

EXECUTIVE SUMMARY
EXECUTIVE BOARD MEMBER DECISION MEETING
FOR CULTURE, SPORT & TOURISM

DATE: 11TH FEBRUARY, 2019

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

Subject: Event Support Fund Applications February 2019

Recommendations / key decisions required:

To seek approval on applications received to the Events Support Scheme that have been assessed to the total amount of £5,860.00

Reasons: To seek approval for the recommendations on supporting applications to the event support scheme based upon the set criteria in growing impact of events and festivals

Directorate Regeneration and Policy Name of Director: Wendy Walters Report Author: Huw Parsons	Designation Assistant Marketing & Media Manager	Tel No. 5826 E Mail Address: HLParsons@sirgar.gov.uk
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Declaration of Personal Interest (if any):

none

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:	

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SUBJECT:

CCC Event Support Fund Applications February 2019

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 10th January 2019, £2,000 has already been committed from the 19/20 fund whilst the following applications have been received and assessed against the criteria with recommendations listed below;

- i. Great Welsh Marathon & Half Marathon 2019: Recommended support **£2,500.00**
- ii. Llandovery Sheep Festival 2019: Recommended support **£2,000.00**
- iii. Cross Hands Family Fun day 2019: Recommended support **£0**
- iv. Llandeilo Literature Festival 2019: Recommended support **£1,360.00**
- v. Llanelli Ramblers Walking Festival 2019: Recommended support **£0**
- vi. Excel Community Festival 2019: Recommended support **£0**
- vii. Superprix 2019: Further discussions to be held

Total amount recommended **£5,860.00**

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

With the scheme in past years oversubscribed in terms of requests v funds total, there is the option to keep some funds in reserve for the possibility of receiving higher scoring applications between now and the end of the financial year in March 2020

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. Each event organiser will receive specific criteria evidence and items to be supported within their respective offer letters allowing for greater clarity on the impact of the council support

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 2018 / 2019

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) Wards in which events are planned have been contacted for information and opportunity to provide an opinion

3. Community / Town Council N/A

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