

**SUBJECT:** Proposed Funding for Team Abergavenny

**MEETING:** Cabinet

**DATE:** 7<sup>th</sup> October 2015

**DIVISION/WARDS AFFECTED:** Grofield & Priory Wards

**1. PURPOSE:**

To recommend to members that £30,000 is allocated to Abergavenny Town Team to undertake capital projects to enhance Abergavenny town centre in preparation for the National Eisteddfod in 2016.

**2. RECOMMENDATIONS:**

**2.1** That Cabinet agrees to recommend to Council that the sum of £30,000 is allocated to the Capital Programme to support the work of Abergavenny Town Team in improving and enhancing the town centre environment and offer in preparation for the National Eisteddfod in 2016.

**2.2** The £30,000 is allocated to the development of activities within the following themes:

- To promote local food & drink produce.
- To encourage repeat visitors by enhancing the visitor experience.
- Promote Abergavenny as an events town.

**2.3** The allocation of the £30,000 funding to support specific projects and activities be delegated to Bryn y Cwm Programme Board, who will be required to ensure that the projects are viable, meet deliverable outcomes and have been market tested. The Programme Board will be responsible for monitoring agreed projects both in terms of outcomes and financial prudence.

**3. KEY ISSUES:**

**3.1** Council took the decision in February of this year to rescind the decision to build a new library in Abergavenny. In addition they agreed *that Cabinet recommend to Council specific capital budgets to develop a Community Hub along with projects to improve the public realm that supports regeneration of the town centre (the Better Bryn Y Cwm Plan) from the funding released.*

- 3.2 The decision released a sum of £3.433 million back into the capital programme for capital projects. The Community Hub project is being developed and will be reported back to members by the end of the calendar year.
- 3.3 As members will be aware the Council has been working with community stakeholders on the implementation of the Better Bryn y Cwm plan through the Whole Place team and the Bryn y Cwm Programme Board. Team Abergavenny has been formed by the community to work on the development of the Town Centre regeneration theme contained with the aforementioned plan.
- 3.4 Team Abergavenny is made up of volunteers who have a breadth of experience working within both the private and public sectors. Whilst they are committed to improving the town centre, they do not have any funding to commence their activities. They have therefore requested an allocation of £30,000 to support the development of three themes of activities:
- To promote local food & drink produce.
  - To encourage repeat visitors by enhancing the visitor experience.
  - Promote Abergavenny as an events town.
- 3.5 Team Abergavenny have developed an action plan to support these themes which identifies the capital projects and indicative spend. At this stage however, these are provisional figures as the projects will need to be finalised and tenders sought. The projects currently proposed are:
- Purchase of stalls, marquees, staging and technical equipment to facilitate events to support the foodie destination offer.
  - Undertake a refurbishment of the existing street scene to enhance the visitor experience. This will focus on street furniture, planters etc. to supplement the public realm work being undertaken by Highways.
  - Develop an events programme and acquire the necessary equipment which will then become a shared resource for all community groups to access, reducing their costs and developing a shared knowledge base.
- 3.6 Given that these are at this stage fledgling ideas, it is proposed that the Council agrees to the allocation of the £30,000 to Team Abergavenny to support the three themes outlined in 3.4. The allocation of the £30,000 to specific projects be delegated to the Bryn y Cwm Programme Board, who will be required to ensure that the projects are viable, meet deliverable outcomes and have been market tested. The Programme Board will be responsible for monitoring agreed projects both in terms of outcomes and financial prudence. This will align with the proposals of the community governance review and support local decision making and accountability.

#### **4. REASONS:**

- 4.1 The town centre regeneration strand was identified as a key priority by the local community and forms one of the four strands within the Better Bryn y Cwm document. Team Abergavenny is a community initiative established to work with businesses and the community to improve the town centre offer for both residents and visitors.
- 4.2 The loss of the Business Improvement District vote has removed the potential for businesses to develop their own projects to enhance the town centre, as a result there is now even more need for Team Abergavenny to undertake this role. They however, do not currently have access to funding streams and unlike Caldicot Town Team; they do not have the benefit of S106 contributions to support their work. The Town Teams proposals are fully in accord with Councils February decision to invite “*projects to improve the public realm that supports regeneration of the town centre.*”
- 4.3 The Whole Place team will work with Team Abergavenny to prepare their proposals and develop agreed projects to ensure that they are financially and legally compliant as well as developing the knowledge base within the local community.
- 4.4 The National Eisteddfod will provide an opportunity to showcase Abergavenny through the extensive media coverage associated with the event. Team Abergavenny have stepped forward to lead specific projects designed to improve both the appearance and the offer which will improve the visitors experience and encourage return visits.
- 4.5 Delegating the approval of decisions on the projects selected will enable transparent local governance, streamline the decision making process and align with our Whole Place and proposed Community Governance strategy.

## **5. RESOURCE IMPLICATIONS:**

- 5.1 It is proposed that a £30,000 capital fund be established from the £3,433,000 set aside as a result of the decision to not proceed with the new library building in Abergavenny. This £30,000 would be set aside for Team Abergavenny to undertake capital projects as approved by the Bryn y Cwm Programme Board.

## **6. SUSTAINABLE DEVELOPMENT AND EQUALITY IMPLICATIONS:**

- 6.1 The significant equality impacts identified in the assessment (Appendix B) are summarised below for members’ consideration:

**7. SAFEGUARDING AND CORPORATE PARENTING IMPLICATIONS**

There are no safeguarding or corporate parenting implications arising from this report.

**8. CONSULTEES:**

All Cabinet Members  
Leadership team  
Head of Legal Services

**9. BACKGROUND PAPERS:**

None

**10. AUTHORS:**

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**11. CONTACT DETAILS**

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