

**Executive Board Member Decisions**  
**Culture, Sport and Tourism**  
**18/09/19**

<b>Executive Board Member:</b>	<b>Portfolio:</b>
Cllr. Hughes Griffiths	Culture, Sport & Tourism

**Subject**

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 £1,710

**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

Directorate Chief Executives Name of Head of Service: Wendy Walters Report Author: Sarah Owen	Designation  Chief Executive  Tourism & Marketing Development Officer	   Tel No. 5407  E Mail Address: SOwen@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 <b>subject to the amendment(s) and reason(s) specified:</b>	
Reason(s) why the Officer's recommendation was <b>not adopted:</b>	

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**CCC Event Support Fund Applications August 2019**

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 1<sup>st</sup> August 2019, £16,342 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. Whitland Abbey - the ruins and the history: Recommended support **£370**
- ii. Halloween at Gwilli 2018: Recommend support **£840**
- iii. 2019 HSBC UK Cyclo-Cross National Trophy (round 5): Recommended support **£500**

19/20 amount remaining as of 1<sup>st</sup> August 2019: **£3,658**

Total amount requested **£5,270**

Total amount recommended **£1,710**

19/20 amount remaining if approved: **£1948**

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

# 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

Chief Executive

Policy and Crime & Disorder	Legal	Finance	ICT	Risk Management Issues	Organisational Development	Physical Assets
<b>YES</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>	<b>YES</b>	<b>NONE</b>	<b>NONE</b>

## 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 2019 / 2020

## 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

Chief Executive

- 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** Meetings to discuss the actual delivery of the various events will be organised with the applicants and relevant stakeholders
- 5 **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		<a href="http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8">http://www.carmarthenshire.gov.wales/home/business/tourism/destination-management-plan.aspx#.WT-9TsuQyM8</a>
County Council's Transformations Regeneration Plan 2015-2030		<a href="http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx">http://www.carmarthenshire.gov.wales/home/business/development-investment.aspx</a>
Event Support Scheme guidance & Criteria		<a href="http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8">http://www.carmarthenshire.gov.wales/home/business/business-support/organising-events/funding-for-event-organisers.aspx#.WT_nqtQrKM8</a>