

Pen y Cymoedd Community Fund Prospectus

The Community's Vision – What's in it for you?



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1. About the Fund

The Pen y Cymoedd Community Fund represents direct **local community investment** from the Pen y Cymoedd Wind Energy Project into the area hosting the project in the upper Afan, Cynon, Neath and Rhondda Valleys.

The fund will be the largest wind energy community fund in the UK, making available around £1.8m annually for the operating life of the wind farm of around 20 years. It will be launched when the wind farm starts operating towards the end of 2016 or early 2017.

Vattenfall is responsible for establishing an independent vehicle to manage the fund for the long term. Following a two year conversation with the community in which more than 3000 residents, groups and organisations were involved, a vision for the fund has been shaped which will guide all efforts to put in place the best possible funding vehicle that can serve the community for the long term.

It is their vision, their priorities, their fund.

2. How to use this prospectus

This prospectus describes the vision in detail, and highlights the ambitions and priorities of the community.

It is aimed at individuals, groups, organisations, companies and partnerships who think they can contribute to delivering the needs and opportunities that have been highlighted by the communities of the Upper Neath, Afan, Rhondda and Cynon Valleys.

This is the first edition of this prospectus. Our aim is to build it into a resource that's as useful as possible to persons interested in applying to the fund. Where we already know of plans or resources that might be useful, we have referenced them. We will add to this, and grow this part of the prospectus through our discussions with you. If you are aware of useful information or plans that others might find useful, please let us know at penycymoedd@vattenfall.com.

3. Setting the Vision

Over more than two years, the community hosting the wind farm have been considering the question:



What could this fund do to bring real benefit to the local area?

This Vision is the communities' own work and creation. It is not something that others have decided will be good for them.

The people who have been involved in drawing up the vision are local experts: they live and work here; they know and use the services and area; they understand the area and its assets and also the gaps in what's available and opportunities for filling those gaps.

They are both service users and providers. Through the process, they have identified many diverse opportunities for improving the area's offer for people who live, work, do business, learn and play in the area.

Watch an animated film, for an overview of the community vision, at: http://bit.ly/PyCCommunityFundVision

This vision is essentially the work programme that the community has set for the fund.

4. Delivering the Community's Vision

The decisions to be made when the fund starts work are not **what** is needed in the area – only projects that can contribute to realizing the vision set by the community are eligible to apply for Pen y Cymoedd Community Benefit Funding – but **how** best to deliver the community vision?

5. The fund's way of working

To ensure the fund is always focused during its lifetime on delivering to the community vision, not just during the allocation of the first round of funding, it will work in a new way.

A new, independent body will manage the fund, and will continue to engage widely with the community, making sure the vision and purpose of the fund stays relevant to the interests and needs of the local community. The body will be expected to continue to engage and involve the community through every stage of the process – the community will know where money is being spent, why, and what is achieved. In light of this learning, the community will work with the new body to consider future spending plans to make sure that the funding continues to get better at meeting community needs.

The new body's work will be to make sure the community remains in the driving seat, by:

 \checkmark overseeing the fund to deliver the community's vision



- ✓ making sure the direct local community investment brings maximum benefit to the area, i.e. is well spent, targeted towards projects and activities that offer the community good value for money and a good return on their investment.
- ✓ making sure the projects supported by the fund, keep money in the local area, drive local development, and
- ✓ ensuring that new projects learn from those supported by earlier rounds of funding.

To do this the new body will measure what the projects are doing to meet the community's needs as described in the vision. They will know:

- \checkmark how the money's been spent
- ✓ what it has achieved
- ✓ what benefits have occurred
- ✓ how to influence future decision making to build on successes, ensuring more, better projects come to life.



6. Thinking about your funding needs...two ways to deliver

To ensure the right kind of funding is available for the great number of different projects, enterprises and businesses that will contribute to realising the community Vision, two main types of support will be available:

The 'Micro' Fund

This Fund will be open to applications for one-off grants of up to £5,000 to support important aspects of community life. These could include, for example: buying small items of equipment; minor capital works; activities, events and projects; start-ups; training courses; pilot projects.



The Micro Fund cannot support ongoing costs and applicants should not expect to apply every year. You should be able to demonstrate that you are working towards making your activity sustainable.

This Fund will be reviewed after three years to check how it has performed, if it is being used effectively and if it is delivering good value for money for the community.

The 'Vision' Fund

The "Vision" Fund will be focused on identifying and supporting projects that contribute to delivering the community's vision.

It will be flexible, and will encourage applicants to have considered **all** possibilities for funding a sustainable project. During local door to door surveys, there was a desire from the wider community for the fund to look beyond grant funding. Applicants will be expected to have considered exactly what type of funding they need and be able to justify it.

Applicants will need to show their venture:

- benefits the community by helping to address over the long term, one or more of the priorities described in the vision
- is sustainable planning for the long term, and for success, growth and maximising value and benefits.
- represents value for money
- has a clear and convincing business plan
- is the very best project it could be

It will be a competitive process – only the best projects will get funded – projects that have planned, prepared, and can show how they are thinking to the future to deliver community needs as expressed in the community vision.

7. About the area

There is a significant amount of data available about the area, its opportunities and challenges. The data backs the need case that the community has outlined, and as such it is an important resource for any applicants to consider in shaping their projects.

The area benefits from:

- High quality natural environment and a wealth of natural resources
- Renowned cultural and heritage assets
- Encouragement for local service delivery, green growth and creative industries from local and national government
- Investment in infrastructure renewal and expansion



• Complementary funding opportunities to which you can apply

The population around the Pen y Cymoedd site live in mainly traditional valleys-type communities. The area and its people have experienced some significant changes over the last fifty years since the end of large-scale deep coal mining and decline of associated industries. More recently, the post-industrial legacy has started to fade, with extensive landscape reinstatement providing areas of great natural beauty and with some of the social disadvantages beginning to be addressed. The area remains relatively densely populated in a Wales context, so there is a potential workforce for new industries bringing new opportunities.

According to Welsh Government measures, the area is characterised by mixed levels of deprivation. The data shows that there is a continuing challenge in terms of raising activity levels, improving access to high quality local employment, increasing levels of entrepreneurship and raising household incomes.

The area is characterised by a declining population, individuals with health challenges and low qualifications. However, conditions and quality of life have improved dramatically over the last decade.

Much support has already been targeted at these issues, and the fund will need to ensure it does not duplicate what's already happened.

Another key dataset is the "access to services measure". This covers journey times to key everyday facilities such as shops, primary health care and education and it relates especially to rural communities. A mixed picture and level of provision is seen across the area.

Declining populations could become an issue for local services, which may become less viable. Creating jobs and opportunities locally could help to address this challenge. Healthier lifestyles is also central to addressing many of the challenges of the area.





8. The Community Vision in Detail

The Vision: What can you deliver?

The Community Vision highlights opportunities for bringing added and new benefits to the area to drive local development.

These opportunities represent a real demand for services, activities and products that people living, working and visiting the area identify are needed or are interested in encouraging here. Whether or not you have contributed to building the Vision does not matter – the fund process recognises that sometimes people who see the need for something aren't always the people who can deliver an effective solution meeting a particular need.

If you are an individual, a group, organisation or company that can help to satisfy local demand as described in the vision, you can consider applying to the fund.

This Vision is the communities' own work and creation, it is not something that others have decided will be good for them. Applications must deliver to the community's vision – speculative applications from organisations who are looking for funding will not be successful – this fund is there to deliver what the community has identified.



A guide to the sections

Opportunities are described under the following headings:

Local jobs and the economy Transport and connections Health & well-being getting active – mentally and physically Safety and housing Community spaces Environment Tourism Culture Schools and training

Within each headline theme, the vision is broken down into the categories and specific issues, topics or priorities that the community want to see develop. Each one contains a table where you find the detail on the opportunities local people envisage to help realise their vision.

It has been organised in the following way:

Long-term aims – what the community wants to see happen in the long term Short term opportunities - things that could make a positive impact quite quickly. Network/area wide opportunities - things that could be better delivered in a networked way, across a larger / the whole area. Issues or themes relevant to more than one community.

Flagship projects – big ideas that have been identified, probably capital investments, that will help to attract other projects, customers and spin-off services, and / or deliver multiple benefits. These types of projects have to show great benefit, because they are likely to require large sums of money.

Each one offers a short description of what's happening already and further information that you may find useful. This is not an exhaustive description but is designed purely to get you started in thinking about your project research and scoping.



9. Local jobs and the economy

Opportunities to develop local jobs and the local

economy

Local people recognise key priorities for local development, which can help the local economy and support jobs, as:

- Investments in the retail sector and local High Streets;
- Investment in in community regeneration projects, including local public spaces, repurposing and refreshing iconic buildings and heritage which people associate with the area and which help describe a sense of place.
- Walking and cycling routes and spaces that connect communities;
- Investment in tourism and leisure infrastructure
- Employment support including widening the offer of finance and range of premises available, infrastructure for business
- Employment training
- Investment in supporting social enterprise and start-ups

Local people recognise the need for new jobs, but also getting added value from existing jobs in the area, developing local supply chains, improving training for people seeking work and those in work. They want to see all kinds of local business grow.

They have identified a wide range of possibilities, opportunities, barriers and priorities. Building on the area's strength, plugging gaps, investing in improving the area, looking at new ways of supporting jobs – there's lots of potential.

The right kind of support, on the right terms can have a huge impact. A loan, low cost finance, start-up finance, an advice service or community banking – all of these could be possible ways of supporting ventures that help to improve the local economy through the fund.



