

# EXECUTIVE BOARD

27<sup>TH</sup> MARCH 2017

## SPONSORSHIP OF CELTIC MEDIA FESTIVAL 2018

### Recommendations / Key Decisions Required:

To submit a proposal including a financial commitment of up to £15,000 to the Celtic Media Festival organisers. The proposal will be in partnership with University of Wales Trinity St David's.

### Reasons:

To agree County Council's financial support to host the Celtic Media Festival in 2018.

Relevant scrutiny committee to be consulted: n/a

Exec Board Decision Required: YES

Council Decision Required: n/a

### EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER:-

Councillor M. Gravell (Regeneration and Leisure)

Directorate: Chief Executive's

Name of Head of Service:  
Wendy Walters

Report Author:  
Huw Parsons

Designations:  
Assistant Chief Executive  
Assistant Marketing and Media  
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# EXECUTIVE SUMMARY

## EXECUTIVE BOARD

27<sup>TH</sup> MARCH 2017

### SPONSORSHIP OF CELTIC MEDIA FESTIVAL 2018

The Leader of Carmarthenshire County Council has been approached to provide financial support of up to £30,000 for Carmarthen Town to host the Celtic Media Festival in Spring of 2018. The event is held annually in one of the Celtic nations and regions. Previous host county being, the Isle of Man (2017), whilst other recent locations include Dungarvan (2016), Inverness (2015), St Ives (2014) and Swansea (2013).

Running over three days, this Festival promotes the cultures and languages of the Celtic countries in film, on television, radio and new media. Primarily this is achieved through the festival - the major annual activity of the organisation - and also through partnership events throughout the year. It is supported by broadcast, film, cultural and economic development organisations, and attracts decision makers for independent and commissioned films, TV programmes and commercials and has been in place for nearly 40 years. Based upon previous years, likely attendance is 300 to 350 with a high percentage staying for the duration of the festival. Highlights include an awards ceremony with other activities including keynote speeches (which are usually filmed), workshops and seminars

Initial discussion was for the Council to fully fund £30,000 but a discussion has been had with University of Wales Trinity St David with a view to a 50/50 partnership. In order to facilitate the overnight requirements, the event would have to be held in a holiday period in order to use the student accommodation at the Trinity St David Campus

#### Benefits:

- The economic impact report from the Derry 2012 event (attached) listed direct value of £99,000, gross value added sum at £57.5k giving the event a "value" of £156.5k. Accommodation direct spend was £56,000.
- A well established, international event in the creative sector will further consolidate the positioning of Carmarthen (shire) as a creative industry hub with timing of the Festival in March/April/May 2018 adding considerable value in the build-up to the move of S4C (est. June 18) and the official opening of the Yr Egin (est. July 18)
- Promote County as a location for TV, Magazine, and web adverts filming in conjunction with Welsh Government Screen Commission.

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

Should the Council decide not to submit their interest the event is likely to be hosted by another county in Wales.

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

Assistant Chief Executive

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
NONE	NONE	YES	NONE	NONE	YES	NONE

### 3. Finance

Event organisers have requested a contribution of £30,000. UWTSD have suggested they are prepared to consider a 50/50 split. Further discussion are needed to agree the detail of this split. Any financial contribution would need to be found as current departmental budgets does not have this provision.

### 6. Staffing

There would be no direct costs, however one of the Marketing and Media team would work with the organisers. It is anticipated that the officer would spend up to one day a week for approximately 6 months.

# CONSULTATIONS

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

Signed: Wendy Walters

Assistant Chief Executive

## 1. Scrutiny Committee

n/a

## 1. Local Member(s)

n/a

## 2. Community / Town Council

n/a

## 3. Relevant Partners

Celtic Media Festival Organisers

University of Wales Trinity St David's

## 4. 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
Celtic Media Festival economic Impact Assessment, Derry 2012		
Celtic Media Festival 2016 brochure, Dungarvan		
Celtic Media Festival 2015 brochure, Inverness		