

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

FRIDAY, 2ND MARCH, 2018

PRESENT: Councillor P. Hughes-Griffiths [Executive Board Member]

The following officers were in attendance:

Mrs M. Evans Thomas - Principal Democratic Services Officer

Regeneration Meeting Room, County Hall, Carmarthen : 1:00 p.m. – 1.15 p.m.

1. DECLARATION OF PERSONAL INTEREST

There were no declarations of personal interest.

2. DECISION RECORD - 14TH DECEMBER, 2017

RESOLVED that the decision record of the meeting held on 14th December, 2017 be signed as a correct record.

3. EVENT SUPPORT FUND APPLICATION

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 the following application 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>
Ammanford St. David's Events Week 2018	£510.00

4. EVENT SUPPORT FUND 2018 2019

The Executive Board Member considered a report seeking approval to make amendments to improve the efficiency of the Event Support Scheme, which in the 2017/18 financial year supported sixteen events that made an estimated economic contribution of £1.1million.

After reviewing the system for delivery in 2017/18 it became apparent that there needed to be a better synergy with Wales Tourism Campaigns (e.g. Year of Sea in 2018 and Year of Discovery in 2019) as well as Carmarthenshire campaigns such as the Town and Village of Culture and Cycling. The criteria and aims have been amended to reflect this and on approval would be communicated to interested parties.

An effective promotional set of actions would need to be implemented to widen the net of possible events as we seek to broaden the portfolio with the aim of delivering more activity in off-peak months. The view is that it would be beneficial

for specific additional conditions to be included in the offer letter on an event by event basis depending on the respective deliverables e.g. tourism accommodation provision for larger events, usage of specific hashtags such as culture or cycling.

The 2017/18 system of submitting applications to the monthly Executive Board Member meetings has provided a fixed regular opportunity but it was felt that greater evaluation and consideration could be given to applications if officers reviewed and evaluated on a quarterly basis. This would allow an improved allocation of spend throughout the year.

Consideration was given to revising both the minimum and maximum amounts to be given and whether strategic aims would be achieved seeking numerous events at smaller sums or fewer events at much higher amounts. It was thought, however, that the current criteria effectively allowed sufficient flexibility to the Authority to analyse and support (if agreed) a large and diverse range of events and festivals, new and old.

RESOLVED that the criteria amendments to the Event Support Scheme for the 2018/19 financial year, as detailed in the report, be approved.

EXECUTIVE BOARD MEMBER

DATE