

# Document Pack



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FRIDAY, 23 FEBRUARY 2018

**TO: THE EXECUTIVE BOARD MEMBER FOR CULTURE,  
SPORT AND TOURISM**

I HEREBY SUMMON YOU TO ATTEND A MEETING OF THE **EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM** WHICH WILL BE HELD IN THE **REGENERATION MEETING ROOM, COUNTY HALL, CARMARTHEN, AT 1.00 PM, ON FRIDAY, 2ND MARCH, 2018** FOR THE TRANSACTION OF THE BUSINESS OUTLINED ON THE ATTACHED AGENDA.

*Mark James* CBE

**CHIEF EXECUTIVE**



PLEASE RECYCLE

Democratic Officer:	Michelle Evans Thomas
Telephone (direct line):	01267 224470
E-Mail:	MEEvansThomas@carmarthenshire.gov.uk
Ref:	AD016-001

# A G E N D A

1. DECLARATION OF PERSONAL INTEREST
2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 14TH DECEMBER, 2017 3 - 4
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## EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

14<sup>TH</sup> DECEMBER 2017

**PRESENT:** Councillor P. Hughes-Griffiths (Executive Board Member).

**The following officers were in attendance:**

D. Hockenull, Marketing and Media Manager

J. Owen, Democratic Services Officer

Room 72A, County Hall, Carmarthen – 10:00am - 10:15am

### 1. DECLARATIONS OF PERSONAL INTEREST

There were no declarations of personal interest.

### 2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON THE 24<sup>TH</sup> OCTOBER 2017

**RESOLVED** that the decision record of the meeting held on the 24<sup>th</sup> October, 2017 be signed as a correct record.

### 3. EVENT SUPPORT FUND APPLICATIONS - DECEMBER 2017

The Executive Board Member considered applications for assistance from the Events Support Fund which had been assessed on the basis of their contribution to the Council's Tourism, Community and Economic strategic aims. The Media and Marketing Manager provided further details of each event.

With regard to the Carmarthen Town "Welsh Week" application, the Media and Marketing Manager stated that support had been provided in previous years to this event and recommended that a level of support be provided again for 2018. However, it was advised that future applications for this event should endeavour to include additional opportunities in growing the event to a focal County event for the wider audience. It was suggested that this could be achieved through utilising the Event Network Circle and by seeking a local commercial sponsor income which would enable the event to be more sustainable in the future.

The Media and Marketing Manager informed the Executive Board Member that the new application criteria, which would include key themes for 2018/19 and application submission deadlines would be provided for consideration at the next meeting.

**RESOLVED**

**3.1 that the following applications for assistance from the Events Support Fund be approved subject to the terms and conditions indicated in the criteria for the fund:-**

<u>Event</u>	<u>Award</u>
<b>Financial Year 2017/18:-</b>	
• Carmarthen Town “Welsh Week”	<b>£2000.00</b>
<b>Financial Year 2018/19:-</b>	
• Battle on the Beach Mountain Bike 2018	<b>£2000.00</b>

\_\_\_\_\_  
**EXECUTIVE BOARD MEMBER**

\_\_\_\_\_  
**DATE**

**02.03.18**

<b>Executive Board Member:</b>	<b>Portfolio:</b>
<b>Cllr. Hughes Griffiths</b>	Culture, Sport & Tourism

## Event Support Fund Applications

### **Recommendations / key decisions required:**

To seek approval on applications received to the Events Support Scheme that have been assessed to the total amount of £510.00

**Reasons:** To get approval for financially supporting one event that can make a contribution to the set criteria in growing positive impact of events and festivals, and the Year of Culture in Ammanford

Directorate Chief Executives Name of Head of Service: Wendy Walters  Report Author: Huw Parsons	Designation  Director of Regeneration & Policy  Assistant Marketing & Media Manager	Tel No. 5826 E Mail Address: HLParsons@sirgar.gov.uk
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**Declaration of Personal Interest (if any):**

**Dispensation Granted to Make Decision (if any):**  
**N/A**

**DECISION MADE:**

**Signed:**

DATE: \_\_\_\_\_

EXECUTIVE BOARD MEMBER

**The following section will be completed by the Democratic Services Officer in attendance at the meeting**

Recommendation of Officer adopted	YES / NO
Recommendation of the Officer was adopted <b>subject to the amendment(s) and reason(s) specified:</b>	
Reason(s) why the Officer's recommendation was <b>not adopted:</b>	

