

Document Pack



Wendy Walters
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County Hall, Carmarthen. SA31 1JP

TUESDAY, 7 JANUARY 2020

**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
REGENERATION MEETING ROOM, COUNTY HALL,
CARMARTHEN, SA31 1JP., AT 10.00 AM, ON WEDNESDAY,
15TH JANUARY, 2020 FOR THE TRANSACTION OF THE
BUSINESS OUTLINED ON THE ATTACHED AGENDA.**

Wendy Walters

CHIEF EXECUTIVE



PLEASE RECYCLE

Democratic Officer:	Kevin Thomas
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Ref:	AD016-001

A G E N D A

1. DECLARATIONS OF PERSONAL INTEREST
2. DECISION RECORD - 17TH DECEMBER, 2019 3 - 4
3. EVENT SUPPORT FUND APPLICATIONS 5 - 10

Note:- The press and public are not be entitled to attend the meeting. The decision record will be published normally within 3 working days.

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

17 DECEMBER 2019

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

The following officers were in attendance:

H. Parsons, Assistant Marketing & Media Manager;
J. Hancock, Flagship Social Enterprise Development Officer;
J. Owen, Democratic Services Officer.

Regeneration Meeting Room, County Hall, Carmarthen: 11:00am - 11:15am

1. DECLARATIONS OF PERSONAL INTEREST

There were no declarations of personal interest.

2. DECISION RECORD - 26TH NOVEMBER, 2019

RESOLVED that the decision record of the meeting held on the 26th November, 2019 be signed as a correct record.

3. EVENT SUPPORT FUND APPLICATIONS.

The Executive Board Member considered a report which sought approval on a proposal to make amendments to the scoring criteria and funding levels of the Events Support Scheme for 2020/21.

The Events Support Fund Scheme, as part of a series of actions to grow the contribution of events and festivals in Carmarthenshire, had allocated £20,000 since 2017.

The Scheme aimed to provide financial assistance to events in the County which was able to demonstrate a contribution to the Tourism, Community and Economic strategic aims.

It was reported that whilst applications invariably varied in type, size, lifespan, ticketing, location and objective, the scheme had proved to be a valuable asset to event organisers.

The Executive Board Member noted that the proposal had arisen following a recent audit which provided officers, who formed the Panel, with an opportunity to review the process and information provided.

In respect of tourism and community sectors, the two primary types of event applications received, it was proposed to adjust the scoring criteria and funding level to better reflect the range of applications from both the tourism and community large scale event organisers.

The revised scoring criteria set a specific criterion for each of the two types as well as offering a financial ceiling of £2,000 for community events and keeping the maximum for larger tourism focused events at £5,000.

It was reported that should the proposal be accepted, the revised scoring criteria would be duly communicated to members of the events network circle and placed on the Council website in January, 2020 in readiness for the revised criteria to be implemented for events taking place from April 2020.

RESOLVED that the amendments to the scoring criteria and funding levels of the Events Support Scheme for 2020/21, as set out in the report, be approved.

EXECUTIVE BOARD MEMBER

DATE

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

15.01.20

Executive Board Member:	Portfolio:
Cllr. Hughes Griffiths	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 for 2019/20 up until 1st January 2020.

Reasons: To seek approval for the recommendations on supporting an application to the event support scheme based upon the set criteria in growing impact of events and festivals

Directorate Chief Executives Name of Business Unit: Deina Hockenhuil Report Author: Huw Parsons	Designation Marketing and Media Manager Assistant Marketing & Media Officer	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 (If the answer is yes exact details are to be provided below:)

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 subject to the amendment(s) and reason(s) specified:	
Reason(s) why the Officer's recommendation was not adopted:	

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

15.01.20

Event Support Fund Applications

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 1st January 2020, £18,352 has already been committed from the 19 / 20 financial year fund leaving £1,648 remaining. The following application has been received and assessed against the criteria with the following recommendation;

Carmarthen Welsh Week, February 2020: Recommended support £750.00

Total amount recommended **£750.00**

As of 1st January 2020, £1,000 has been committed from the 20 / 21 financial year fund. The following applications has been received and assessed against the criteria with the following recommendations;

Hwyl Llandeilo Lit Fest, April 2020: Recommended support £1,500.00

Total amount recommended **£1,500.00**

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The Carmarthen Town event is likely to be the last application scored for the financial year 2019 / 2020 and there is little reasoning in keeping some funds in reserve for the possibility of receiving higher scoring applications between now and March 2020.

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: Deina Hockenull Marketing and Media Manager

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

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 2019 / 2020

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: **Deina Hockenhull** Marketing and Media Manager

1. Scrutiny Committee

N/A

2. Local Member(s) Wards in which events are planned have been contacted for information and opportunity to provide an opinion

3. Community / Town Council

N/A

4. Relevant Partners

Meetings to discuss the actual delivery of the various events will be organised with the applicants and those from the Local Trade, Carmarthenshire Tourist Association and Visit Wales

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:

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Carmarthenshire Destination Management Plan 2015 2020		http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8
County Council's Transformations Regeneration Plan 2015-2030		http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx
Event Support Scheme guidance & Criteria		https://www.carmarthenshire.gov.wales/home/business/funding/events-support-fund/#.W-K-eua7JYc

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