Developing the local retail offer and High Streets

Long term ambition	Well kept, attractive high streets/village centres, celebrating local heritage and providing a great environment for local development Self-sufficient communities – communities can satisfy all their basic needs locally, and make the most of local resources (including recycling and upcycling "waste" e.g. textiles, furniture)
Short term opportunity	Community planning, to agree actions for sustainable improvements Work with local business organisations to encourage the commercial and retail sector to invest in improved buildings and environment
Networked, area-wide pote	Create programmes of activities to encourage more exchange between valleys and bring in visitors from further afield, with infrastructure encouraging that – paths etc.

What's happening already?

This is an area that already has plans in motion, including in some areas, town and village centre improvements, where the fund would need to complement, not replicate.

Anyone interested with complementary ideas and proposals can easily find out more of what's already planned/in the pipeline. There is an opportunity to look at what's missing or what could be done better, as well as thinking about linkages between the valleys and how they could be encouraged.

Further information

There are a wide range of resources available on community planning, case studies on successful high street and village regeneration projects, and also lots of guidance and support for businesses and enterprises interested in taking forward projects.



Community regeneration

Long term ambition	 Community assets are run in the most affordable way possible e.g. by bringing together groups and facilities to improve efficiency, using collective purchasing power etc.
Short term opportunity	 Signpost community to advice and support to make facilities more efficient and sustainable Develop business models and training for important local community assets to see how they can self-sustain or
	grow into a business for the futureA campaign to engage local people in developing the future and services in their area
Flagship potential	 Implement a time credit redeeming system for local people carrying out local improvement schemes (credits redeemable locally)

What's happening already?

There are already a wide range of community regeneration organisations, partnerships and plans in the area. It's a pretty crowded arena, partly through the legacy of European funding programmes, and the funding that has been coming into the area.

As such, it is to be expected that there will be many ways and organisations who could deliver the aims and objectives highlighted by the community. There is clear opportunity for partnership working, collaboration and a need to work within what already exists and avoid duplication.

Further resources

There are many local regeneration organisations operating in the area. Your local Community Voluntary Service can signpost you to many of these.



Sense of place

Long term ambition	Build on the character of the place - value and celebrate it and
3 1 1 1	make it a part of the way the community and area develops for the
	future
	Build any new design around the existing character and also in
	improving public spaces (greening, maintaining and restoring
	assets, valuing historic buildings and facilities)
	Make better use of historic assets and build skills and capacity so
	that a sense of place adds value to the experience of being here -
	working, living, visiting
Short term	Raising awareness locally of the value that the character and
opportunity	heritage that surrounds them offers so that the community
	connects with the local environment
Networked area-wide	Recognise and value the shared heritage of the area and the role
potential	in can play in successful regeneration
	Make use of disused land e.g. for community allotments, gardens
	"Gateways" to the area/villages
Flagship potential	Link cultural activities/assets to the heritage of area for tourism
	e.g. flagship cultural centre for the area, events etc.
	Energy centre – spanning the long history of the area, right up to
	today and beyond.
	Celebrate the "fame" of the area – people and places – and build
	on this concept across the whole area
	A big "capital" project e.g. ski or zip across a valley, cycle through
	a mountain tunnel – develop a major attraction and facility around
	which other offers can develop.

What's happening already?

The area is of course famous for its heritage and culture. There are very many networks of local cultural groups who meet regularly, and investment in local heritage assets has already been seen in some areas. In recent months, progress has also started on some potential flagship projects in the area, with groups engaged in exploring some opportunities. Whilst there is progress, there is potentially much to do to realise the vision of the community and look at this matter strategically, rather than on a project by project basis.

Further resources

There is a huge volume of books, papers, images and buildings to draw upon for inspiration and to look at the possibilities. Bodies like the Heritage Lottery Fund are a good source of inspiration, as well as CADW - Welsh Government's historic environment service working for an accessible and well-protected historic environment for Wales.









Walking and cycling routes and spaces that connect communities

Long term ambition	A complete, well used and maintained network of cycling and walking routes, linking communities and bringing tourism benefits Redeveloping tunnel and canal networks More active communities
Short term	Better marketing and advertising of existing networks to
opportunity	increase use
	Upgrade existing tracks
Networked area-wide	Complete local networks, including looking at linked potential
potential	accommodation opportunities (e.g. camping)
	Bring benefits through routes to all communities
Flagship potential	Disabled cycling centre of excellence and manufacturing of the
	cycling equipment, with technology and innovation
	opportunities linking to local university
	Use wind farm as a tourism and education asset

What's happening already?

The area has already attracted a significant amount of investment into cycling, biking and walking routes through programmes like Cognation and Sustrans' work on local networks. Building on this investment and learning from it will be important to map out any future plans.

Further resources

Sustrans and Cognation are two recent organisations/programmes who have invested in looking at this issue. Feasibility studies have been completed on many potential options and opportunities – from tunnel paths to further local cycling routes and mountain bike trails. Investment has also been progressed in other parts of Wales and the UK in similar initiatives, which could provide useful learning to anyone interested in progressing these projects.

Visit Wales is also another vital source of information on Wales' plans for tourism, and what's planned for the future. Business Wales is a one stop shop for advice for anyone interested in looking into potential business ventures.



Developing public spaces around the area

Long term ambition	Maintaining longer historic routes
	 Linking communities and villages
	Developing tourism
	 Developing a network of nature trails
	Make it easier to be healthy
Short term	Safety improvements/looking after the area
opportunity	Improving signage
Networked area-	Looking at the opportunity to link communities and
wide potential	villages and improve their networking/cooperation (work
	and social, sharing facilities)
Flagship potential	A big idea to attract new kinds of visitors

What's already happening?

This is a very broad area, and projects here are likely to link to other themes where added value can be created within projects. Project that link communities are likely to be more sustainable, cost effective and create new opportunities. The ambitions expressed in this topic by the community will be relevant to many project ideas and should be considered in all projects to maximise benefits to the Pen y Cymoedd Community Fund area.

Further resources

To learn more about the area, and its characteristics, the Pen y Cymoedd socio economic report can be made available to provide information and data on the area and communities. There are many organisations who will be able to provide information on the local environment and area – local authorities, the police, local service boards, Natural Resources Wales to name but a few.

Investment in tourism and leisure infrastructure

See tourism section



Employment facilities, employment support & infrastructure for business

Long term ambition	 A range of quality, sustainable jobs Creating a different type of "hub" for the valleys (e.g. IT, creative industry, textiles, outdoor pursuits, environment, construction skills) A motivated, confident workforce, with good core skills Women and work – increasing the proportion of economically active women
	 Getting older generation, disabled, vulnerable and young into work
	 Better coordination of available training
Short term opportunity	Business and entrepreneurs making better use of the internet
	Improve IT skills
	 Help businesses with cost of new employees
	Public service training programme in key services
	(environmental, social, health, housing, services) –
	potential to support growth of new local enterprises
	Campaign to promote the benefits of work to young
	people (e.g. paid holiday work schemes)
	Up-skilling people already in work
	Up-cycling of local resources
	 Map training and employment support offered locally and
	examine what gaps need to be addressed
	Develop sector based training opportunities
Networked area-wide	 Improving internet infrastructure in the area
potential	Creating more local and area wide jobs (social enterprise,
	private industry – a range of options)
	 Provide access/raise awareness of "Power Academy"
	support/effort
Flagship potential	 Build on local key assets (environment, energy)
	Skills and education programme across area to improve
	accessibility to education and training, linked with job
	market and practical application of those skills

What's already happening?

This is a crowded field where there are many players and a lot already happening. There are teams and plans in place at national and local level looking at supporting job creation and retention, and of course, education and skills is a statutory matter, with many plans and



programmes offering training and support for all ages. What added value can the fund create? What can it do that does not replicate but support the priorities identified?

Jobs and skills should be a matter considered by *all* applicants to the fund. What's the potential of the project or activity to create and support local jobs? Could the project be structured to support local job creation? Is the utilisation of the local supply chain built into the business plan?

Further resources

Both Welsh Government and Local Authority plans are available online to understand more of the priorities, plans and support available to help support local jobs. This is a good starting point to signpost in the right direction.

Advice and support on procurement and business planning is free to anyone interested in finding out more from Business Wales. They offer support not just to what you might traditionally consider a business, but also potential social businesses, which is a growing field in communities across the world.





Business infrastructure

Long term ambition	 Make the area more attractive to business investment, by tackling disused and derelict areas within communities and putting them to good use
Short term opportunity	 Map areas within communities that need to be tackled to improve the impression of the area Pilot community and commercial sector planning to agree a development programme of the area, and how to make good use of local spaces (disused, derelict etc.)
Networked area-wide potential	 Establish a team to tackle derelict or neglected spaces within communities, creating jobs and training through the programme Improve transport connections

What's already happening?

Local authorities and Government hold a lot of information and knowledge on spaces within communities, and Local Development Plans will highlight potential opportunities for their development.

Investment has already been seen in many areas, and there are many good examples and case studies of major success stories in tackling spaces within communities – creating everything from allotments to housing, new office space to volunteer run projects, spaces for young people to new facilities.

Further resources

Have a look online to see Local Development Plans or contact the Council for more information. Online, you will find a wide range of case studies and examples of projects that have tackled derelict spaces in the community.



