

# EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

17/12/2019

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

## EVENT SUPPORT FUND APPLICATIONS

### Recommendations / key decisions required:

To seek approval on making amendments to the scoring criteria and funding levels of the Events Support Scheme for 2020/21

**Reasons:** To ensure the scoring criteria and funding levels better reflect the range of applications the scheme is receiving from both Tourism and Community large scale event organisers.

Directorate Chief Executives Name of Business Unit: Deina Hockenhuil Report Author: Huw Parsons	Designation  Marketing and Media Manager  Assistant Marketing & Media Officer	Tel No. 5826 E Mail Address: <a href="mailto:HLParsons@sirgar.gov.uk">HLParsons@sirgar.gov.uk</a>
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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



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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>	

# EXECUTIVE SUMMARY

## EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

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### 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 allocated since 2017 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.

The scheme has proved a valuable asset to event organisers and in 2019/20, over 24 applications have been received with 16 offered support. These have been quite varied in type, size, lifespan, ticketing, location, objectives and indeed varied in the person or people applying for support

The day to running of the scheme has recently been audited providing an opportunity for those officers forming the Panel (Marketing and Media / Community Bureau) to review the information provided and the process undertaking. Reflecting on the 2 different types of event applying (community / tourism), it is proposed to adjust the scoring criteria so that there is a specific set of criteria for each of the two types as well as offering a financial ceiling of £2,000 for community events and keeping the maximum for larger tourism focused events at £5,000.

#### 2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The current criteria could be continued using it as a blanket rule and this is easy to communicate. However, this would hinder the smaller community events at scoring stage and not help us to direct the optimum amounts of support to make the most impact.

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: Deina Hockenhuil Marketing and Media Manager**

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.

## 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 Hockenull** Marketing and Media Manager

1. Scrutiny Committee N/A

2. Local Member(s) N/A

3. Community / Town Council N/A

### 4. Relevant Partners

The members of the Events Network Circle have previously been made aware of the scheme and any updates / amendments will be communicated to 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		<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="https://www.carmarthenshire.gov.wales/home/business/funding/events-support-fund/#.W-K-eua7JYc">https://www.carmarthenshire.gov.wales/home/business/funding/events-support-fund/#.W-K-eua7JYc</a>