

02.03.18

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

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 1st 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
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 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		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