

Document Pack



Mark James LLM, DPA, DCA
Prif Weithredwr,
Chief Executive,
Neuadd y Sir, Caerfyrddin. SA31 1JP
County Hall, Carmarthen. SA31 1JP

MONDAY, 11 JUNE 2018

TO: THE EXECUTIVE BOARD MEMBER FOR CULTURE, SPORT AND TOURISM

**I HEREBY SUMMON YOU TO ATTEND A MEETING OF THE
EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR
CULTURE, SPORT AND TOURISM WHICH WILL BE HELD IN
THE DEMOCRATIC SERVICES COMMITTEE ROOM, - COUNTY
HALL, CARMARTHEN. SA31 1JP. AT 2.00 PM, ON MONDAY,
18TH JUNE, 2018 FOR THE TRANSACTION OF THE BUSINESS
OUTLINED ON THE ATTACHED AGENDA.**

Mark James CBE

CHIEF EXECUTIVE



PLEASE RECYCLE

Democratic Officer:	Kevin J. Thomas
Telephone (direct line):	01267 224027
E-Mail:	KJThomas@carmarthenshire.gov.uk
Ref:	AD016-001

A G E N D A

1. DECLARATIONS OF PERSONAL INTEREST.
2. TO SIGN AS A CORRECT RECORD THE DECISION RECORD OF THE MEETING HELD ON 23RD MAY 2018. 3 - 4
3. EVENT SUPPORT FUND APPLICATIONS. 5 - 10

Note:- The press and public are not be entitled to attend the meeting. The decision record will be published normally within 3 working days.

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

Wednesday, 23 May 2018

PRESENT: Councillor: P. Hughes-Griffiths (Executive Board Member).

The following officers were in attendance:

H Parsons, Assistant Marketing & Media Manager;

M.S. Davies, Democratic Services Officer;

J. Owen, Democratic Services Officer.

Regeneration Meeting Room, County Hall, Carmarthen 1.30 pm - 2.30 pm

1. DECLARATIONS OF PERSONAL INTEREST

Councillor	Minute Item(s)	Nature of Interest
P. Hughes-Griffiths	3 – CCC Event Support Fund Applications May 2018	He lives across the road from the location of the Gwyl Canol y Dre 2018 event.

2. DECISION RECORD - 13TH APRIL 2018

RESOLVED that the decision record of the meeting held on the 13th April be signed as a correct record.

3. EVENT SUPPORT FUND APPLICATIONS

Note: Councillor P. Hughes-Griffiths declared a personal interest in the Gwyl Canol y Dre 2018 event.

The Executive Board Member considered a report providing details of an application for assistance from the Event Support Fund which had been assessed on the basis of its contribution to the Authority's Tourism, Community and Economic strategic aims.

RESOLVED that:

- 3.1 the following applications for assistance from the Event Support Fund be approved, subject to the terms and conditions indicated in the criteria for the fund:-**

<u>Event</u>	<u>Award</u>
Llansteffan Mock Mayor's Garden Party 2018	£400
Carmarthen River Festival & Regatta 2018	£500
Pembrey & Burry Port Carnival 2018	£1,000
Pembrey National Youth Series Cycling 2018	£1,200
Robert Hobbs Memorial cycling road race 2018	£522
Opening National Closed road circuit	£390
Tour of Britain cycling festival 2018	£390
Gwyl Hwyl Cwmaman 2018	£600

Towy Valley Vintage Club show 2018	£900
Heart of Wales 150 th anniversary opening Llandovery	£500*
Gwyl Hanes Cymru I Blant 2018	£600
Laugharneival 2018	£1,600
Gwyl Canol y dre 2018	Deferred
Welsh Dairy Show 2018	£2,000

[*Maximum towards marketing and promotion and subject to submission of those costs]

- 3.2 the application from Gritfest 2018 for assistance from the Event Support Fund be declined on the basis that the event was being delivered within a few weeks and was already close to capacity but that the Council's marketing and media officers engage with the organiser to assist in promotion for future years as the event was considered to have both economic and tourism potential;**
- 3.3 consideration of the application from Gwyl Canol y Dre 2018 be deferred to June 2018 to enable discussions to be undertaken with the Chief Executive of Menter Iaith Myrddin and the Director of Education.**

EXECUTIVE BOARD MEMBER

DATE

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM 18TH JUNE 2018

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 to the total amount of £4,685.00

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 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

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

18.06.18

Event Support Fund Applications

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 1st June 2018, £15,315 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;

- i. Gwyl Canol y Dre 2018: Recommended support **£2,000.00**
- ii. Festival of the Celts 2018: Recommended support **£685.00**
- iii. Llandeilo Music Festival 2018: Recommend support **£1,000.00**
- iv. Llanelli LGBTQ+ Day 2018: Recommended support **£0**
- v. Ammanford Miners Fortnight 2018: Recommended support **£1,000.00**
- vi. Pembrey Garden Show 2018: Recommended support **£0**
- vii. Small Gatherings 2018 2018: Recommended support **£0**

18/19 amount remaining as of 1st June 2018: **£4,685.00**

Total amount requested **£12,925.00**

Total amount recommended **£4,685.00**

18/19 amount remaining if approve approved: **£0**

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

With the scheme oversubscribed in terms of requests v funds total, there is the option to keep some funds in reserve in the possible situation of receiving higher scoring applications between now and the end of the financial year in March 2019.

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.

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

Head of Regen & 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

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