

CABINET
25 JULY 2022

CARMARTHENSHIRE NATIONAL URDD EISTEDDFOD 2023

Purpose:

To approve the financial contribution and an agreement of understanding between Carmarthenshire County Council and the National Urdd Eisteddfod.

Recommendations / key decisions required:

- To formally agree to financially support the Carmarthenshire 2023 National Urdd Eisteddfod and that a financial contribution of £80,000 is made to the Urdd Eisteddfod
- To support the National Urdd Eisteddfod with the services as listed in the report
- Deina Hockenhull, Marketing and Media Manager to lead on this project and to report back to the Cabinet on a quarterly basis.

Reasons:

Carmarthenshire will welcome the National Urdd Eisteddfod to the County in 2023. For this to be a success there requires to be an agreement of understanding between the Council and the Urdd to ensure services are involved in the best way possible and that resources are accounted for accurately.

The Executive Board agreed at their meeting on 22 June 2018 to host the National Urdd Eisteddfod in 2021. Due to the pandemic this date had to change, and Carmarthenshire will now host the event in 2023. The location has been confirmed as Llandovery.

The following report will underline the working relationship that will be required between the Council and the Urdd to ensure Carmarthenshire host a successful event here within the County.

Relevant scrutiny committee to be consulted N/A

Cabinet Decision Required YES

Council Decision Required N/A

CABINET MEMBER PORTFOLIO HOLDER:- Cllr Glynog Davies

Directorate: Chief Executive
Report Author: Deina
Hockenhull

Designations: Marketing and
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**EXECUTIVE SUMMARY
CABINET
25 JULY 2022**

CARMARTHENSHIRE NATIONAL URDD EISTEDDFOD 2023

Background

The Urdd National Eisteddfod is one of Europe's largest travelling festivals which attracts in the region of 100,000 visitors a year. Over 15,000 children and young people under 25 years old compete as finalists at the event. The annual cost of hosting the Urdd Eisteddfod is approximately £2.1m. Though the event organisers receive some financial support from Welsh Government and other key commercial partners there is always a shortfall that requires to be met by the Urdd themselves.

The event is held during the Whitsun holiday in May/ early June each year, with the location alternating between north and south Wales. The last time the Urdd visited Carmarthenshire was in 2007 when it was held on the grounds of Nant y ci showground, Carmarthen.

The Eisteddfod would contribute to the economic well-being of Carmarthenshire, as the festival historically contributes up to £6 million to the local economy of the host county, with the hospitality industry benefitting mostly from the spend.

The Eisteddfod would also make a significant contribution to the development of the Welsh Language in the county and would reflect the commitment to support the aspiration of reaching a million Welsh speakers by 2050.

In addition to the footfall benefit of an event such as the Urdd we must also consider how the event is broadcasted on a variety of media, including over the week, 80 television broadcasted hours with a reach of 487,000 viewers. 50 hours radio broadcasting as well as content and broadcasts in the local and national media. The Urdd Eisteddfod has also a prominent presence on various social media networks.

This year was the first Urdd Eisteddfod since the pandemic and many changes have been made which we will need to consider and reflect. An independent report is being commissioned by the Urdd and we will have sight of this and model the Carmarthenshire event accordingly.

The Urdd have already highlighted the possible additional support that the Council will be required to undertake to ensure the event is managed successfully.

There would be an impact on staffing, as various co-ordination groups and committees would need to be set up to work with the Urdd Eisteddfod organisers, to ensure a successful event. Those teams will work on a wide range of issues, including public realm, licensing, supporting local businesses and opportunities for schools. The Council will have a significant involvement in a range of elements including the corporate presence on the Maes, schools' involvement, participation in the proclamation ceremony, highways, waste management. These additional costs and resources will need to be considered and costs will need to be met.

The recommendation is that an £80,000 financial contribution is made to the Urdd Eisteddfod.

The Urdd are requesting from us as the host County to work in partnership to ensure a successful Urdd Eisteddfod is held in Carmarthenshire and that the best possible experience is given to the children, young people, and residents of the county during the 12month preparation and during the week of the event. To recognise that our services are required to achieve this, it is recommended that a set budget of up to £100k is put aside to accommodate additional direct costs.

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 Hockenhull** **Marketing and Media Manager**

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	YES	YES	YES	YES	TBC

Policy, Crime & Disorder and Equalities

The Eisteddfod would also make a significant contribution to the development of the Welsh Language in the county and would reflect the commitment to support the aspiration of reaching a million Welsh speakers by 2050.

Involvement will be required to ensure that all aspects of the event are accessible and available to all.

In addition to this the ability to promote at the event will give us an excellent platform to highlight some key policies and services such as climate change, decarbonisation, and our net zero target.

Legal

Service Level Agreement (SLA) between the authority and Urdd Eisteddfod to be drafted

Finance

The recommendation is that an £80,000 financial contribution is made to the Urdd Eisteddfod.

To recognise that our services are required to ensure a successful event, it is recommended that a set budget of up to £100k is put aside to accommodate additional direct costs.

A representative from finance will be asked to attend the internal working group which has been formed.

ICT

No clear implication at this stage but an ICT representative is part of the internal working group that meet monthly.

Risk Management

This to be monitored and considered at all times as the project develops, and information is provided by the event organisers.

Staffing Implications

Staff within various services will be implicated as noted within this report.

Physical Assets

No requests have currently been made but this could be an issue as the Eisteddfod focus on Carmarthenshire during the next 12months and require land and buildings for various elements of the event. A representative attends the monthly internal working group

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

2. Local Member(s)

A clear communication with the local member of Llandovery is already taking place. Regular communication to all members will also be required as the event gains momentum.

3. Community / Town Council

A clear communication with the local member of Llandovery is already taking place. Regular communication to all members will also be required as the event gains momentum

4. Relevant Partners

A number of leisure / tourism attractions are already being informed of the impact of this event to Carmarthenshire and especially the area of Llandovery. The 10towns market officer is part of the internal working group and is working with various partners to maximise the opportunity this event will bring to the area.

5. Staff Side Representatives and other Organisations

Internal working group has been set up and the National Urdd Eisteddfod will now be a regular agenda item at SAG. Marketing and media representatives will meet the Urdd representatives on a monthly basis to manage demand and expectation.

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