

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

23RD MAY 2018

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| Executive Board Member: | Portfolio: |
| Cllr. Peter 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 £12,815.00.

Reasons:

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

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| Directorate Chief Executives Name of Head of Service: Wendy Walters Report Author: Huw Parsons | Designation 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

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| 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 DECISIONS MEETING FOR
CULTURE, SPORT AND TOURISM
23RD MAY 2018

CCC Event Support Fund Applications May 2018

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 May 2018, £4,500 has already been committed from the 18/19 fund whilst the following applications have been received and assessed against the criteria with recommendations listed below;

Llansteffan Mock Mayor's Garden Party 2018: Recommended support **£400**
 Carmarthen River Festival & Regatta 2018: Recommend support **£500**
 Pembrey & Burry Port Carnival 2018: Recommended support **£1,000**
 Pembrey National Youth Series Cycling 2018: Recommended support **£1,200**
 Robert Hobbs Memorial cycling road race 2018: Recommended support **£522**
 Opening National Closed road circuit: Recommended support **£390**
 Tour of Britain cycling festival 2018: Recommended support **£390**
 Gwyl Hwyl Cwmaman 2018: Recommend support **£600**
 Towy Valley Vintage Club show 2018: Recommend support **£900**
 Heart of Wales 150th anniversary opening Llandovery: Recommended support **£713**
 Gwyl Hanes Cymru I Blant 2018: Recommended support **£600**
 Gritfest 2018: Recommended support **£0.00**
 Laugharneival 2018: £4,000. Recommended support **£1,600**
 Gwyl Canol y dre 2018: Recommended support **£2,000**
 Welsh Dairy Show 2018: Recommended support **£2,000**
 18/19 amount remaining as of 1st May 2018: **£15,500.00**
 Total amount requested **£38,396.00**
 Total amount recommended **£12,815.00**
 18/19 amount remaining if approve approved: **£2,685.00**

OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

Efficiencies and improvements can be made if the event organisers make greater use of the various templates and case studies (from marketing to h&s) supplied from the County Council and the respective offer letters will detail the need to evidence pre and post event usage of some of these. If completed, other organisations and Council sections will be able to add value and assistance to the greater good.

DETAILED REPORT ATTACHED?

no

**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 |