# EXECUTIVE SUMMARY

## 02.03.18

### SUBJECT

## CCC Event Support Fund Applications December 17

### 1. BRIEF SUMMARY OF PURPOSE OF REPORT.

As part of a series of actions to grow the contribution of events and festivals in Carmarthenshire, £20,000.00 has been approved to provide an Event Support Fund Scheme aimed at providing financial assistance to events in the county that can demonstrate that they can make a contribution to the Tourism, Community and Economic strategic aims. As of 1<sup>st</sup> February 2018, £19,400 has been committed from 17/18. The following application has been received, assessed against the criteria with recommendations listed below

Financial Year 2017/18

- Wythnos Digwyddiadau Gŵyl Ddewi Rhydaman / Ammanford St David's Events Week 2018

Recommended support **£510.00**

Scheme amount remaining in 17/18: £90.00

### 2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The cons of not supporting this activity is the lost opportunity in supporting the series of events planned for Ammanford whilst in their year as Carmarthenshire's Town of Culture. Further benefits can be gained by the town and its various partners through using the Event Network Circle especially in seeking a commercial sponsor income.

A stronger set of tourism promotional actions can be implemented at this event as part of increasing the wider awareness of the Town's position as Town of Culture 2018.

DETAILED REPORT ATTACHED ?

No

# IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Wendy Walters

Director of Regeneration & Policy

Policy and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Physical Assets
<b>YES</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>	<b>Yes</b>	<b>NONE</b>	<b>NONE</b>

## 1. Policy, Crime & Disorder and Equalities

The County Council's Transformations Regeneration Plan 2015-2030 highlights the aim to *transform the overall economic, environmental, cultural and social well-being of Carmarthenshire*. The Events Support Scheme as one of a set of aligned actions to grow events in the County by the County Council will make an impact to events that can in turn improve the contribution events and festivals make to the economy and communities in Carmarthenshire.

A criteria for assessment in this scheme is the contribution the applicant's events can make to the Heritage and Culture of their community including the positive use of the Welsh Language throughout the communication and delivering event activities through the medium of Welsh.

## 2. Finance

The funding for this scheme has been provided through core funds from the Marketing & Media section of the County Council. The total agreed sum for the scheme is set at £20,000 for the financial year 2017 / 2018

## 3. Risk Management Issues

As a third party grant, the responsibility for successful event delivery is with the applicant who under the terms of the scheme are only allowed to make a claim after the event has occurred.



# CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Wendy Walters

Director of Regeneration & Policy

## 1. Scrutiny Committee N/A

## 2. Local Member(s)

Due to the timescales of receiving the application and the event itself, local consultation has not been completed. However, local members have been present at the Town Forum and been positive about the Town of Culture event programme in Ammanford

## 3. Community / Town Council

Due to the timescales of receiving the application and the event itself, local consultation has not been completed. However, local members have been present at the Town Forum and been positive about the Town of Culture event programme in Ammanford

## 4. Relevant Partners

The 120 members of the Events Network Circle have been made aware of the scheme itself and will be updated on the applications post Ex Board approval.

## 5. Staff Side Representatives and other Organisations N/A

### Section 100D Local Government Act, 1972 – Access to Information

#### List of Background Papers used in the preparation of this report:

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Carmarthenshire Destination Management Plan 2015 2020		<a href="http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8">http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8</a>
County Council's Transformations Regeneration Plan 2015-2030		<a href="http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx">http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx</a>
Event Support Scheme guidance & Criteria		<a href="http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8">http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8</a>

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02.03.18

<b>Executive Board Member:</b>	<b>Portfolio:</b>
<b>Cllr. Hughes Griffiths</b>	Culture, Sport & Tourism

## Event Support Fund 2018 2019

### Recommendations / key decisions required:

To seek approval on criteria amendments to the Events Support Scheme for the 2018 / 19 financial year

**Reasons:** Ensure the scheme continues to make a valid contribution to local and national campaigns in 2018 and 2019 with new themes in place

Directorate Chief Executives Name of Head of Service: Wendy Walters Report Author: Huw Parsons	Designation  Director of Regeneration & Policy  Assistant Marketing & Media Manager	Tel No. 5826 E Mail Address: HLParsons@sirgar.gov.uk
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**Declaration of Personal Interest (if any):**

**Dispensation Granted to Make Decision (if any):**

**N/A**

**DECISION MADE:**

**Signed:**

DATE: \_\_\_\_\_

EXECUTIVE BOARD MEMBER

**The following section will be completed by the Democratic Services Officer in attendance at the meeting**

Recommendation of Officer adopted	YES / NO
Recommendation of the Officer was adopted <b>subject to the amendment(s) and reason(s) specified:</b>	
Reason(s) why the Officer's recommendation was <b>not adopted:</b>	

# EXECUTIVE SUMMARY

## 02.03.18

### SUBJECT

## CCC Event Support Fund 2018 2019

### 1. BRIEF SUMMARY OF PURPOSE OF REPORT.

We are seeking approval to make amendments to improve the efficiency of the Event Support Scheme, which in financial year 17/18 supported sixteen events that made an estimated economic contribution of £1.1million.

