



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

Penderfyniad Allweddol | Key Decision ✓

PWNC | SUBJECT:

Welsh Government – Foundational Economy Challenge Fund: Cwm Taf Sector Development

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 for Prosperity and Development as described below:

This purpose of the report is:

1. To provide an overview of Welsh Government's Foundational Economy Challenge Fund. The fund offers up to £100,000 to support the delivery of experimental projects.
2. Rhondda Cynon Taf County Borough Council's Prosperity and Development Service in partnership with Merthyr Tydfil County Borough Council's (MTCBC) Regeneration team has led on the development of a proposal that if successful will result in the appointment of an individual who will work across the Cwm Taf Region. The primary purpose of introducing the post will be to better understand, make connections and drive forward the opportunities that the tourism / hospitality sector poses for the Cwm Taf Region.
3. Awareness of the programme was raised in May 2019 and the deadline for submission of the application is 12th July 2019. Because of this an urgent decision is required.

PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:

It is agreed that:

An application is prepared to be submitted to Welsh Government by the 12th July 2019 with final detail to be determined by the Director for Prosperity and Development.

Llofnod y Prif Swyddog
Chief Officer Signature

Simon Gole
Enw (priflythrennau)
Name (Print Name)

10.07.19.
Dyddiad
Date

YMGYNGHORI | CONSULTATION



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

9/7/19

DYDDIAD | DATE

LLOFNOD SWYDDOG YMGYNGHOROL
CONSULTEE OFFICER SIGNATURE

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:

The deadline for the submission of the application to Welsh Government is Friday 12th July 2019.

Os yw'n cael ei ystyried yn fater brys - llofnod y Llywydd, y Dirprwy Lywydd neu Bennaeth 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 Presiding Member or Deputy Presiding Member 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:



09.07.19

.....
(Llywydd | Presiding Member)

.....
(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.

DYDDIADAU CYHOEDDI A GWEITHREDU | PUBLICATION & IMPLEMENTATION DATES

CYHOEDDI | PUBLICATION

Cyhoeddi ar Wefan y Cyngor | Publication on the Councils Website:- 10th July 2019

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

N/A.

DYDDIAD / DATE

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

Rhagor o wybodaeth | Further Information:

Cyfadran Directorate:	Prosperity and Development
Enw'r Person Cyswilt Contact Name:	Derek James
Swydd Designation:	Service Director, Prosperity and Development
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
PROSPERITY AND DEVELOPMENT**

JULY 2019

**WELSH GOVERNMENT FOUNDATIONAL ECONOMY CHALLENGE FUND – CWM
TAF SECTOR DEVELOPMENT**

AUTHOR: SARAH MEE, PROJECT TEAM LEADER

1.0 PURPOSE OF THE REPORT

- 1.1 The report provides details on the Welsh Government's Foundational Economy Challenge Fund.
- 1.2 The purpose of the report is to seek approval for the submission of a joint application to the Foundational Economy Challenge Fund. Rhondda Cynon Taf County Borough Council (RCTCBC) will act as the lead partner.
- 1.3 Awareness of the programme was raised in May 2019 and the deadline for submission of the application is 12th July 2019, an urgent decision is required.

2.0 RECOMMENDATIONS

It is recommended that:

- 2.1 An application is prepared to be submitted to Welsh Government by 12th July 2019 with the final detail to be determined by the Director for Prosperity and Development.
- 2.2 The submission of application to the Welsh Government's Foundational Economy Challenge Fund is supported.

3.0 REASON FOR RECOMMENDATION

- 3.1 The proposal, if successful, will make a positive contribution to the Cynon Gateway Strategic Area Opportunity Plan as well as having indirect benefits to other Strategic Area Opportunity Plans across the County Borough and broader Cwm Taf region. The proposal will also feed directly into the work currently being driven forward by the Cwm Taf Public Service Board 'Building a Strong Economy Tourism and Leisure Group'.

