

02.03.18

Executive Board Member:	Portfolio:
Cllr. Hughes Griffiths	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 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 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
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 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:**

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
Welsh Government: Event Wales: A Major Events Strategy for Wales 2010-2020		http://gov.wales/topics/culture-tourism-sport/major-events/?lang=en
Welsh Government: Tourism Thematic Years approach		http://gov.wales/topics/culture-tourism-sport/tourism/thematic-years-approach/?lang=en
Welsh Government: Partnership for growth: strategy for tourism 2013-2020		http://gov.wales/topics/culture-tourism-sport/tourism/partnership-for-growth-strategy/?lang=en