Project Development

Long term ambition	 Access to financial infrastructure, and have the tools and skills to use them
	 Bring financial services locally up to date
Short term	Access to secure, favourable terms of funding
opportunity	 Banking clubs run by credit union in schools
Networked area-wide potential	Support development of a mobile banking service

What's happening already?

Credit Unions are a good starting point to learn more and find out what's available. There are also examples of local success stories and a wide range of guidance and support is emerging on smarter financing for communities. The key question will be, what can work well here?

The fund itself will be a move towards more flexible finance options for communities, but advice and training will need to go hand in hand with this approach to make a difference.

Further resources

Contact your local Credit Union, Cooperative organisations, or Purple Shoots –a local organisation who are already working in this area. Business Wales will also be able to help signpost you in the right direction. Local economic development bodies will also be able to advise you.



Employment training

Long term ambition	A more skilled and resilient workforce, business and social enterprise sector in the area
Short term opportunity	 Establish needs of local enterprises and provisioning affordable training (e.g. IT, short term) to improve entrepreneurial activity, allowing businesses to diversify and grow Encouraging business to understand and better manage their resources (environmental – water, energy etc.)
Networked area-wide potential	 Engage and incentivise local businesses in local community learning pilots to develop a more skilled local workforce

What's happening already?

There are a number of business support schemes already covering the area – both in terms of training, advice and support for businesses of all sizes.

There are many opportunities highlighted within the prospectus that could be delivered in ways that could create the chance for up-skilling, job creation and learning pilots. There is also a lot of research that could be drawn upon to plan projects that build on the aspirations in the community vision. Ideally, all applications for community funding will look at possible pilots and areas of investment that can contribute to delivering these outcomes.

Further resources

Local authority business support organisations and Business Wales are a good starting point to understand what's already out there and what can be built upon. Both organisations can also signpost to other organisations and networks that exist in the area already. National organisations are also a good source of information and support, particularly with useful guidance and toolkits to help you map through what issues you might need to consider.



Supporting Social enterprises and start-ups

Long term ambition	 Develop more enterprising and entrepreneurial communities Provide an affordable and desirable range of premises for start-ups and more established businesses Make start-up funding more accessible Establish social enterprise zone making it easier to make the transition into employment (more local discretion with administration of benefits system) e.g. "benefits grace period"
Short term	Business Improvement Districts (BID) model
opportunity	Community asset transfer as a nucleus for start-ups
	 Improving awareness of existing support mechanisms and models
Networked area-wide potential	 Quality one-stop shop business advice and mentoring services Use and grow community networks across the valleys for increasing inward investment
	 Use and publicise assets and opportunities e.g. local radio, education and public sector, business, chambers of trade etc.
Flagship potential	 Business funding scheme across the valleys for social enterprises and start-ups Utilise existing energy networks to attract new IT companies Developing visitor payback schemes to build and grow
	business opportunities, and develop a strategy and exit strategy following EU investment in the area (merchandise, promotion, long term planning)

What's happening already?

A broad, wide ranging cluster of opportunities have been highlighted for stimulating social enterprise – with ideas ranging from IT to tourism to marketing!

The funding available from Pen y Cymoedd in itself will begin to address the matters raised by the community by offering more flexible funding options for ventures and projects.

Previous investment in the area has also been directed at new business premises, and there are lessons to be learnt from these experiences – what's needed is the important question: who will use the space? Likewise, how can networking activities and efforts



across the Pen y Cymoedd area improve the efficiency and effectiveness of investment, and how can the fund body help the to drive towards long-term success and sustainability of local enterprises?

With significant overlap of interest, there should be good opportunities to explore collaborations and to secure match funding from a wide range of sources.

Further resources

Existing business support organisations in Wales and the UK have invested in developing a huge amount of resource to support new and existing social enterprises – there is a big volume of advice and guidance available to you as well as numbers to call to talk to advisers and experts on helping you to make your venture work. They can also signpost you to local networks.





10. Transport and Connections

Opportunities to develop transport and connections

Local people recognise key priorities as:

- Transport infrastructure and travel links
- Online presence and internet connectivity

The community wants better connections. Challenges in getting to and from places within and outside the community are also making activities, ventures and facilities unsustainable. For example, there is no transport late at night enabling people to get home safely, operators may not link the places people want to go to and from. What's the solution? More buses might not be the right answer, and it is an area where trials and pilots may be a good first step.

Is the valleys really benefitting from the digital age? Up-skilling and maintaining IT capacity is an important need in today's world, for business and people's daily lives – accessing the services they need, helping tackle loneliness, accessing the best deals! It could also help to promote the valleys – bringing people in.

Changing the ways the valleys connect could save people money, help practically in their daily lives, and promote and bring more people into the area. Better transport, paths and connections could reduce the impacts on the environment too.





Transport Infrastructure and travel links

 Transport for all at all times (of day and year) across the
area
Create new train networks in the valleys
Develop steam train tourism
Trial/pilot potential travel solutions (e.g. linking youth
clubs across the area; community-led transport scheme
/ agency)
 Considering an area wide travel solution – linking to
work
 Bus link to the National Park – link with tourism assets
Explore creative, flexible, community travel options (not
just buses)
Offering scholarship for transport to education
 A transport that sustains itself/covers its own costs
 Develop a W2W (wheels to work" type scheme, with
supported moped hire) to encourage mobility of
workforce

What's happening already?

Transport and travel is important, and there are important differences within the communities in the fund area. Some are served by good road infrastructure, others have long journey times to travel for work. Some have rail networks operating, others do not. Significant capital investment is planned at a national level in train networks.

At a local level, some of the challenges reported are similar and changes to transport funding are expected to have an impact on options for transport and travel, particularly for more vulnerable and isolated individuals within communities.

Some community transport schemes are already in operation, however they report mixed levels of usage.

This area seems ripe for pilot projects to really understand what kind of transport schemes can work best across the area and run cost effectively. Cycle schemes, car sharing, tourism routes and transport schemes *within* communities and to work are all ideas that could be explored.

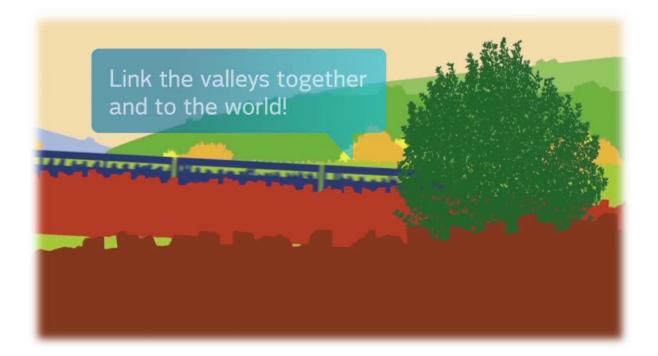
Further resources



There are local community transport groups and providers across the area who may be interested in developing their business or exploring new areas to serve.

National and regional organisations can also provide good support in considering potential pilot schemes, with many schemes throughout the UK and beyond to learn from.







Long term ambition	Benefit from the digital age – for economic development and social cohesion and connections
Short term	Up-skilling and maintaining IT skills
opportunity	 Developing IT skills and confidence for practical application (shopping, tackling loneliness, business, accessing the "best deals", banking)
Flagship potential	 Use of existing PyC infrastructure to provide enhanced wireless connectivity (use for apps, tourism, education)

Online presence and internet connectivity

What's happening already?

There are national schemes and campaigns looking to tackle issues of digital inclusion, particularly for the elderly. Likewise, there are schemes in rural areas that look at how IT can help communities and individuals to improve quality of life – from tackling mental health issues to accessing better services.

The funding should not duplicate these efforts but there will be much to learn from and a chance to bring added benefits to the area beyond the scope of these schemes.

Some businesses and ventures are already benefitting from being online, but in workshops and session on the fund, there has been a general recognition that there is a lot of room for improvement – from making local residents aware of what's happening in their community right through to marketing the area to a wider audience and getting local businesses selling their products and services online.

Further resources

You can find out more about national schemes and digital connectivity at national portals. Business Wales and local colleges offer IT training courses and you can find out more on government websites about what's planned for improving online connectivity.



11. Health & wellbeing

Opportunities to support health and wellbeing – getting active mentally and physically

Local people recognise key priorities as:

- Promoting health and wellbeing
- Mental health support
- Elderly care
- Community health and wellbeing support

Wellness and being able to look after ourselves and others within the community is an important part of the community's vision. Enjoying a better quality of life is what it's all about. This may require better support in the community, a chance to connect with others, access care, and a prevention first attitude: things to do, people to meet, places to go, getting outdoors.

According to local employment data, health is one of the area's employment strengths. Public services are changing – there is an opportunity to build on the local skills base whilst supporting local services.

To make services work for the long term, wider thinking is needed. Communities need to share ideas and activities. Better coordination and easier access is a must. Without this, projects cannot be built to last.

Getting outdoors was the top of the list of activities and services local people want more of. From the canals to the mountains, routes through the valleys and tunnels – there are many different opportunities.

The health arena is a complex one, and it is an area where partnership working will be key – between residents, public bodies, voluntary groups and the public sector. Project can benefit from a huge amount of expertise, knowledge and experience.



Promoting health and wellbeing

Long term ambition	 Communities that are healthier and more active "Sustainable" schemes that achieve lifestyle change in these communities
Short term opportunity	 More outdoor living NHS referrals to private businesses to stimulate pilots of suggested initiatives
Networked area-wide potential	 Investment in stimulating new "activities" in the area e.g. weightlifting, boot camp, green gym
Flagship potential	How do you make it sustainable?New partnerships between public services and business

What's already happening?

