiff y penderfyniad ei roi ar waith ar / Subject to Call In implementation date will be**

18.03.19

**DYDDIAD / DATE**

**WEDI'I GYMERADWYO I'W GYHOEDDI: ✓ | APPROVED FOR PUBLICATION :✓**

**Rhagor o wybodaeth | Further Information:**

Cyfadran   Directorate:	Regeneration, Planning and Housing
Enw'r Person Cyswllt   Contact Name:	Derek James
Swydd   Designation:	Head of Regeneration and Prosperity
Rhif Ffôn   Telephone Number:	01443 281115

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**KEY DELEGATED DECISION**

**A REPORT TO ACCOMPANY A DECISION OF THE DIRECTOR OF  
REGENERATION, PLANNING AND HOUSING**

**MARCH 2019**

**TOWN CENTRE MAINTENANCE GRANT – EXTEND IMPLEMENTATION TO  
ABERDARE, FERNDALE AND PORTH RETAIL AREAS.**

**AUTHOR: DEREK JAMES, HEAD OF REGENERATION AND PROSPERITY**

**1. PURPOSE OF THE REPORT**

- 1.1 The report provides an update on the Town Centre Maintenance Grant which has been piloted in the Mountain Ash, Tonypany and Treorchy Retail Areas. The grant provides support to traders / landlords to undertake maintenance works which will improve the external front elevation of town centre properties, contributing to a positive impact on the street scene, creating a more attractive and vibrant town centre environment.
- 1.2 The report also seeks approval to extend the Town Centre Maintenance Grant to the Aberdare, Ferndale and Porth Retail Areas, and to provide the opportunity to offer targeted support for more significant enhancement works to prominent buildings within all the town centres where the scheme is, and has been, operational.

**2. RECOMMENDATIONS**

It is recommended that:

- 2.1 The successful outcomes to date for Mountain Ash, Tonypany and Treorchy are noted.
- 2.2 The Town Centre Maintenance Grant scheme is extended to the Aberdare, Ferndale and Porth Retail Areas with a budget allocation of £150,000.
- 2.3 The Town Centre Maintenance Grant scheme provides the opportunity to offer targeted support for more significant enhancement works to prominent buildings within all the town centres where the scheme is, and has been, operational with a budget allocation of £50,000.

### 3. REASON FOR RECOMMENDATION

- 3.1 To build on the successful outcomes of the grant scheme achieved in the Mountain Ash, Tonypany and Treorchy town centres.
- 3.2 To continue to deliver on the Council's commitment to support the regeneration of town centres and encourage private sector investment in the high street economy.

### 4. BACKGROUND

- 4.1 In September 2017, Cabinet approved the Town Centre Maintenance Grant scheme. The scheme provides financial support to town centre traders / landlords (including vacant properties) to undertake minor improvements and maintenance works which improve the external front elevation of town centre properties. The aim of the scheme is to contribute to a positive impact on the street scene, creating a more attractive and vibrant environment, with the intention of creating retail spend and stimulates further private sector investment. Appendix 1 outlines the detailed eligibility criteria for the scheme.
- 4.2 The scheme was piloted in the Mountain Ash and Tonypany Retail Areas and following positive results was further extended to Treorchy in 2018.

### 5. UPDATE ON DELIVERY IN MOUNTAIN ASH, TONYPANDY AND TREORCHY

- 5.1 Officers have worked closely with the businesses in each of the town centres to promote the grant scheme and provide support with the application process. The table summarises the position as at 8 February 2019 across each of the town centres.

Town	No of Properties	Total Cost	Applicant Contribution	Grant Awarded
Mountain Ash	31	£62,995.40	£29,854.78	£33,140.62
Tonypany	38	£51,119.64	£16,232.77	£34,886.87
Treorchy	23	£31,685.81	£11,868.95	£19,816.86
<b>TOTAL</b>	<b>92</b>	<b>£145,800.85</b>	<b>£57,956.50</b>	<b>£87,844.35</b>

- 5.2 The grant contribution is a maximum of 75% towards the eligible cost of the works, therefore the traders/owners are required to fund the balance of a minimum of 25%. This contribution is currently at an average rate of 43% as many traders/owners are undertaking schemes of a more substantial scale, which demonstrates that the grant has proved to be a significant tool in leveraging in additional private sector investment.
- 5.3 The total investment package is making a significant visual impact on the street scene and evidence of this can be seen in the photographs at Appendix 2.

