

## **DECISION NOTICE OF AN INDIVIDUAL MEMBER OF GWYNEDD COUNCIL CABINET**

**DATE OF DECISION 1 November 2023**

**DATE DECISION PUBLISHED 1 November 2023**

**DATE DECISION WILL COME INTO FORCE** and implemented,  
unless the decision is called in, in accordance with section 7.25 of  
the Gwynedd Council Constitution 8 November 2023

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Cabinet Member: Councillor Nia Jeffreys, Cabinet Member for Economy and Community

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### **SUBJECT**

**The implementation of the Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance Project**

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### **DECISION**

The implementation of the Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project, which has received a funding agreement of £1,864,500 of the UK's Shared Prosperity Funding to include the components included in Appendix 1

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### **REASON WHY THE DECISION IS NEEDED**

Please see attached Officer Report

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### **DECLARATIONS OF PERSONAL INTEREST AND ANY RELEVANT DISPENSATIONS APPROVED BY THE COUNCIL'S STANDARDS COMMITTEE**

None

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### **ANY CONSULTATIONS UNDERTAKEN PRIOR TO MAKING THE DECISION**

Consultation with  
Gwynedd Council Statutory Officers

The results of the consultations are reported upon in the attached report

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**DECISION NOTICE OF AN INDIVIDUAL MEMBER OF CYNGOR GWYNEDD CABINET  
OFFICER REPORT**

Name and title of the Cabinet Member:	Councillor Nia Jeffreys
Name and title of the report author:	Esyllt Rhys Jones Regeneration Programmes Manager
Date decision taken:	1 November 2023
Signature of the Cabinet Member:	

**SUBJECT: The implementation of the Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance Project**

**Recommendations for the Decision:**

1. The implementation of the Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project, which has received a funding agreement of £1,864,500 of the UK's Shared Prosperity Funding to include the components included in Appendix 1.

**Reasons why the Decision is needed:**

At the Cabinet [meeting on 20 July 2023 \(item 5\)](#), it was agreed to commit a total of £21,352,966 from Gwynedd's allocation of the UK's Shared Prosperity Fund to 38 schemes. The successful projects included Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance.

The funding agreement has been received. A decision is needed to confirm the Council is accepting the proposed package of components within this project.

In developing the Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project a scoping exercise was undertaken throughout the

Council's Services in the form of an invitation from for initial ideas and discussions with Heads of Services and Managers within Departments.

This scoping exercise has been taken several aspects into consideration, such as the outcomes of the Ardal Ni consultations, the geographical location of projects and the ability to offer a range of varied projects through Gwynedd. As the Shared Prosperity Fund's timeframe for spending the funding is so tight, with a requirement for all funding to be spend by December 2024, the feasibility of spending and the maturity of projects were the main considerations in order to maximise the benefit and the investment in the County and to reduce the risk of the losing the funding.

The table in Appendix 1 provides a summary of the projects that are included in the Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project.

The Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project is one project within a wider programme of interventions by the Council to regenerate our towns. The project adds value to other projects which are supported through the Shared Prosperity Fund such as the grants to support businesses and especially the grants to improve properties within town centres.

The project also adds value to a range of other projects that are supported through other funding sources such as Transforming Towns, Welsh Government's regeneration programme, the Levelling Up and the Llewyrch o'r Llechi project which is implemented in the communities of Blaenau Ffestiniog, Bethesda and Llanberis as well as the Council's own projects such as Clean and Tidy Communities and the Sustainable Visitor Economy Plan.

### **Reason and justification behind the Decision:**

'Regenerating Communities and Town Centres' is one of the projects included in the Prosperous Gwynedd priority within [The Cyngor Gwynedd Plan 2023-28](#).

The Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project is a key component of a wider package of projects and programmes to improve the County's town centres.

The project includes a range of interventions to improve the condition of town centres whilst establishing the foundations for future investment and pride by investing in the town's basic facilities.

**Declarations of personal interest by any Cabinet Member consulted with and any relevant dispensations approved by the Standards Committee:**

None.

**Any consultations undertaken prior to making the decision:**

Head of Finance

I can confirm that the sum of £1,864,500 set out in this decision notice is consistent with the amount earmarked for this project by Cabinet at its meeting on 20 July 2023. Officers from the Finance Department will undertake monitoring of the expenditure in this area in accordance with normal arrangements. I have no objection to the allocations noted in the Appendix.

Monitoring Officer:

No observations to add in relation to propriety

Local Member(s):

Not a local matter.

## Appendix 1 - Town Centres: Investing in the Foundation for Future Investment, Pride and Vibrance project

	Project	Value
<i>Projects in more than one town</i>		
	Buy Local Campaign	£45,000
	Upgrading of the County's benches and bins	£70,000
	Community Safety (Bangor, Caernarfon and Pwllheli)	£456,271
	Creative Projects (to include art installations and vinyl)	£200,000
	Vinyl project for the towns within the catchment of the Llŷn ac Eifionydd Eisteddfod Genedlaethol	£10,000
	Research into the baseline information of town centres	£20,000
<i>Projects in specific towns</i>		
<i>Pwllheli</i>	Upgrading North Quay	£175,000
<i>Porthmadog</i>	Physical improvements to the main component towns of the World Heritage Site (signage, artwork and infrastructure) **	£175,000
<i>Penygroes</i>	Gwelliannau ffisegol i brif drefi cydrannau Safle Treftadaeth y Byd (arwyddo, celf ac isadeiledd) **	£175,000
<i>Tywyn</i>	Gwelliannau ffisegol i brif drefi cydrannau Safle Treftadaeth y Byd (arwyddo, celf ac isadeiledd) **	£175,000
<i>Bangor</i>	Cynllun arwyddo yng nghanol y Ddinas *	£46,000
<i>Cricieth</i>	Uwchraddio ardal Y Maes	£33,584
<i>Dolgellau</i>	Uwchraddio Tŷ Siamas	£25,000
<i>Rhaqbaratoi Cynlluniau Strategol</i>		
	Astudiaeth Ardrawiad Economaidd Canolfan Iechyd a Lles Bangor	£15,000
	Astudiaeth Dichonoldeb Ardal Pen Llyn, Cei Llechi a Oriel Pendeitch Caernarfon	£150,000
<i>Rheolaeth a Gwerthuso</i>		
		£93,645
<b>CYFANSWM</b>		<b>£1,864,500</b>

\* cynllun yn cydaruannu cyllid Trawsnewid Trefi

\*\* gwaith yn ychwanegu gwerth at welliannau yng nghydrannau Dinorwig, Ogwen a Ffestiniog sydd yn cael eu hariannu drwy gynllun Llewyrch o'r Llechi (Cronfa Ffyniant Bro)