

EXECUTIVE BOARD MEMBER

17TH JULY 2017

Executive Board Member:	Portfolio:
Cllr. Hughes Griffiths	Culture, Sport & Tourism

EVENT SUPPORT FUND APPLICATIONS

To seek approval on decision on funding support for those applications received and scored to the Event Support Scheme up to 8th July 2017.

Recommendations / key decisions required:

To seek approval on applications received to the Events Support Scheme that have been assessed to the total amount of £4,500

Reasons:

To get approval for financially supporting a number of events that can make contributions to the set criteria in growing positive impact of events and festivals.

Directorate Chief Executives Name of Head of Service: Wendy Walters Report Author: Huw Parsons	Designation Assistant Chief Executive (Regeneration & Policy); Ass. 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):

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 SUMMARY

EXECUTIVE BOARD MEMBER CULTURE, SPORT AND TOURISM

17TH JULY, 2017

EVENT SUPPORT FUND APPLICATIONS

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 the 8th July 2017, £9,200 has been committed. The following applications have been received, assessed against the criteria with recommendations listed below

- **Chwedlau Caerfyrddin:** Recommended support **£500.00**
- **Llandeilo Festival of Senses 2017:** Recommended support **£1,500**
- **The Big Cwtch 2017:** Recommended support **£2,500**
- **Gar Gwyl 2017:** Recommended support £0.00

Total sum recommended **£4,500.00**

Scheme amount remaining: **£6,300.00**

Two of these applications are for events in the traditional Peak season and consideration needs to be given to the objective to use events to drive demand into periods of the year when they can make a greater economic or promotional impact. More communication is being done to establish relationships with events that can bring more of a spread throughout the year as well provide more of an impact than those already known.

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 (Regeneration & Policy);

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.

3. 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.

4. 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

Assistant Chief Executive (Regeneration & Policy);

1. Scrutiny Committee N/A

2. Local Member(s)

Cllr Edward Thomas, Llandeilo.

Cllr Eirwen Williams, Cynnwyll Gaeo

Cllr Gareth John, Carmarthen

Cllr Alan Lenny, Carmarthen

3. Community / Town Council

Pencareg, Llandeilo, Carmarthen Councils through the above County Councillors

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. 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:

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		http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8