It's widely recognised that the health service is always under pressure. There are clear networks in place across the area that are involved in health and wellbeing – from the NHS itself to the voluntary sector which supports it in many ways, private enterprises and facilities like gyms and leisure facilities to family and caring networks.

Where the fund can add value and offer something within this context will require careful consideration and almost certainly an element of partnership working between bodies, organisations and businesses.

Health is one of the big employment sectors locally, so job creation should be an additional benefit and value from well-considered projects, but how to make them sustainable for the long term is the big challenge. Some innovative partnership ideas between local businesses (e.g. gyms and outdoor facilities) and the public sector were discussed at workshops to see how the sectors can collaborate.

Making the most of the outdoors – the focus to date has been on attracting visitors to enjoy the area's great outdoors - promoting the countryside, green spaces and facilities to local people and thinking of them as local assets for local people to enjoy may be another opportunity.

Further resources

Local health boards and service boards will hold information on some of the health services on offer in the area. Information on local businesses and facilities should be accessible online or by talking to the local authorities. There are many good case studies emerging of pilots and interesting health and wellbeing projects across the UK, and local health charities are also a good source of information.

To find out more about the local area, visit Natural Resources Wales' website or have a look at Visit Wales' information on the area.









Mental Health Support

Long term ambition	Better mental health awareness and support within communities
Short term opportunity	Small scale trial of Glasgow steps model
Networked area-wide potential	 Investment in alternative services within communities counselling, mindfulness, peer support, Training for key community persons in mental health training

What's happening already?

Mental health was a big topic, with various issues and needs identified during local discussions. Many ideas emerged in relation to these, but more effort is required to develop local actions and strategic ways forward.

There are strong networks of organisations working in the field locally, particularly in the voluntary sector. Considering what kind of services would be well used locally and how best to deliver them, will be important, as well as making these services sustainable for the long term.

Further resources

There are leading mental health charities operating in the area; with websites proving a lot of information; contact them and the Local Health Board for advice and support



Elderly Care

Long term ambition	 Better integrated elderly population, allowing people to remain in their homes Carers are better supported to reduce the burden upon them
Short term opportunity	 Luncheon clubs using school catering facilities
Networked area-wide potential	 Extend existing successful schemes across local authority borders to support successful social enterprises Make sure it is done in a way that supports local job retention and creation

What's happening already?

Like health, the care sector is a significant local employer. Linked to the health service, voluntary sector and privately owned businesses, there are many activities and schemes to support the elderly in the area. These schemes at present tend to be geographically defined by local authority or by valley area.

Some very successful schemes are in operation already that can be learned from. Exploring the opportunities cluster local people identify is likely to suggest new potential partnerships and networks to enhance responsive actions and preventative measures.

Further resources

Organisations like Age Concern, Care and Repair, Mind, local community voluntary services and health providers can signpost to existing services.



Community health & wellbeing support

Long term ambition	 Low level health and social issues can be dealt with locally – preventative support or rapid intervention. It contributes to resilient communities It is easier for the community to live healthy lifestyles Starting young to tackle long term issues Support cultural activity and community spirit
Short term	 Support childcare in the area
opportunity	 Network of community champions
	 A wider range of opportunities locally to be healthy, active, and engaged
	Programme of outdoor activities for local groups to
	undertake in the local area (e.g. Beacons)
	 Defibrillators and signage in local businesses (shops, pubs etc.)
Networked area-wide	 Local area coordination – network of people to
potential	signpost to existing offers and services – thinking
	beyond silos (e.g. local gyms working with schools,
	cultural activities linking to care homes and services
	for the elderly).
Flagship potential	Better private, public and third sector collaboration to
	provide preventative and social services

What's already happening?

The communities within the Pen y Cymoedd area have a strong community spirit – people work together, know each other, and care about their community and fellow residents. However, protecting services locally is a challenge for many communities, as populations and public sector services change, and local communities in turn adjust to change. This ever changing picture calls for adaptive learning and evolving community support.

One thing the local community very clearly identifies, and highlighted at local workshops, is the need to make services locally sustainable into the future. *How* to do this, is the key question that applicants will need to consider. In this changing landscape, linking and partnerships will need to be considered.

Further resources

Health board and local voluntary organisations can signpost to existing services and offers in the area. A lot of research has been done on tackling health issues through prevention and tackling issues at source.



12. Safety and housing

Opportunities to tackle safety and housing

Local people recognise key opportunities as:

- Cosy homes
- A safer environment

Homes are central to the community – it's where we live. People want to feel safe, see housing quality improve and also use less resources – spend less money, waste less energy.





Cosy homes

Long term ambition	•	Retrofit old housing stock to tackle fuel poverty and
		energy waste
	•	Use local fuel resource better (e.g. wood)
Short term	•	Use less energy – behaviour change
opportunity		
Flagship potential	•	Develop local manufacturing and business opportunities
		in energy efficiency

What's happening already?

The evidence suggests that housing quality and challenges are mixed across the area. There are leading organisations working in this area, particularly in the social housing sector.

Improving local homes, bringing down bills, making them fit for the future is an area that has received attention through national schemes like Arbed and Warm Wales.

There are a number of local businesses and enterprises already working in this area, which could benefit and grow – they have ideas about how energy efficiency can be improved across the area.

Nationally, schemes to tackle energy behaviours are prioritised by government policy and actions supported by national programmes. However, success has been mixed – to bring down carbon emissions bigger steps will need to be taken to make the difference required.

Any schemes in this area will need to consider and invest in job and skills – they were an important part of the feedback from the local community.

Further resources

Government's plans for energy efficiency projects and programmes can be found on DECC and Welsh Government websites and Resource Efficient Wales, which can also provide information on potential match funding opportunities. European programmes are also in place looking at this issue, where innovation and new ideas are generally encouraged.

Locally, organisations like RCT and NPT Homes are a good source of information on local housing stock and schemes to improve local homes.

A safer environment

Long term ambition	People feel safe to enjoy the assets in and around their community
Short term opportunity	A pilot solar lighting scheme in local gardens
Networked area-wide potential	 Action against fly tipping and off roading
Flagship potential	Civic lighting powered by renewables

What's happening already?

There are community safety partnerships bringing key stakeholders together across the area. Many improvements have already been made, and organisations like Natural Resources Wales have further information on efforts to tackle fly tipping and off roading.

Further resources

Contact your local safety partnership to find out more of what's going on.







Pen y Cymoedd Community Fund Prospectus V2 Oct 2016 The Community's Vision – What's in it for you?



13. Community spaces

Opportunities to tackle safety and housing

Local people recognise key priorities as:

- Looked after community spaces
- Community buildings
- Facilities and training

Community spaces, indoor and out, have been invested in over the years, but if they do not deliver what the community needs, if they are not fit for purpose, then they will not be well used, and will not be affordable.

People are clear that any new facilities need to be designed with the community's needs for the future in mind – working out what this is will be a job in and of itself. But getting this right helps to address the challenge of how to maintain spaces and facilities for the long term. First, communities want to understand what facilities already exist, where the links are locally and regionally, and what the potential is for better use of existing community spaces.

Building and using networks is an opportunity – using joint purchasing power, sharing resources, sharing maintenance, and making sure there are long term business plans mapping out the development of community spaces.

Some derelict areas within communities need to be regenerated. How, and into what to bring value locally is the key question. What services could be provided in these spaces?

The area has a strong community spirit. In many areas many activities are completely reliant on volunteers, making some activities vulnerable. Better support for volunteers would really help boost activity, boost participation and make schemes more sustainable. They could have support to grow and develop!



Looked after community spaces

Long term ambition	 Community spaces (indoor and outdoor) that align with
	community needs (space for young people, health
	hubs, usability for the disabled etc.)
	 Fit for purpose buildings and spaces
	 Future developments to be design with the right needs
	in mind – community planning
	Provide sustainable community facilities and transport
	for groups of all ages to meet
Short term	Making the area more visually attractive and useful
opportunity	(gardening etc.)
	 Consider use of waste land in communities for the
	future
	Neighbourhood watch funding
	 Map out groups and potential facilities in the area to
	understand the need
Networked area-	Share resources and learning across communities and
wide potential	pool support available to do community planning
	Shared transport schemes
	 Develop a network of maintenance experts

Community buildings

Long term ambition	 A sustainable network of well used community buildings Promoting and restoring the area's historic buildings and historic context Multi-functional hubs Education centres (including outdoor education, libraries and community centres) Buildings powered by renewables
Short term opportunity	 Survey of current community building stock, and potential historic building that could be restored Consider how the local building stock should be used as community assets (churches, centres, miners' halls etc.)
Networked area-wide potential	 What do the communities have in common, what's a sensible, sustainable solution Networked activities



What's happening already?

Community spaces are always changing, both indoor and out. Changes in available funding within the public sector are having an impact on what kind of community spaces can be made sustainable for the future. It is a challenging question, and a hot topic, particularly as facilities close.

The feedback from the community is clear: well used, useful community spaces that are fit for the future are what they want to see. Some mapping, and a wealth of data and information on future plans for development in communities exists in key documents like local development plans. Any enterprise or organisation interested in this topic will need to think carefully about business plans that can work for the community, and how ventures can be made to work for the long term.

There is a clear opportunity to start by looking at the building stock across the area to consider solutions that might work for more than one community in the interests of making facilities across the area more sustainable but also to make good use of the area's built environment, which has some spectacular buildings.

Further resources

There are very good resources available, from experienced organisation and community enterprises to help communities plan, discuss and map their needs for the future, to help make this process happen.



