



Ref No:
(office use
only)

**Vale of Glamorgan Council
External Funding Steering Group**

**Proforma seeking authorisation to progress with
External Funding Application**

Please complete all questions as fully as possible but restrict answers to a maximum of 150 words (unless otherwise specified).

Please note this proforma is in respect of all capital bids regardless of their value and revenue competitive applications made by the Council where the grant sought is in excess of £50,000 and the Council is primary recipient of the grant with the exception of transport grants. The level of detail required to address the proforma will be commensurate with the amount of grant being sought. Limited additional background papers can accompany a proforma application, for example an evaluation report of a previous project, which has informed the application under consideration. Background papers in respect of financial calculations will be required to enable financial accountants to check calculations.

The proforma will be used by the External Funding Steering Group to evaluate the relative priority of potential bids to support the delivery of the Council's key actions or strategic priorities. Applicants are advised to refer to the published timetable regarding the deadline for return of proforma.

Applicants are advised to read the Council's External Funding Framework and Financial Procedure Note - Grant Funding before completing the proforma.

- | | | | |
|--|--|--------------------------------------|------------|
| 1 Project Title: | Maximising the Employment Potential of the Glamorgan Heritage Coast. | | |
| 2 Grant Awarding Body and Name of Fund e.g. National Lottery – Heritage Lottery Fund. | Coastal Communities delivered by Big Lottery Fund on behalf of UK government and the devolved administration of Wales. | | |
| 3 Project Manager: | Phil Chappell – Principal Rural Regeneration Officer | | |
| 4 Anticipated Project Start Date: | 01/01/2015 | Anticipated Project End Date: | 30/12/2016 |

5 Contextual

We have been invited to complete an application for Coastal Communities Fund to bid for £224,759.00 funding towards a project on the Heritage Coast. This will be match funded by the current Rural Development Plan (RDP) programme.

6 Project Description:

a) Please give a short description of your project (maximum 100 words)

To encourage the development of new businesses along the entire Vale of Glamorgan Heritage Coast, focusing on capital improvements at Dunraven Bay as a hub. This project would add value to a planned investment of over £250,000 into new coastal interpretation, walking promotion, sense of place and the piloting of new coastal activities under the current RDP programme. This project will create 16 direct and 20 indirect jobs.

To include:

- (1) Glamorgan Heritage Coast Coastal Activities Development Officer to support the expansion and creation of micro enterprises within the Glamorgan Heritage Coast area.
 - (2) Creation of business storage units for off and on shore activities such as paddle boarding, kite surfing, surfing, Beach schooling, kayaking.
 - (3) Accessible wheelchairs.
 - (4) Repair of slipway at Dunraven Bay (derelict for over 10 years) to allow access for activities listed above, along with making the beach accessible to wheelchairs.
 - (5) Implementation of interpretation recommendations listed as part of the recently commissioned Glamorgan Heritage Coast Interpretation Plan.
-

b) Please explain why external funding is required including any staffing implications of not applying for and receiving the funding.

2012 research commissioned by Creative Rural Communities showed a poor awareness of the Glamorgan Heritage Coast amongst visitors to the area. This project aims to develop environmentally and economically sustainable economic activities and employment around the area of the Glamorgan Heritage Coast and linked to the Wales Coast Path.

This stretch of coastline is a hidden gem and undoubtedly the least exploited in Wales. It lies within 30 mins of Cardiff.

This project would support that development of opportunities alongside the work already being funded to raise the awareness of this spectacular stretch of coastline.

Whilst the Rural Development Programme has undertaken work to assist in this task we have identified a gap that we are not able to fund currently. Therefore the Coastal Communities bid would allow us the ability for this work to take place without it the project will not take place and there is a missed opportunity to create jobs in the area.

c)

Who will benefit if funding is obtained? Please be specific (age, location etc.)

Communities will benefit from the following as a result of the project:

- Greater employment opportunities within communities along the Glamorgan Heritage Coast
- More resilient rural economy
- More resilient sustainable businesses
- Better buying power from businesses
- More attractions and activities along the Glamorgan Heritage Coast
- An increase in physical activity for local residents
- Increased number of visitors spending money in the communities
- More sustainable local services such as transport and local pubs, which will be supported by the additional visitors to the area
- New business opportunities such as walkers accommodation, transportation of equipment and hospitality
- Public rights of way network will benefit from a greater use of the coast path, keeping paths clear
- Safeguarded existing hospitality and service sector jobs
- Walking organisations will see an increase in walking
- More consumption of local products and raising of the area's profile.
- Conservation projects will see a greater awareness amongst the general population on biodiversity, the environment, geology and conservation of the coastline
- Communities will be empowered to market themselves as destinations
- We have witnessed a snowball effect in some communities when projects like this progress. E.g. Farmer diversifies > pub opens shop > Pub starts selling takeaway pizza > Pub employs more people > Pub holds festival > Tour guides begin to see pub and site as viable stop off point. Small investments and support on issues such as planning and licensing make a huge difference to micro businesses.

**7 Employment of Staff
New Staff Not on Current Establishment**

- a) Please complete the table below if any of the grant will be used to employ **new** staff. When calculating the project costs remember to include the Employee administration costs which will be chargeable by the Directorate of Finance, ICT and Property (£89.68 chargeable in 09/10) and include any redundancy costs.

Job Title	No of staff	Type of post (e.g. part time permanent (pt/p), p/t temporary (pt/t), f/t permanent (ft/p), full time temporary (ft/t)	Anticipated Start Date	Anticipated End Date
b) Glamorgan Heritage Coast Coastal Activities Development Officer	1	ft/t	September 2015	September 2016
c)				

Will the Vale Council be the employer for the staff identified above?

