

EXECUTIVE BOARD MEMBER
20TH FEBRUARY 2017

Executive Board Member:	Portfolio:
Cllr. Meryl Gravell	Regeneration & Leisure

EVENT SUPPORT PROGRAMME 2017 - 2018

Recommendations / key decisions required:

To agree the funding of £20,000 in an Event Support Fund Scheme as part of a series of actions from the Council to support the growth and sustainability of events in Carmarthenshire.

Reasons:

To simplify the process and make it fairer for all applicants; focus the Authority's funding to ensure maximum return on investment and align investment with the Authority's Economic Development priorities.

Directorate		
Name of Head of Service:	Designation	E Mail Address:
Wendy Walters	Assistant Chief Executive	hparsons@carmarthenshire.gov.uk
Report Author:	Assistant Marketing and Media Manager	01554 744326
Huw Parsons		

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:	

EXECUTIVE SUMMARY
EXECUTIVE BOARD MEMBER REGENERATION & LEISURE
20TH FEBRUARY 2017

EVENTS SUPPORT PROGRAMME 2017-18

Carmarthenshire provides a wide range of events in which the County Council plays an integral role. Events contribute to promoting community spirit and can create an attractive destination for a day or staying visitor, bringing both short and long term economic benefits to Carmarthenshire. The County Council intends to add further value through a series of actions:

Event organiser development:

Funded through a Rural Development Plan LEADER grant of £45,282 awarded in October 2016, an “event organiser’s network” will be established in the county. A series of seminars and one-to-one surgeries will be planned across the project area featuring guest trainers and speakers that will encourage improved communication and collaboration working with the aim to inspire and up-skill event organisers. This will be supplemented by a website portal that will provide a trusted platform to communicate on an on-going basis throughout the programme. Other actions include the production of a user friendly event organiser’s toolkit and guidance pack and a promotional portfolio pack of the county’s key event venues. The project will also develop a pilot project in which we look to widen a town’s stakeholder partnership to foster greater involvement by local businesses and community groups in order to maximise the benefits from their local events. This will be on a town by town basis and a set of criteria for choosing the pilot towns will be developed.

Promotion of individual events

The County Council will provide a checklist of options for event organisers to promote their events as well as promotion on the Council resourced Discover Carmarthenshire “What’s On” webpages and social media channels, emerging as the county’s “one stop shop” of all that’s going on in the county. Some new v-blog case studies on “how to maximise facebook events pages and upload YouTube videos for example” will be developed as well as links to local and national partners.

The third component of the action plan is to launch an “Event Support Fund” and it is this action that we seek approval. This scheme aims to provide financial assistance to events in the county that can demonstrate that they meet certain criteria, namely the Tourism, Community and Economic strategic aims. An initial revenue budget of £20,000 has been identified and an application and guidance pack has been produced (attached) with applications being assessed against a defined criteria. Applicants must have proactively engaged in the other elements of the County Council’s Events Programme (as above) and signing up to the Events Network is mandatory. It is anticipated that there will be great demand for what is a relatively small fund therefore support will only be given to those events showing clearly evidenced economic outputs

This support programme will be coordinated by an officer from the Marketing & Media section

OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

An option is to play only a limited and reactive role waiting for event organisers to approach the County Council and for us only to perform statutory services. This could limit any growth in this sector from existing events and potentially stop any potential organiser considering this County. We wouldn’t be in a position to actively seek partnership or funding with Welsh Government on future opportunities that may arise through either Major Events or Visit Wales sections (Note we have received in 2016 / 2017 £8,000 from Welsh Government Tourism for progressing a Merlin Festival in March 2017.

DETAILED REPORT ATTACHED?

Yes

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**

Assistant Chief Executive

Policy and Crime & Disorder NONE	Legal NONE	Finance YES	ICT NONE	Risk Management Issues NONE	Organisational Development NONE	Physical Assets NONE
--	----------------------	-----------------------	--------------------	---------------------------------------	---	--------------------------------

3. Finance

The RDP Leader grant will bring in income of £45,282.52 at an intervention rate of 79.38% of the eligible project costs. There will be management & supervision in kind costs of £11,761.58 from officers within Marketing & Media whilst the grant will fund two days a week officer costs throughout the length of the grant period. The financial profile has been approved by the Finance Manager. The sum of £20,000 allocated for the event fund will be financed from 2017 / 2018 core budget within marketing and media section.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: **Wendy Walters**

Assistant Chief Executive

1. **Scrutiny Committee** Not applicable
2. **Local Member(s)** Not applicable
3. **Community / Town Council** Not applicable
4. **Relevant Partners** Not applicable
5. **Staff Side Representatives and other Organisations** Not applicable

Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:

THERE ARE NONE