Facilities and training

Long term ambition	Make existing facilities sustainable and
	develop for the future (making them
	sustainable assets)
	 Develop facilities that complement
	existing facilities and activities that link
	with the appeal and character of the area
	 Town centre – attracting people back in
	 Designing for the future – a longer term
	lifespan in design and planning (assets
	that can evolve)
Short term	Book swaps
opportunity	
opportunity	Promoting viewpoints with interpretation
	 Safety in local parks and spaces
Networked area-wide	 How to plan across the area to
potential	complement each other and avoid
	duplication
	Maintenance of important facilities
Flagship potential	Restoring historic buildings – for
	community and visitor use
	Activity centres/multi-purpose facility for
	outdoor activity
	Welsh language hub/facility
	 Regenerate old ironworks/gunpowder
	sites
L	

What's happening already?

With so many changes in facilities locally, the picture is still evolving. Some mapping will be needed to understand the full picture.

Local development plans should be consulted to understand what's planned already, and build on what's already there and planned for.

Many of the flagship projects put forward have been subject to some initial research and consideration, and further information can be found on successful regeneration driven by similar flagship projects.

Further resources

Good planning and looking at the big picture is a first important step that the community have highlighted. This could be an exciting opportunity across the area, and there is a lot of resource to support such an effort.



Resources are also readily available on exploring enterprises and opportunities such as those identified for facilities, from Business Wales, social enterprise organisations and also by looking at successes that have been achieved by other communities.



14. Environment

Opportunities for the environment

Local people recognise key priorities as:

- Environmental enhancements and conservation projects
- Supporting local supply/habitat creation projects
- Developing and maintaining green spaces
- Energy and microgeneration
- Environmental activities for individuals to enjoy

The environment as a very significant asset. It is already attracting visitors, enjoyed by local residents, and there's a real mix of habitat and biodiversity projects already happening.

Local residents appreciate their environment and more can be done to make the environment accessible to the community.

The difficulty accessing the outdoors is not just about physical access. Different people enjoy different things – a good mix of local environment projects is key if more local people are to get involved, enjoy and benefit from the natural capital around them

The environment works as a whole system, and projects need to consider this big picture. If we looked at the whole area and developed a plan for nature, what would it look like? Who might want to be involved? How would people use and interact with it? What stories could we tell visitors and young people to help them learn about the local environment? How might renewable natural assets be managed, to bring more money into communities?

Local heritage often goes hand in hand with the environment – here, heritage puts this area on the map! It's a significant strength and a huge opportunity. The area is a stone's throw from the Brecon Beacons, which attracts visitors from around the world.



Environmental enhancement and conservation projects

projects	
Long term ambition	 An environment free from fly tipping, dog fouling, grassland fires
	Better environmental management including path
	management, tackling invasive species, habitats for
	pollinators, better riparian management
	Develop an area wide concept for nature, historical, cultural
	walks to use and enhance the local environment
	Use the environment to educate
	 Projects recognise climate adaptation
	Ensure local habitat and environmental enhancement
	considers tourism opportunities and potential
Short term	More bins
opportunity	Small grant scheme for local nature projects e.g. woodland
	management etc.
Networked area-	Maintenance
wide potential	 Restoring and recreating historic, native habitats
	Larger scale conservation/management projects involving
	landowners, community and conservation groups working
	together
Flagship potential	Creative accommodation options – tree houses for example
	Bat hospital
	Species research project e.g. honey buzzards, bats etc.
	Waterwheels and fish pass exemplar in Dare Valley Park

What's happening already?

The local environment is a major asset. A wealth of environmental and habitat projects, involving a wide range of stakeholders are already happening, including some looking at the big picture and developing landscape scale initiatives. How to bring these schemes to life in the way the community has envisaged is important, to make sure they realise benefits they want to see from the investment.

Further resources

You can find out more about successful schemes in the area and about the area's environment from organisations such as Natural Resources Wales, the Woodland Trust, Wildlife Trusts, RSPB, as well as local environment groups who hold a huge amount of information about the opportunities and environment of the area.









Promoting local supply/habitat creation projects

Long term ambition	 Develop a local food chain, including specialist food e.g. fungi and honey Improve education and understanding of food and its provenance (nature's role) Natural assets valued and developed across the area Future proofing the local environment e.g. native trees, wild flowers, habitats for key species Involve the community and visitors and engage them with
	the natural environmentPut people in touch with their environment
Short term opportunity	 Employ staff to enable more volunteering and kick start the work Build on existing work and develop
	Nature viewing platforms
Networked area-wide potential	Programme of guided walks across the area annuallyCreate education areas
Flagship potential	 Create network of varied habitat projects (forest farms, sensory gardens, canal habitats, tree planting), to bring job, recreation and education opportunities

What's happening already?

There are many groups and organisations who've already started to map some opportunities. There are some great case studies from other parts of Wales to show what's possible through projects that have considered residents, visitors, and education opportunities.

Organisations in the area have also successfully developed environmental projects that have trained local people and resulted in new careers in the environment sectors.

Partnership working in the sector is already happening, particularly within valleys, which could be extended between valleys and across the wider landscape.

Food projects are also in operation in the area, and demand is reported to be high for more allotment areas and community gardens, which link to health issues raised by the community.

Further resources

You can find out more about successful schemes in the area and about the area's environment from organisations such as Natural Resources Wales, the Woodland Trust,



Wildlife Trusts, RSPB, as well as local environment groups who hold a huge amount of information about the opportunities and environment of the area.







Developing and maintaining green spaces

Long term ambition	 Recreation facilities within communities that are used by young, children and families, elderly and disabled – lifelong use
Short term opportunity	 Community planning Small pot grants for safe, green space development Maintenance?
Networked area-wide potential	 A network of allotments linked to buying and selling local produce
Flagship potential	 Every community develops a community plan for the future

What's happening already?

Local young people in particular, reported access to outdoor space in the community as a challenge for them, and having somewhere to go to socialise and play could make a difference to their quality of life.

Maintenance of outdoor spaces is the main challenge reported. Some areas have good facilities, but keeping them open, in good condition and safe needs consideration.

This cluster links to consideration of derelict and neglected space within the community and an opportunity to address the issues together.

Further resources

To find out more about existing green space in communities, visit local authority websites for more information. Many projects are out there, with case studies reporting the transformation of derelict spaces resulting from volunteering projects, to community farms, parks playing fields, and community gardens – there is a lot of learning available.



Energy and microgeneration

Long term ambition	 Make the valleys an energy efficient, low consumption, energy area, tackling the housing stock, installing renewable energy projects and reducing use through behaviour change
Short term opportunity	Educating about energyRe-use cooking oil (e.g. for fuel)
Networked area-wide potential	 Use community's energy purchasing power Consider how schemes to reduce bills could make community facilities more affordable (small scale hydro and solar etc.)
Flagship potential	 Community renewable energy projects Zero % financing for greening homes, including technology upgrades Develop a wood fuel economy Data centre, building on the area's energy infrastructure strength

What's happening already?

Improving local homes, bringing down bills, making them fit for the future is an area that has received attention through national schemes like Arbed and Warm Wales. There are a number of local businesses and enterprises already working in this area, which could benefit and grow – they have ideas about how energy efficiency can be tackled in the area.

Nationally, schemes to tackle energy behaviours are a priority in government policy and action. However, success has been mixed – to bring down carbon emissions bigger steps will need to be taken to make the difference required.

Any schemes in this area will need to consider and invest in job and skills – they were an important part of the feedback from the local community.

Some areas are already exploring community renewable energy schemes, and there are support schemes available from Welsh Government and others for such schemes.

Further resources

Information on the national plan for tackling our energy consumption can be found on DECC's and Welsh Government's websites, including resource Efficient Wales. The Climate Change Commission Wales brings together a range of stakeholders working in the field, and Community Energy Wales are another source of relevant knowledge.



Environmental Activities for individuals to enjoy

Long term ambition	 Create a sense of community ownership of their environment as an asset place to go for recreation, learning and enjoyment (e.g. eco-classrooms, woodland activities, cycle networks, nature walks and facilities for younger people)
Short term opportunity	 Restore derelict or run-down existing parks and open spaces
Networked area-wide potential	 Cycle trails linking communities as a means of accessing services, jobs and leisure facilities
Flagship potential	Outdoor learning programmes supporting the national curriculum

What's happening already?

With many cycle trails already in the area, many people already enjoy the local environment. Some facilities already exist for schools and groups to visit, and there is some promotion of local trails, walks and networks.

In local workshops, it was highlighted that more needed to be done to raise awareness locally of what was "on the doorstep", with some commenting that they had learnt a lot of more activities and facilities available locally just from the workshop!

Further resources

There are resources available for organisations and groups interested in developing outdoor spaces, new possible business ventures, and organisations like the Wildlife Trusts, RSPB, NRW and Woodland Trust have relevant experience and knowledge.



15. Tourism

Opportunities for tourism

Local people recognise key priorities as:

- Tourism and leisure
- Tourism, leisure and business
- Sport and leisure for local people

The area needs a long term tourism plan – to bring visitors and money into the local economy. There are important gaps, particularly in the range of accommodation and hospitality offers that are available to visitors in the area.

Marketing is critical. It needs to be joined up, and sell the area as a whole, link all the assets, and showcase this area as a destination. Heritage, outdoor activity, the energy story – it all needs to come together!

A number of potential flagship projects have been identified recognising untapped potential or bringing something completely new to the area. How these are researched, considered and prioritised is a potentially "million dollar" question!