After reviewing the system for delivery in 17/18 it became apparent that there needs to be a better synergy with Wales Tourism Campaigns (e.g. Year of Sea in 2018 and Year of Discovery in 2019) as well as Carmarthenshire campaigns such as the town and Village of Culture and cycling. The criteria and aims have now been amended to reflect this and on approval will be communicated to interested parties.

An effective promotional set of actions will need to be implemented to widen the net of possible events as we seek to broaden the portfolio with the aim of delivering more activity in off-peak months. The view is that it would be beneficial that specific additional conditions are to be inputted into the offer letter on an event by event basis depending on the respective deliverables e.g. tourism accommodation provision for larger events, usage of specific hashtags such as culture or cycling

The 17/18 system of submitting applications to the monthly Executive Board Member meetings has provided a fixed regular opportunity but it is felt that greater evaluation and consideration can be given to applications if we review and evaluate on a quarterly basis. This will allow an improved allocation of spend throughout the year.

### 2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

Consideration was given to revising both the minimum and maximum amounts to be given and whether strategic aims would be achieved seeking numerous events at smaller sums or fewer events at much higher amounts. It was thought, however, that the current criteria does effectively allow sufficient flexibility to the County Council to analyse and support (if agreed) a large and diverse range of events and festivals, new and old.

DETAILED REPORT ATTACHED ?

No

# IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report :

Signed: Wendy Walters

Director of Regeneration and Policy

Policy and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Physical Assets
<b>YES</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>	<b>Yes</b>	<b>NONE</b>	<b>NONE</b>

## 1. Policy, Crime & Disorder and Equalities

The County Council's Transformations Regeneration Plan 2015-2030 highlights the aim to *transform the overall economic, environmental, cultural and social well-being of Carmarthenshire*. The Events Support Scheme as one of a set of aligned actions to grow events in the County by the County Council will make an impact to events that can in turn improve the contribution events and festivals make to the economy and communities in Carmarthenshire.

A criteria for assessment in this scheme is the contribution an applicant's event can make to the Heritage and Culture of their community including the positive use of the Welsh Language throughout the communication and delivering event activities through the medium of Welsh.

## 2. Finance

The funding for this scheme has been provided through core funds from the Marketing & Media section of the County Council. The total agreed sum for the scheme is set at £20,000 for the financial year 2018 / 2019 although we shall seek external opportunities to increase this amount where and when possible.

## 3. Risk Management Issues

As a third party scheme, the responsibility for successful event delivery is with the applicant who under the terms of the scheme are only allowed to make a claim after the event and its respective activities has occurred.

# CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Wendy Walters

Director of Regeneration and Policy

**1. Scrutiny Committee N/A**

**2. Local Member(s) N/A**

**3. Community / Town Council N/A**

**4. Relevant Partners**

Marketing & Media representatives have attended Welsh Government forums on both Tourism and Major Events in January 2018 with participants from both the private and public sector included those from Carmarthenshire Tourism Association and Visit Wales.

**5. Staff Side Representatives and other Organisations**

Marketing & Media are attendees on the three town forums in Ammanford, Llanelli and Carmarthen and have raised the awareness and possibilities of the scheme in them. Forum members include town councils, chamber of trade as well as those from the Menter organisation.

**Section 100D Local Government Act, 1972 – Access to Information  
List of Background Papers used in the preparation of this report:**

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Carmarthenshire Destination Management Plan 2015 2020		<a href="http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8">http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8</a>
County Council's Transformations Regeneration Plan 2015-2030		<a href="http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx">http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx</a>
Event Support Scheme guidance & Criteria		<a href="http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8">http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8</a>
Welsh Government: Event Wales: A Major Events Strategy for Wales 2010-2020		<a href="http://gov.wales/topics/culture-tourism-sport/major-events/?lang=en">http://gov.wales/topics/culture-tourism-sport/major-events/?lang=en</a>
Welsh Government: Tourism Thematic Years approach		<a href="http://gov.wales/topics/culture-tourism-sport/tourism/thematic-years-approach/?lang=en">http://gov.wales/topics/culture-tourism-sport/tourism/thematic-years-approach/?lang=en</a>
Welsh Government: Partnership for growth: strategy for tourism 2013-2020		<a href="http://gov.wales/topics/culture-tourism-sport/tourism/partnership-for-growth-strategy/?lang=en">http://gov.wales/topics/culture-tourism-sport/tourism/partnership-for-growth-strategy/?lang=en</a>