

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

26/11/2019

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| 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 for 2019/20 up until 5th November 2019.

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

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| Directorate Chief Executives Name of Business Unit: Deina Hockenhull Report Author: Huw Parsons | Designation Marketing and Media Manager Assistant Marketing & Media Officer | 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 (If the answer is yes exact details are to be provided below:)

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: | |

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Event Support Fund Applications November 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 5th November 2019, £17,352 has already been committed from the 19 / 20 financial year fund leaving £2,648 remaining. The following applications has been received and assessed against the criteria with the following recommendation;

Llanelli Half Marathon, February 2020: Recommended support **£1,000.00**

Total amount recommended **£1,000.00**

As of 5th November 2019, no amount has been committed from the 20 / 21 financial year fund. The following applications has been received and assessed against the criteria with the following recommendations;

Daffodil Garden celebration, April 2020: Recommended support £1,000.00

Total amount recommended **£1,000.00**

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. It would also be effective to support the potential plans forthcoming from the village and town of culture 2019. 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.

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| DETAILED REPORT ATTACHED ? | No |
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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: Deina Hockenull Marketing and Media Manager

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|-----------------------------|-------|---------|------|------------------------|----------------------------|-----------------|
| 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 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: **Deina Hockenhull** Marketing and Media Manager

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:

THESE ARE DETAILED BELOW

| 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 | | https://www.carmarthenshire.gov.wales/home/business/funding/events-support-fund/#.W-K-eua7JYc |