Tourism and Leisure

Long term ambition	A long term tourism strategy for the area
	Create a range of accommodation and hospitality offers
	across the area to retain value of tourism to local economy
	Using local heritage to put local communities on the map
	(starting from local villages and points of interest)
	 Using local facilities as "visitor centres" – consider this in
	design and planning
	 Make use of close proximity to National Park
Short term	Better marketing of the whole area offer (integrated)
opportunity	A programme of activities across the area to attract new and
	return visitors
	 Better signage and interpretation locally, and using
	multimedia technology (apps, film etc.)
	Creating a craft event or craft trail
Networked area-wide	Local voucher scheme to encourage use of local facilities by
potential	local people
	Long distance walks and runs
Flagship potential	 Active Valleys concept – make the area an outdoor hub,
	making the most of its location (between Beacons and
	Coastal hubs) and building on existing success (cycling,
	running, walking etc.)
	 Tell the area's energy story and develop the tourism
	potential

What's happening already?

The growth of tourism locally is a success story. Investment in visitor attractions, particularly attractions that use the local environment, have attracted visitors across the area. Tourism support has experienced cuts locally in recent years, but the community recognises the potential to build on successes.

Work on wider tourism strategies consider parts of the area, but the opportunity for the area as a whole has not been mapped. The area's energy story is well known and there are resources available that tell the history of the area and its pioneering energy story.

Some local businesses are benefitting from the growth of tourism in the area, with some real success stories in the upper Afan valley.



Further resources

Existing tourism plans are available for some parts of the area, and Visit Wales has recently published a tourism strategy for Wales. Market research information, visitor surveys and assessments of tourism potential in the area is regularly reviewed and assessed.

However, the area can benefit from more and better marketing and mapping new business potential.



Tourism and Leisure and business

Long term ambition	 Better tourism accommodation options in the valleys, e.g. converting older buildings into B&Bs Engage businesses in finding solutions for local facilities
Short term	Art and craft trail across the valleys
opportunity	 Brochure promoting craft and art produce from the valleys
	 Provide funding to assist with local arts events, sustained by member fees
	Brochure promoting local produce
Networked area-wide potential	 Create a vibrant network of creative clubs and galleries to attract visitors and engage local people in arts and creative industries Coordinators to work across the area to join up provision

What's happening already?

Some successful businesses are already operating locally, particularly linked to mountain biking tourism. The valleys culture and arts are renowned worldwide, with mixed provision across the area.

At a regional level, there has been a boom in the creative industries with the opening of film studios locally and many successful businesses in the arts.

Further resources

The creative industries is a target sector for Wales, with dedicated support available from Business Wales. Job and skills are needed in the sector locally.

To find out more about arts and creative industries consult organisations like Arts and Business Wales, the Arts Council Wales, as well as Ffilm Cymru. There are a number of success stories in other parts of Wales where cultural sector businesses are thriving.



Sports and Leisure for local individuals

Long term ambition	 Communities with sporting facilities/play areas for all ages that are well used and maintained Creating a family-friendly environment
Short term opportunity	 Refurbish existing degraded facilities Upgrade facilities to more innovative year-round surface that require less maintenance
Networked area-wide potential	Implement a time banking scheme
Flagship potential	Create a "valley summer camp"

What's happening already?

There are synergies in the feedback from communities on community spaces, leisure and sports facilities, which connect with health and well-being opportunities.

It is an area that is evolving rapidly as population changes and public sector funding priorities change.

Once more the community's focus is upon being fit for the future – this will be important for any funding bids – what facilities are needed and can be sustained for the long term?

Further resources

There is a significant volume of advice, guidance and support for communities, and experienced organisations who are successfully running sport and leisure businesses, with recent new business ventures launching locally.

Sport Wales is a useful source of information, as well as community networks who have pulled together guidance on community assets.



16. Culture

Opportunities for culture

Local people recognise key priorities as:

- Culture and heritage
- Arts and music
- Events and festivals

The valleys' heritage, culture, language, people, buildings, way of life are revered throughout the world. These need to be supported to continue to grow, and to keep our sense of who we are.

People make these things happen – the fund should invest in them. Festivals could help us celebrate our communities, but also attract people into the area. There are famous festivals across Wales – what could the iconic valleys festival be?

Did you know? One of the biggest studios in Europe is right on our doorstep – less than 5km from the Pen y Cymoedd site! This is a real, here and now opportunity for us – to train our young people for careers in this industry and service the local film sector that is developing!





Culture and Heritage

Long term ambition	•	Local, culture and heritage are valued as a local resource for education, self-expression and tourism Create opportunities for pre-school welsh medium activities
	•	Promoting welsh culture and heritage through education
Short term	•	Support residencies for artist to encourage local
opportunity		participation in creative artistic activities
	•	Support existing cultural and heritage events and
		activities
Networked area-wide	٠	Employ a Project Officer to coordinate collation of existing
potential		assets and manage a volunteer network of events
Flagship potential	•	Extend the geo-park into the valleys

Arts and music

Long term ambition	 Create a range of sustainable, cultural opportunities in the area (e.g. Quilting, theatre groups, film, Eisteddfodau, choral tradition) Encourage participation in cultural activities
Short term opportunity	 Upgrade/provide musical equipment for established groups
Networked area- wide potential	Create a Heritage Officer to manage area-wide archives

What's happening now?

The area has many success stories from the arts, and a wide range of activity can already be seen, led particularly by local groups, with many choirs, arts groups, historical societies to name but a few, thriving across all the valleys. There is still some funding for culture and heritage, however in the education sector, the impacts in funding cuts are being reported as an issue that will require consideration for the future – how do we create a sustainable offer for people from all backgrounds to enjoy and benefit from cultural and heritage activity?

Encouraging participation in the arts is generally left to schools, or word of mouth, but what more could be done? The conversation with the community, identified participation in arts activities as an important element contributing to health and wellbeing, with new networks and approaches offering the potentially to stimulate more activity and collaboration.

Much has been invested already in the Geo Park concept, led by the Brecon Beacons National Park; a wealth of information is available on what's being developed.



Bringing together a strong network across the valleys to see what's possible will be important, as well as thinking about long term funding needs and how this can be done most cost effectively will require consideration and cooperation.

Further resources

The Arts Council Wales, Ffilm Cymru and organisations like Arts and Business Cymru are all useful sources of information and support. The Eisteddfod and the Urdd networks already operate in the area. Local authorities are also engaged in provision, particularly through local schools, theatres and facilities.



Events and festivals

Long term ambition	 Calendar of events, well-advertised, across the area and year for locals and visitors
Short term opportunity	Coordinated online promotion of local events
Networked area-wide potential	 Purchase equipment through valley share mobile scheme to enable cheaper hosting of events across the area e.g. marquees, movable stalls, pop up potential
Flagship potential	 An area with the infrastructure and tools to enable the hosting of a full and varied calendar of events – from local markets to festivals, sports, music and food festivals.

What's happening already?

Across the UK, events and festivals have become big business, with all manner of events attracting huge numbers of visitors – from music to food, fitness to motorsport, literature to themed events.

Locally, there are many events hosted throughout the year, aimed at locals and visitors. In workshops, it was highlighted that better promotion to raise awareness of these events across the valleys was sometimes lacking, as well as coordination.

With the growth of festivals and events, there is much support and learning available, from business advice to practical support.

Further resources

Look online to find out more about events across the country – there are many case studies sharing how this success was achieved as well as guidance and advice for getting started.



Supporting the creative industries

Long term ambition	 Turn area into a film hub, building on local talent and
	existing assets and connection to nearby expertise
Short term	Film local, authentic films of the area to develop local
opportunity	talent and give people an opportunity to get into the
	industry
	 Raise awareness locally with local young people of
	opportunities to work in the sector on their doorstep
	 Workshops for young people in film
Networked area-wide	Create critical mass of local talent to service an area wide
potential	independent film sector
Flagship potential	A local film/tv industry grows built on existing strengths in
	the sector

What's happening already?

The creative industries is a big growth sector in Wales and locally, with one of Europe's largest film studios on the doorstep, successful TV and film projects launched in the area, and local social enterprises springing-up to extend the local offer.

How can this be built upon to bring further added value to the area? It was reported through the conversation that skills are lacking locally to feed this growing industry, with a need to develop local talent and future skilled workforce.

Further resources

Business Wales and the Welsh Government are a good source of information on the creative industries in Wales and what support is available as well as Ffilm Cymru, Arts Council Wales and media and creative companies working in the region.







17. Schools and training

Opportunities for schools and training

Local people recognise key priorities as:

- Education services
- Sustainable education
- Developing life skills and confidence

Education and schools are also an important part of the local community. What added value the funding can create is the question here – it cannot displace, replace or substitute matters than are statutory duties or interfere with these plans.

Education isn't just about school – it's about our mental health and wellbeing, our chance to learn new things, skills and try new things throughout our lives – answering the "I wish I'd given that a go" in all of us.

A future workforce – how does this come to life with good core skills, experiences to prepare them for work and knowledge of all the existing job and career opportunities that are possible?

This workforce needs access to diverse jobs, in all sectors.

The fund could create a whole range of opportunities for people to set up their own businesses too – through start-up funding, advice, and support. Start-ups could apply to deliver schemes through this fund – tourism, food, and environment businesses – there'll be lots of opportunities. Favourable terms and flexible finance, good advice and support is vital, to encourage them to take the chance!