Yes	X
No	

d)

If not, who will be the employer and what will be the relationship between the Council and the employing organisation.

e)

If it is proposed the Council will be the employer of the new staff, please provide details to confirm the grades set are appropriate and in line with job evaluation.

This is a new job so the job description will be sent to Job Evaluation prior to recruitment however we believe it is in line with H salary band.

Existing Staff to be funded from the Grant

Job Title	No of staff	Type of post (e.g. part time permanent (pt/p), part time temporary (pt/t), full time permanent (ft/p), full time temporary (ft/t)	Anticipated Start Date	Anticipated End Date
N/A				

8 List the expected outputs and outcomes and link to the relevant section in Service Plans/Corporate Plan/Community Strategy. For example, link with specific corporate/strategic actions.

Outputs:

The project aims to create 16 direct jobs, 20 indirect jobs and safeguard 20 other jobs.

Outcomes:

This project in line with the Vale of Glamorgan Council Community Strategy will lead to:

- Increased private sector investment
- Increased and more sustainable employment opportunities.
- Sustainable and diversified businesses in the rural Vale
- The Vale attracts more visitors and investment boosting the local economy

The Local Rural Development Strategy 2008-2013 specifically lists the Glamorgan Heritage Coast as an opportunity area for economic development. Walking is also listed by the board as the top priority in the County for tourism.

This officer will seek to exploit opportunities for business from the coast path and activities along the coast. The multi sector Rural Partnership has diverted a significant % of its Axis 3 & 4 funding into exploiting economic opportunities from walking and the GHC. This project will further develop those already built upon.

It will also be in line with the Council's Destination Action Plan by helping to - *Develop niche products (e.g. walking, water sports, heritage, well-being, food and music) that are creatively packaged and promoted and provide more reasons to visit the Vale*

9 Please outline consultations undertaken to support your application including with other departments/partners and appropriate Ward Member(s)

Cllr Lis Burnett as our cabinet member is fully supportive of this bid.

This project is working collaboratively with a host of council departments including Heritage Coast Rangers, Tourism team and Rights of Way Team.

Discussions are ongoing between Development and Visible Services regarding an appropriate and sustainable way forward for the slipway. We are currently in discussions with Visible Services about the slipway.

- 10 If the grant involves issues associated with land, property or buildings please outline discussions with the estates team and the asset management team and provide details of any property and estate issues associated with the project.**

We are working with Dunraven Estate on this project as they are the landowners for the site. They are fully supportive of this bid.

- 11 Funding: Applicants are advised proforma will be copied to relevant financial accountants to check calculations. Therefore background papers will be required providing a breakdown of costs. Please remember to include any recruitment/employee administration costs, audit costs etc.**

Total Revenue Cost: £281,759	Revenue Grant required¹ £126,759	Total Revenue Match Funding: £155,000
--	---	---

Total Capital Cost: £198,000	Capital Grant required² £98,00	Total Capital Match Funding: £100,000
--	---	---

- 12 Match Funding:**

Please identify source(s) and amount(s) of match funding indicating whether the match funding is capital or revenue. If funding has not yet been secured, please indicate when this will be confirmed.

Name of Organisation	Amount	Date when this was/will be confirmed
Rural Development Programme	£155,000 Revenue	Secured
Rural Development Programme	£100,000 Capital	Secured

- 13 Details of an exit/forward strategy³**

All Council applications must conform to the Grant Funding Financial Procedure Note and include an exit /forward strategy. This must demonstrate that either:

- The project and its costs cease at the end of the grant and any 'exit costs' are included in the bid, or
- That alternative arrangements for funding can be made that do not call upon Council funding/or Council approval to pick up ongoing revenue costs.

¹ This relates to revenue funding being requested from the bid under consideration.

² This relates to capital funding being requested from the bid under consideration.

³ Applicants should indicate the impact on service provision following the end of the funding.

The Officer role is designed to be a short term contact post to assist new businesses to set up activities on the Heritage Coast.

The slipway and rental storage units have the potential to raise revenue for the site therefore will need no long term funding.

14 Please tick to confirm you have considered the Councils corporate policies and procedures including:

Sustainability issues	X
Procurement strategy	X
Financial procedures	X
Equalities policies	X
Recruitment & selection policy	X
Corporate health & safety policies	X
Welsh language scheme	X
Risk Management strategy	X
Retention schedule	X

15 Identify any onerous or unusual grant conditions and circumstances when grant claw back may be invoked.

N/A

Declaration: I declare that to the best of my knowledge all information provided above is correct.

Signature:

Date:

Name:

Position in Organisation:

Please return an electronic and hard back version of your completed Proforma to: Helen Moses

Strategy and Partnership Manager

Vale of Glamorgan Council

1st Floor, Fire Station,

Barry Fire Station

Port Road West

Barry

CF62 3AZ

Tel: Fax: 01446 731628 E-mail: hmoses@valeofglamorgan.gov.uk

This proforma should only be used by officers seeking authorisation to submit applications for external funding. The proforma will be used by the External Funding Steering Group to evaluate the relative priority of potential bids to support the delivery of the Council's key actions or strategic priorities in light of competing Council resources. **Please refer to the published timetable regarding deadlines for the return of proforma. This proforma may be attached to Cabinet reports requesting approval to submit external funding applications.**

The External Funding Steering Group has agreed to implement the External Funding Framework in stages and therefore proforma should only be completed, at present, in respect of:

- All Capital bids regardless of their value and revenue competitive bidding applications made by the Council where the grant sought is in excess of £50,000 and the Council is primary recipient of the grant with the exception of transport grant.