4.0 BACKGROUND

- 4.1 The Welsh Government's Foundational Economy Challenge Fund offers funding of up to £100,000 to support organisations and businesses active in the foundational economy to conceive and introduce innovative ways of working which help to raise the profile of the foundational economy and to stimulate debate and learning on what works. The application deadline is 12th July 2019.
- 4.2 The foundational economy is defined as being the services and products on which every citizen relies and which keep them safe, sound and civilised. Care and health services, food, housing, energy, construction, tourism and retailers on the high street are all examples of the foundational economy.
- 4.3 The Foundational Economy Challenge Fund is available to support experiments and innovation which adopt a collaborative approach to help inform ways Wales can realise the potential of the foundational economy. The Welsh Government wishes to explore the challenges and opportunities which exist in the Welsh foundational economy, so that it is well informed on what works when it comes to nurturing and growing the foundations of the Welsh economy.
- 4.4 The fund will support innovative and alternative approaches to addressing problems or realising potential in the foundational economy. This fund is about supporting ways to think, behave and work differently and activities which support this which are eligible expenditure. It is less about the delivery of the actual service, which should be a core function of the applicant and its partners, and more about creating additional capacity to challenge and change the ways of working.
- 4.5 The Fund offers;
- Funding of up to £100,000 to support the delivery of experimental projects.
 - Participation in a community of practice to strengthen existing networks and develop new networks.
 - Expert support through the developmental evaluation approach for each experiment and the Fund as a whole.

5.0 PROPOSED APPLICATIONS

- 5.1 RCT's Prosperity and Development Service in partnership with Merthyr Tydfil County Borough Council's (MTCBC) Regeneration team has led on the development of a proposal that if successful will result in the appointment of an individual who will work across the Cwm Taf Region. The primary purpose of introducing the post will be to better understand, make connections and drive

forward the opportunities that the tourism / hospitality sector poses for the Cwm Taf Region.

- 5.2 It is recognised that the Cwm Taf region is currently entering a period of significant change, and opportunity. There is significant investment proposed over the next 2-5 years via Welsh Government intervention through a range of initiatives such as Valleys Regional Park, South Wales Metro, Valleys Task Force, and the dualling of the A465. These initiatives have and will continue to be bolstered by significant private sector investment via organisations such as Bike Park Wales, Rock UK and Zip World. The latter has contributed £251 million to the local economy of North Wales and has a local staff make up of 93.3%.
- 5.3 Both RCTCBC and MTCBC recognise that in order to maximise the benefits that the emerging sector has, a joint approach is essential as many of the visitors to attractions within the region have no knowledge or interest in local authority boundaries and a consistent / quality offer is something that both need to subscribe to. The tourism sector forms a key component of the foundational economy and we now collectively have the opportunity to constructively and methodically research, better understand, plan, encourage, support & build a more robust tourism sector.
- 5.4 The joint proposal will afford the region a dedicated resource for 15 months (January 2020 – March 2021) whose tasks will include:
- Undertaking relevant research in terms lessons learned from elsewhere in Wales and beyond (For example North Wales – Economic impact that ZIP has had / Black Country / other post-industrial areas with similar demographics).
 - Reviewing existing partnerships across the region with a view to enhancing or creating new that are more fit for purpose.
 - Collaboration across the region from a public, private and voluntary perspective.
 - Developing a broad understanding of key local supply chains that directly and indirectly contribute to the sector.
 - Hosting a series of regional events and engagement activities with key stakeholders across the region to gain a more in-depth understanding of what the key skill gaps are in relation to the hospitality/tourism sector linking in with local employment initiatives / SME's / Colleges and Schools.
 - Identifying and recommending delivery mechanisms and models relating to the employment and supply chain agendas.
- 5.5 It is anticipated that RCTCBC will host the position and that the post holder will feed directly into the Cwm Taf Public Services Board 'Building a Strong Economy Tourism and Leisure Group'.

6.0 EQUALITY AND DIVERSITY IMPLICATIONS

- 6.1 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.

7.0 CONSULTATION

- 7.1 None required at the application stage.

8.0 FINANCIAL IMPLICATION(S)

- 8.1 There is no match funding requirement, however RCTCBC and MTCBC have each agreed to contribute £5,000 to accommodate any additional research that may need to be commissioned by as part of the proposal. This amount will be accommodated from within existing resources.

9.0 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 9.1 There are no legal implications or legislation to be considered at the application stage.

10.0 LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT

- 10.1 The proposal contributes heavily towards the goals of the Well-being of Future Generations Act, in particular the economic well-being of Wales - supporting the delivery of a prosperous Wales and a more resilient Wales.
- 10.2 The proposal makes a positive contribution towards the Council 2016-2020 Corporate Plan priorities – Economy – Building a strong economy, People – Promoting Independence and positive lives for everyone, Place – Creating Neighbourhoods where people are proud to live and work.

11.0 CONCLUSION

- 11.1 The Foundational Economy Challenge fund provides an opportunity for RCTCBC to gain further in depth and invaluable insight of both the social and economic benefits that the tourism and hospitality sector can have across the Cwm Taf region.

Other Information: -

Relevant Scrutiny Committee

Finance and Performance Scrutiny Committee

Contact Office: Derek James Tel: (01443) 281115