Digital learning and digital skills are going to be vital to access services in the future, so learning practical skills like these should be something everyone can do.



Education services

Long term ambition	Provide appropriate life-long learning opportunities that meet the community's needs and raise aspirations
Short term opportunity	 Provide digital learning opportunities for all ages to be able to access key services Using Pen y Cymoedd funding to extend and enhance government schemes in the area (e.g. apprenticeships, "Flying Start", literacy and special needs)
Networked area-wide potential	 Provide a wider range of learning opportunities for all ages and needs within the community (different learning and skills development styles)

What's happening already?

Education is a statutory and devolved matter. Funding and plans will always be driven by the public sector – the fund cannot replace or displace this.

However, it was recognised that adding value to schemes already in operation or building on the current offer is possible, and a particularly high priority with respect to giving local children a good start in life.

There is much already happening – from reading clubs to sports clubs, arts groups to IT courses, to job clubs and volunteer schemes. It is essential to work with existing networks and partnership.

Further resources

You can find out more about education in the area from local colleges, schools, community voluntary groups and from the authorities.



Sustainable education

Long term ambition	 Engage and change behaviour around energy and sustainability through education Develop existing local outdoor education/training centres to develop a more varied offer
Short term opportunity	 Support existing organisations to provide an offer in the area
Networked area-wide potential	 Develop pilots across of energy efficiency and behaviour change models Better outdoor education facilities in local schools e.g. gardens, grow boxes, canopies etc. – use leverage of bulk purchase?

What's happening now?

It was identified that many organisations– particularly schools, environmental organisations, and voluntary groups – are already active in this area and their offer could be extended across the area.

Energy efficiency and behaviour change around energy is a national issue and challenge, and more information can be found from the Governments of Wales and the UK.

Further resources

Government, national campaigns, and pioneering voluntary organisations in different counties of Wales as well as locally are a good source of information on what's planned and going on. They offer advice and guidance, and also information and research on matters such as behaviour change.



Developing life skills and confidence

Long term ambition	Sustainable youth facilities, well used, and affordable
Short term	Cross generational centres
opportunity	Peer mentoring
Networked area-wide	Schemes to address self-esteem, mental health
potential	
Flagship potential	Explore new solutions

What's happening already

There has been significant investment already in this area, recognising the need across the area to raise self-esteem, confidence and encourage active lifestyles. There are many great examples to build upon across the whole area. However, the conversation also highlighted some barriers and challenges to address – more issues were raised than ideas about how to address them, so this an area where real innovation is called for and a chance for piloting new ideas.

Further resources

You can find out more about the issues and barriers from a huge volume of data that is collected, as well as from local organisations and conversations.

The voluntary sector is an important source of information on what's happening, what's needed, and what has worked well.



18. What Next? Scoping your project

If you think that you, your group, organisation, partnership or business can help to realise the vision of the community, then you should be scoping your project, venture or activity.

Important considerations

- How can you contribute? You may have ideas already, or have put effort into a specific project or idea. However it is important to remember that this community fund is to deliver the community's vision and priorities. You must be able to demonstrate that you have considered the community's vision and considered how to maximize the contribution you will make to realizing what they want to see happen in their communities. Can you deliver more than one of the community's goals? How are they linked? Have you done any additional research to indicate that your project satisfies local demand? Have you linked with other community's to see how you could collaborate?
- What will you produce? This is all about what will you do or produce? Who is the service or product aimed at? How will they make use of your product or service?
- What does success look like? What is the end game? What will your project need to do to succeed and what does success look like at the end?
- What will your project deliver? The products, services, and/or results your project will deliver. This description is also about how you will achieve your objectives, what will be your work plan, and why.
- What will you not do? Statements about what the project will not accomplish or produce. It is just as important to be clear on this matter.
- What important constraints are you aware of? Restrictions that limit what you can achieve, how and when you can achieve it, and how much achieving it can cost. By thinking about possible barriers restricting how much success the project has, you can find ways to avoid these problems, by planning and preparing effectively, or by considering alternative ways of working.
- What assumptions have you made in scoping your project? Identifying where you don't know as much as you'd ideally like to know about how a project might develop or be adopted, and writing out your assumptions as you "guestimate" how these factors will impact on your plans allows you and others to consider whether these are reasonable.



• What research has been done? It is important to research as you scope your project, making use of the huge volume of support and advice available. You may choose to attend training courses, use the services of free advisers, do your own desk based research, link up with networks and similar organisations across the area to share ideas and opportunities. Remember, the community vision development is in itself a huge piece of consumer research, don't underestimate its value.

See also the next section on "what can go wrong?"



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19. What happened when the community got together and answered the question "What could go wrong"?

As part of the work to develop the community vision, local workshops were held on specific themes to start to think about the ideas and priorities of the community and how they could be achieved. All of this material is available to you in planning your projects.

At the workshop which focussed on health and well-being, participants looked at what could go wrong with the ideas generated to address local needs and build on local strengths. Here is a list of some of the potential pitfalls identified by the community, and ideas they produced to help avoid common problems. This is not an exhaustive list, but it might prompt your thinking.

What could go wrong?	What can stop or address this problem?
 Lack of communication / not joined up to other plans & proposals Introduces duplication and competition where there should be none No "critical mass" of offering – the service or product is isolated, no choice / no 	 Joined up thinking across LAs & other service providers (public, private and voluntary sector) – co-ordination Develop specialisms and USP, develop offerings that complement existing services Talk to Business Wales or other relevant umbrella body to find out what else of relevance complements your venture / project
complementary activity	 Finding the expertise, businesses providing engineering Learn from other parts of Wales and other
 No proper feasibility studies / business planning undertaken Project set-up is resource intensive (e.g. creating new facilities) Sustainability Planning permissions, land ownership, being allowed to use park and facilities Maintenance of facilities is not resourced 	 countries? Factor in longer payback times, and ways of generating income streams during the feasibility stage Consider CF as enterprise "loan" – successful projects pay-back to fund other enterprises Need (local) market research / engage potential users in developing the project concept and details. Re-think it!
	Ensure skills training is apace with project



		development.
•	No local demand for the idea/project	Build on current strengths
•	No jobs brought in to the area	 Develop strategies that consider local, alternative contribution to facility (e.g. contribution in kind, loyalty rate, group rates through schools, clubs etc.) Marketing, to include well advartiged programmer
•	Local people won't be able to afford to use the service/facility Lack of use Lack of awareness of what the area has to offer	 Marketing, to include well-advertised programmes of activity, access and involvement planning Social media / social marketing to appeal to young people Employ a coordinator & team to work on advertising and promotion, 'linking' all the activities within the region Think about transport arrangements early on in project planning
•	People can't access the offering People can't get to venues	 Thinking about the whole, big picture – how do we make it possible & affordable & enjoyable for people to use the service or benefit? (including thinking about transport options at the outset) Consider mobile-facilities; Provide local signpost/ coordination of access / referral routes / can arrange transport, etc.
•	There is a lack of leadership (e.g. public sector having to focus more on statutory duties – creating a void, not enough investment in local capacity building) Vandalism and antisocial behavior Elderly and young need support to participate	 Build on existing strengths. Coordinate with other service providers, including for marketing & promotion of offer Involve people (service users) in planning the facility, identifying access issues, and potential solutions. Involve local stakeholders from the outset, support & resource involvement, gradually develop capacity of local stakeholders Needs to be 'owned' by the community Involve schools, youth groups, pre-school & family support groups Fund officer to consider requirements of different generations, develop confidence among different user groups
•	Centralized facilities – attract no-one – perceived as	Focus on preventative measures



impersonal, inconvenient,	
irrelevant	 Develop processes of evaluation – supported & effective services thrive; poor ones are stopped / changed before they drain local resources &
 Project ideas are too reactive appeal to people who are easy to reach, or who will derive only a limited benefit. 	lessons are learned about how to improve future projects
 It will be difficult to tell how effective the project is. It may continue for longer than it should. 	

More analyses of "what can go wrong" with local projects was also part of the environment, culture and heritage themed workshop – look at event reports to benefit from more of the communities' thinking.



20. What returns local community fund investors – local residents – expect from project and vision deliverers

At the environment, culture and heritage themed workshop local people were asked to pick up on some of the criteria that had emerged by that stage of our conversation, about what kinds of benefits they wanted the community fund to deliver, and to score some of the their project ideas against these criteria.

These benefits and social criteria may, but again, it might prompt your thinking to review your proposal with respect to these aspects, and ask yourself: is the project I'm thinking about really what the community wants and needs? How can a project do more to deliver the community vision?

If you identify from this checklist a new area where your proposal can contribute to the vision, look in the relevant section of this prospectus for more detail on that theme.