## **6. TOWN CENTRE MAINTENANCE GRANT – ABERDARE, FERNDALE AND PORTH RETAIL AREAS**

- 6.1 The Council's Corporate Plan 2016-2020 "The Way Ahead" outlines that town centres should be vibrant and enticing, and need to benefit from further investment to ensure an attractive environment exists for local businesses, shoppers and residents.
- 6.2 As part of this commitment to invest in town centres, and to build on the successful outcomes of the pilot scheme, it is now proposed to roll out the scheme to independent town centre traders and owners within the Aberdare, Ferndale and Porth Retail Areas.
- 6.3 The maps at Appendix 3 (Aberdare), 4 (Ferndale) and 5 (Porth) show the eligible properties highlighted in blue, within the red line boundary of the retail area. The budget allocation for this scheme will be £150,000.
- 6.4 The scheme will open with immediate effect and will accept applications on a first come first served basis, subject to eligibility and budget limit, with the view that all approved grants are implemented before Autumn 2019.
- 6.5 It is also proposed that The Town Centre Maintenance Grant scheme provides the opportunity to offer targeted support for more significant enhancement works to prominent buildings within all the town centres where the scheme is, and has been, operational. The budget allocation for this scheme will be £50,000.

## **7. EQUALITY AND DIVERSITY IMPLICATIONS**

- 7.1 An Equality Impact Assessment (EqIA) screening form has been prepared for the purpose of this report. It has been found that a full report is not required at this time. The screening form can be accessed by contacting the author of the report or the Cabinet Business Officer.



## **8. CONSULTATION**

- 8.1 There are no formal consultation requirements arising from these proposals, but local traders / landlords have been engaged throughout the development of this work.

## **9. FINANCIAL IMPLICATION(S)**

- 9.1 Funding is available to support this initiative from existing resources by reprioritising budgets within Regeneration, Planning and Housing and with the allocation of additional investment priority funding as agreed by Council on 6<sup>th</sup> March 2019 as part of setting the three-year Capital Programme.

## **10. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED**

- 10.1 There are no legal implications or legislation to be considered.

## **11. LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT**

- 11.1 The Town Centre Maintenance Grant contributes to the Building a Strong Economy priority within the Corporate Plan.
- 11.2 The scheme will contribute to improving the social, economic, environmental and cultural well-being of Wales and support the delivery of a prosperous Wales, a more resilient Wales and a Wales of cohesive communities.

## **12. CONCLUSION**

- 12.1 The implementation of the Town Centre Maintenance Grant in the Mountain Ash, Tonypany and Treorchy Retail Areas has demonstrated that the support to traders / landlords has contributed to a positive impact on the street scene, creating a more attractive and vibrant town centre environment. This support should now be extended to the Aberdare, Ferndale and Porth Retail Areas as part of the ongoing commitment to provide long-term support to local towns and businesses.

### **Other Information:-**

#### ***Relevant Scrutiny Committee***

Public Services Delivery, Communities and Prosperity

**Contact Office:** Derek James Tel: (01443) 281115

**LOCAL GOVERNMENT ACT 1972**

**AS AMENDED BY**

**THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**A REPORT TO ACCOMPANY A DECISION OF THE DIRECTOR OF  
REGENERATION, PLANNING AND HOUSING**

**MARCH 2019**

Item:

Background Papers

Officer to contact: Derek James

## TOWN CENTRE MAINTENANCE GRANT CRITERIA

The Town Centre Maintenance Grant will provide support for minor improvements and maintenance works which will improve the external front elevation of town centre properties. The improvements will be expected to contribute to a positive impact on the street scene, creating a more attractive and vibrant environment which will increase retail spend and stimulate further private sector investment.

- Eligible works to properties can include works such as;
  - Painting (colour scheme to be agreed)
  - Repair, repointing and cleaning of stonework or render
  - Repairs to glazing, doors, shopfronts
  - Repair or reinstatement of rainwater goods
  - Repair or installation of signage (non illuminated)
  - Powder coating of roller shutter doors
  
- Costs for work already being carried out or completed and fees for statutory consents e.g. planning permission are **not** eligible.
  
- Where applicants are not registered for VAT and unable to reclaim this cost from HMRC, the VAT cost on works will be considered as eligible expenditure.
  
- Works must be undertaken by a recognised contractor and, where appropriate, be in line with published Design Guidance and any requirements associated with Conservation Area status.
  
- The grant will contribute a maximum of 75% towards the cost of eligible works up to a maximum grant of £1,000.
  
- In cases where it will be necessary to erect scaffold or hire a skip to undertake the work, the scheme can make an additional contribution towards such costs. This will also be a maximum of a 75% contribution up to a maximum grant of £300.
  
- There will be an open call for applications with no deadlines for submission. The application process will be simple and straightforward with proposals being assessed on a first come first served basis (subject to applications being eligible).
  
- To maximise the benefit of the Fund, and the level of resources available, applications will be limited to one per property.

TOWN CENTRE MAINTENANCE GRANT - EXAMPLES

MOUNTAIN ASH



TONYPANDY



TREORCHY



