

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

Penderfyniad Allweddol | Key Decision ✓

PWNC | SUBJECT:

Welsh Government's Town Centres Business Fund

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 Prosperity and Development as below.

The purpose of the report is to:

- Seek approval for Rhondda Cynon Taf Council to accept Welsh Government's (WG) offer letter in relation to Transforming Town Centres Business Fund and Creative Hub ("the Fund") dated 15th July 2021.
- Provide details on the Fund and its operation across South East Wales.
- Propose that Rhondda Cynon Taf Council act as Lead Body for the coordination and monitoring of the scheme on behalf of the other local authorities in South East Wales.

PENDERFYNIAD WEDI'I DDIRPRWYO | DELEGATED DECISION:

It is AGREED that:

- The Council accepts Welsh Government's Offer Letter in relation to the Fund.
- Eligible projects be developed and delivered in Rhondda Cynon Taf's key town centres in line with the agreed criteria of the Fund.
- The Council acts as Lead Body and that additional costs to the Council in this role are top sliced from the total grant.
- The Council devolve conditions of the grant offer to the participating South East Wales Local Authorities by way of a Service Level Agreement.



Llofnod y Prif Swyddog
Chief Officer Signature

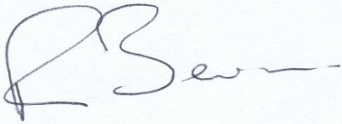
Chris Bradshaw
Enw (priflythrennau)
Name (Print Name)

05.08.21
Dyddiad
Date

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.

YMGYNGHORI | CONSULTATION



05.08.21

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

DYDDIAD | DATE



05.08.21

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:

NAC YDY | NO

Rheswm dros fod yn fater brys | Reason for Urgency:

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:

.....
(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.

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:- 05.08.21

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 the implementation date will be

11.08.21

DYDDIAD / DATE

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

Rhagor o wybodaeth | Further Information:

Cyfadran Directorate:	Prosperity and Development
Enw'r Person Cyswllt Contact Name:	Simon Gale
Swydd Designation:	Director of Prosperity and Development
Rhif Ffôn Telephone Number:	01443 281114

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

KEY DELEGATED DECISION

**A REPORT TO ACCOMPANY A DECISION OF THE DIRECTOR OF
PROSPERITY AND DEVELOPMENT**

AUGUST 2021

WELSH GOVERNMENT'S TOWN CENTRE BUSINESS FUND

AUTHOR: Derek James - Service Director for Prosperity and Development

1 PURPOSE OF THE REPORT

- 1.1 To seek approval for Rhondda Cynon Taf Council to accept Welsh Government's (WG) offer letter in relation to Transforming Town Centres Business Fund and Creative Hub ("the Fund") dated 15th July 2021.
- 1.2 Provide details on the Fund and its operation across South East Wales.
- 1.3 To propose that Rhondda Cynon Taf Council act as Lead Body for the coordination and monitoring of the scheme on behalf of the other local authorities in South East Wales.

2 RECOMMENDATIONS

It is recommended that:

- 2.1 The Council accepts Welsh Government's Offer Letter in relation to the Fund.
- 2.2 Eligible projects be developed and delivered in Rhondda Cynon Taf's key town centres in line with the agreed criteria of the Fund.
- 2.3 The Council acts as Lead Body and that additional costs to the Council in this role are top sliced from the total grant.
- 2.4 The Council devolve conditions of the grant offer to the participating South East Wales Local Authorities by way of a Service Level Agreement.

3 REASON FOR RECOMMENDATION

- 3.1 Welsh Government invited the Council to submit an application, on behalf of the South East Wales Region, outlining the regional priorities for the Fund.
- 3.2 The town centres in Rhondda Cynon Taf have suffered unprecedented disruption throughout 2020 and 2021 mainly due to flooding and Covid-19. With Welsh Government support, it is recognised that providing an offer of

revenue funding, to complement ongoing capital investment, for town centre regeneration to support an increase in footfall and vibrancy within town centres is a highly positive and welcome approach.

- 3.3 The project will complement the regional approach to regeneration, business support and investment in South East Wales and will operate within the framework of existing regional structures including those established by the CCR through collaborative working arrangements between local authorities.

4 BACKGROUND

- 4.1 Welsh Government has made available revenue grant funding, for one-year 2021/22, to support the Transforming Towns initiative. The Fund is intended to contribute to activities that will increase footfall and vibrancy in town centres. There was also additional funding for the piloting of creative hubs.
- 4.2 The purpose of the Fund is to support increased footfall and add value to already existing investment within the location such as the Transforming Towns Place Making Grant, BIDs and Meanwhile projects.
- 4.3 On the request of WG and the other South East Wales authorities, the Council submitted an application for the Fund. Consequently, Welsh Government approved a funding offer of up to £1,166,000 and £150,000 Creative Hub funding which is available until March 2022. The grant will support up to 100% of eligible project costs.