 Economic growth Local businesses supported to create jobs and local employment Create volunteering and training opportunities that can lead to jobs Support for projects with the potential to become sustainable and innovative Social Enterprises / business Long term project Better physical & mental health & well being Better health and education for children Better health and quality of life for older people People making lifestyles choices that are better for their health & wellbeing, reduce obesity, taking up physical activity People growing & eating healthy food Control, and involvement in shaping local development Builds on existing local strengths & assets Coordinated approach to development The project has area-wide potential and / or can help link communities & activities across the area 	What be	What benefits local people want:		
 Local businesses supported to create jobs and local employment Create volunteering and training opportunities that can lead to jobs Support for projects with the potential to become sustainable and innovative Social Enterprises / business Long term project Better physical & mental health & well being Better health and education for children Better health and quality of life for older people People making lifestyles choices that are better for their health & well- being, reduce obesity, taking up physical activity People growing & eating healthy food Control, and involvement in shaping local development Builds on existing local strengths & assets Coordinated approach to development The project has area-wide potential and / or can help link communities & activities across the area 				
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innovative Social Enterprises / business Long term project Better physical & mental health & well being • Better health and education for children • Better health and quality of life for older people • People making lifestyles choices that are better for their health & well- being, reduce obesity, taking up physical activity • People growing & eating healthy food Control, and involvement in shaping local development • Builds on existing local strengths & assets • Coordinated approach to development • The project has area-wide potential and / or can help link communities & activities across the area				
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 Coordinated approach to development The project has area-wide potential and / or can help link communities & activities across the area 				
 The project has area-wide potential and / or can help link communities & activities across the area 				
activities across the area				
 Community ownership – and collaborative approaches to community asset development, serving the community 		Community ownership – and collaborative approaches to community asset development, serving the community		
 Improvements for the whole community – young, old, disabled, women etc. 	•	mprovements for the whole community – young, old, disabled, women		
 Improve access to assets, facilities and services 	•	mprove access to assets, facilities and services		



Regeneration & refurbishment (especially town centres, villages and homes) Refurbish older buildings first, (celebrate local heritage!) Encourage organisations to make more & better use of local assets, facilities & existing providers of services Complement what's here already • Multi-use of (existing) buildings for arts, conferences, functions • Programmed (social, cultural & leisure / tourism) events More tourism Visitor attraction, diversify the visitor offer, encouraging longer-stay visits Bring people in from outside • High quality tourist facility, with high potential value A special facility, unique in the area / Wales? Year-round activity Provide access to local / localised services Promote active travel Upgrade / increase public transport Keep services local Renewable energy & energy efficiency • Eliminate fuel poverty Holistic environmental management Raise awareness of wildlife Reverse / repair environmental neglect More educational & recreational access to nature & green spaces Given all the above, how would the community rate the project in terms of cost / benefit score? What can be done differently to make this project really deliver on the community vision?



21. Match Funding Sources

- A. Local jobs, economy (including tourism) and built environment
 - EU Structural Funds ESF/ERDF
 - NPT Council Flexible Loan Fund
 - NPT Council Innov8 programmes
 - South West Wales Local Investment Fund (NPT)
 - Commercial Property Grant
 - Property Development Fund NPT's Harbourside and Neath Town Centre
 - Heads of the Valleys Business SEED Capital Fund
 - Welsh Government Tourism Investment Support Scheme
 - The Pilgrim Trust
 - Waterloo Foundation
 - Architectural Heritage Fund
 - Horizon 2020 (EU)
 - Heritage Lottery Fund
 - Civic Initiative (Heritage) Grants Scheme (CADW)
 - Historic Buildings Grant (CADW)
 - Business in the Community
 - UnLtd
- B. Transport, connectivity and broadband
 - Sustrans
 - NPT Local Transport Services Grant
 - NPT Community Transport Concessionary Fares Initiative

C. Health, wellbeing, safety and housing

- Joseph Rowntree Charitable Trust
- RCT Homes Community Grant Chest
- Sport Wales Community Chest Grant
- WG Arbed
- WG Nest
- Hilton Foundation
- Lankelly Chase Foundation
- Lloyds TSB Foundation



- Children and families delivery grant
- Paul Hamlyn Foundation
- Tudor Trust
- Wellcome Trust
- Substance Misuse Bursary Scheme
- Disabled Facilities Grants
- Health Challenge Wales Voluntary Sector Grant
- D. Natural environment, landscape and energy
 - Selar Opencast Community Fund
 - NPT RDP
 - Aggregates Levy Sustainability Fund
 - WREN Landfill Communities Fund
 - RCT Homes Environmental Improvement Programme grants
 - Actif Woods Wales Project
 - Groundwork
 - UK Government DECC's Local Energy Assessment Fund
 - Keep Wales Tidy
 - Brecon Beacons National Park Authority Sustainable Development Fund
- E. Culture, heritage, social, recreation and sport
 - WG Community Facilities Programme capital grant fund
 - Communities First (NPT)
 - NPT Council for Voluntary Service grant schemes
 - Lottery Funding HLF/ Big Lottery
 - The Tower Fund (communities of Hirwaun, Penderyn, Rhigos and Penywaun)
 - Millennium Stadium Charitable Trust: Traws Cymru grant
 - Millennium Stadium Charitable Trust: Activate! Financial support
 - Interlink Community Capital Project
 - Coalfields Regeneration Trust
 - Ffynnon Oer Wind Farm Community Project Fund grants (Resolven, Clyne and Melincourt)
 - Selar Opencast Community Fund
 - RCT Homes Environmental Improvement Programme
 - Maes Gwyn Wind Farm (Glynneath)



- Welsh Government Innovation and Development Grants
- Esmee Fairbairn Trust
- Prince's Trust
- Jerwood Charitable Foundation
- PRS Foundation for New Music
- European Youth Foundation
- Welsh Coalfields Bond
- Creative Wales Awards
- SPORTLOT Community Chest
- Awards for All grants programme (Wales) (BLF & HLF)
- Community Foundation in Wales
- Wales Arts International
- Arts Council of Wales
- Welsh Literature Exchange
- Welsh Books Council
- Crafts Council
- Arts and Business
- The Art Fund
- Awards for All
- The British Council
- Visiting Arts
- F. Local schools, education and training
 - Rhondda Trust Fund
 - The Genesis Project
 - RCT Homes Community Grant Chest
 - Foyle Foundation
 - Queen Elizabeth Scholarship Trust
 - Wingate Scholarships
 - The Leverhulme Trust
 - Santander Grants



European Funding 2014-2020¹

- A. European Structural and Investment Funds (ESI-Funds)
 - i) Cohesion Policy Investments in Growth and Jobs
 - European Regional Development Fund (ERDF) (JESSICAs, JASPERs, JEREMIEs and JASMINEs, ELENAs) Information for Wales can be found <u>here</u>
 - 2. European Social Fund (ESF)
 - 3. European Agricultural Fund for Rural Development (EAFRD)
 - ii) Common Agricultural Policy (CAP)
 - a) European Agricultural Guarantee Fund (EAGF)
 - iii) Territorial Development
 - (1) Sustainable Urban Development
 - (2) Community-Led Local Development (CLLD)
 - iv) European Territorial Cooperation (ETC)

B. Employment and Social Policy

- i) EU programme for Employment and Social Innovation (EaSI)
 - 1. Programme for Employment and Social Solidarity (PROGRESS)
 - 2. European Employment Services (EURES)
 - 3. Your First EURES Job
 - 4. Microfinance and Social Entrepreneurship Facility (MF/SE)
- ii) Fund for European Aid to the Most Deprived (FEAD)
- C. Culture, Education, Youth
 - i) Creative Europe
 - ii) ERASMUS+ (Education, training, youth, sport)
 - iii) ERASMUS for young entrepreneurs (A section of COSME) (N/A to Vattenfall as is a programme for individuals)
- D. Civil Rights, Justice, Security
 - i) Rights, equality and citizenship programme
 - ii) Justice programme
- E. Life- Programme for the Environment and Climate Action
- F. Connecting Europe Facility (CEF)
 - i) Energy
 - ii) Transport
 - iii) Broadband Networks
- G. Horizon 2020 Framework Programme for Research and Innovation.

Operates as follows: 'calls' for funding are announced here

i) Excellent Science

1 http://www.greens-

efa.eu/fileadmin/dam/Documents/2014_2020_YourGuidetoEUFundingLowRES.pdf



- ii) Industrial Leadership
- iii) Societal Changes
 - 1. Innovation and Networks Executive Agency (INEA)
 - 2. Intelligent Energy Europe
- iv) Spreading Excellence and Widening Participation (N/A Vattenfall)3. Research Executive Agency (REA)
- v) Science with and for Society

H. EU Health Programme (EUHP)

- vi) Consumers, Health and Food Executive Agency (CHAFEA)
- I. COSME



22. Useful resources

https://unltd.org.uk/

UnLtd is the leading provider of support to social entrepreneurs in the UK and offers the largest such network in the world.

https://business.wales.gov.uk/socialbusinesswales/you-start-social-business

Business Wales is a free portal of advice, training and support to anyone interested in business in Wales.

http://www.nptcvs.com/

Neath Port Talbot Council for Voluntary Service was established in April 1997 as a Charitable Company to support, promote and develop the participation of voluntary organisations, community groups and individuals in the voluntary sector in Neath Port Talbot.

http://www.interlinkrct.org.uk/

Interlink is the County Voluntary Council (CVC) for Rhondda Cynon Taff, supporting individuals and organisations to work together to make a positive impact on the life of people who live and work in RCT.

http://www.dtawales.org.uk/

The <u>Development Trusts Association Wales</u> (DTA Wales) is an independent practitioner based membership organisation promoting the work of and supporting the growing network of <u>development trusts</u> in Wales.

http://www.walescooperative.org/

The Wales Co-operative Centre is Wales' national body for co-operatives, mutuals, social enterprises and employee owned businesses. We apply our co-operative values to strengthening communities and services as well as supporting these businesses.

http://locality.org.uk/

Locality is the national network of ambitious and enterprising community-led organisations, working together to help neighbourhoods thrive.

http://www.pluggingtheleaks.org/index.htm

Plugging the Leaks was created to support people in communities to take a different approach to local economic development, one that can have a greater, more sustainable impact on their local economies than traditional regeneration initiatives.