5 DETAILS OF THE TRANSFORMING TOWNS BUSINESS FUND

- 5.1 The Application to Welsh Government outlined four priority areas for the Fund, which are listed below:
- Meanwhile Uses – support a programme of meanwhile use pilots in town centres, that are underpinned by established best practice techniques and lessons learned from existing schemes.
 - Events and Marketing – Support focussed and targeted marketing activities to encourage and support growth in footfall in towns during the Covid recovery period 2021/22. This will be closely aligned with planned events in town and city centres.
 - Digital Trading and local approaches – support for piloting new approaches to local digital trading with associated training to upskill businesses who wish to take advantage of these new approaches.
 - Cultural / Creative Hubs – support a pilot to create a town or city centre hub.
- 5.2 Understanding what works best where will be a key outcome of delivering this programme of activity. Sharing emerging good practise and understanding

what does not work so well on a regional basis will be important for the project partners. This will inform the exit strategy from this element of funding into further future activity.

- 5.3 The other local authorities and Welsh Government have requested that Rhondda Cynon Taf act as Lead Body to manage and coordinate the Fund. This is because of the knowledge and experience the Council has of managing similar projects and programmes. The Council will monitor delivery across the Region to ensure it is delivering to targets and provide reports and financial claims to Welsh Government and make payments to the respective authorities. Once projects are approved, the responsibility for managing the projects and grants in the individual areas will sit with that local authority.
- 5.4 Each local authority will be legally and financially accountable for all local delivery which will be enforced by a Service Level Agreement, which will be drafted by the Council.
- 5.5 The Lead body role will be led by the Regeneration Service supported by colleagues in Finance, Legal and Procurement. A management fee is available to be top sliced from the funding to cover all additional costs borne by the Council in administering the project.
- 5.6 In Rhondda Cynon Taf the project will operate in key town centres. A pipeline of potential projects is currently being assembled which will support ongoing regeneration in the area.

6 BENEFITS AND IMPACT

- 6.1 The anticipated outcomes of this project will contribute towards more resilient town and city centres with increased footfall. The application outlines several anticipated outcomes. These include reduction in number of empty properties, increase in town centre footfall, increase number of businesses with online presence.

7 EQUALITY AND DIVERSITY IMPLICATIONS / SOCIO-ECONOMIC DUTY

- 7.1 There is no requirement for an Equality Impact Assessment or Socio-Economic Analysis for the purposes of this report but on a project basis the requirements for assessments will be met at the appropriate stages of project development.

8 WELSH LANGUAGE IMPLICATIONS

- 8.1 There is no requirement for a Welsh Language Impact Assessment with this report although on a project basis Welsh Language Impact Assessments will take place as part of the project development process.

9 CONSULTATION

- 9.1 Relevant service areas within the Council have been consulted, in particular, Finance and Legal Services. The development and delivery of individual projects will be subject to the appropriate consultation and statutory requirements.

10 FINANCIAL IMPLICATIONS

- 10.1 There are no new financial resource requirements as a result of the proposals set out in this report.

11 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 11.1 Discussions have taken place with Legal Services and Finance to consider the legal implications. It is still considered that the arrangements and terms and conditions of this funding may be administered under the Council's lawful powers.
- 11.2 In addition, a Service Level Agreement will be put in place between the Council and each of the other participating local authorities in South East Wales. This will pass on the accountability, risk and responsibility for the local delivery of projects to each of the participating local authorities and will also govern the grant monitoring and claim process. The SLA will also pass on all relevant Welsh Government grant terms and conditions that sit within the grant approval.

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

- 12.1 The successful delivery of the project will contribute to the Enabling Prosperity priority within the 2020-2024 Corporate Plan; making our town centres great places to live, work and socialise. The project also contributes toward the Well-being goals of the Well-being of Future Generations Act, in particular 'A Prosperous Wales' - an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work. Also, a Wales of Cohesive Communities – supporting connected communities, allowing them to be well-connected and safe.

13 CONCLUSION

- 13.1 The town centres in Rhondda Cynon Taf have suffered unprecedented disruption throughout 2020 and 2021 mainly due to flooding and Covid-19. With Welsh Government support, it is recognised that providing an offer of revenue funding, to compliment ongoing capital investment, for town centre

regeneration to support an increase in footfall and vibrancy within town centres is a highly positive and welcome approach.