

Pecyn Dogfennau



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

DYDD GWENER, 23 CHWEFROR 2018

**AT: YR AELOD O'R BWRDD GWEITHREDOL DROS
DIWYLLIANT, CHWARAEON A THWRISTIATH**

**YR WYF DRWY HYN YN EICH GALW I FYNYCHU CYFARFOD
O'R CYFARFOD PENDERFYNIADAU AELOD Y BWRDD
GWEITHREDO DROS DIWYLLIANT, CHWARAEON A
THWRISTIAETH A GYNHELIR YN YSTAFELL GYFARFOD
ADFYWIO, NEUADD Y SIR, CAERFYDDIN AM 1.00 PM, AR
DYDD GWENER, 2AIL MAWRTH, 2018 ER MWYN CYFLAWNI'R
MATERION A AMLINELLIR AR YR AGENDA ATODEDIG.**

Mark James DYB

PRIF WEITHREDWR



AILGYLCHWCH OS GWELWCH YN DDA

Swyddog Democrataidd:	Michelle Evans Thomas
Ffôn (llinell uniongyrchol):	01267 224470
E-bost:	MEEvansThomas@sirgar.gov.uk
Cyf:	AD016-001

AGENDA

1. DATGANIADAU O FUDDIANNAU PERSONOL
2. CYMERADWYO A LLOFNODI HYSBYSIAD PENDERFYNIAD Y
CYFARFOD A GYNHALIWYD AR YR 14EG RHAGFYR, 2017 5 - 6
3. CEISIADAU I'R GRONFA CYMORTH DIGWYDDIADAU 7 - 12
4. CRONFA CYMORTH DIGWYDDIADAU 2018-2019 13 - 18

CYFARFOD PENDERFYNIADAU AELOD Y BWRDD GWEITHREDO DROS DIWYLLIANT, CHWARAEON A THWRISTIAETH

14^{EG} RHAGFYR 2017

YN BRESENNOL: Y Cynghorydd P. Hughes-Griffiths (Aelod o'r Bwrdd Gweithredol).

Roedd y swyddogion canlynol yn bresennol:

D. Hockenull, Rheolwr y y Cyfryngau a Marchnata

J. Owen, Swyddog Gwasanaethau Democrataidd

Ystafell 72A, Neuadd y Sir, Caerfyrddin – 10:00am - 10:15am

1. DATGANIADAU O FUDDIANNAU PERSONOL

There were no declarations of personal interest.

2. CYMERADWYO A LLOFNODI HYSBYSIAD PENDERFYNIAD Y CYFARFOD A GYNHALIWDYD AR YR 24^{AIN} HYDREF 2017

PENDERFYNWDYD llofnodi bod Cofnod Penderfyniadau'r cyfarfod oedd wedi'i gynnal ar 24 Hydref, 2017 yn gofnod cywir.

3. CEISIADAU I'R GRONFA CYMORTH DIGWYDDIADAU RHAGFYR 2017

Bu'r Aelod o'r Bwrdd Gweithredol yn ystyried ceisiadau am gymorth gan y Gronfa Cymorth Digwyddiadau a gafodd eu hasesu ar sail eu cyfraniad at amcanion strategol y Cyngor o ran twristiaeth, cymunedau a'r economi. Rhoddodd y Rheolwr Marchnata a'r Cyfryngau ragor o wybodaeth am bob digwyddiad.

O ran cais "Wythnos Gymraeg" Tref Caerfyrddin dywedodd y Rheolwr Marchnata a'r Cyfryngau fod cymorth wedi'i roi yn y blynyddoedd blaenorol i'r digwyddiad hwn ac argymhellwyd bod cymorth yn cael ei roi eto yn 2018. Fodd bynnag, dywedwyd y dylai ceisiadau ar gyfer y digwyddiad hwn yn y dyfodol ymdrechu i gynnwys cyfleoedd ychwanegol i dyfu'r digwyddiad i fod yn ddigwyddiad sirol ar gyfer y gynulleidfa ehangach. Awgrymwyd y gellid cyflawni hyn drwy ddefnyddio'r Cylch Rhwydwaith Digwyddiadau a thrwy geisio incwm gan noddwr masnachol lleol a fyddai'n galluogi'r digwyddiad i fod yn fwy cynaliadwy yn y dyfodol.

Dywedodd y Rheolwr Marchnata a'r Cyfryngau wrth y Bwrdd Gweithredol y byddai'r meini prawf cymhwyso newydd, a fyddai'n cynnwys themâu allweddol ar gyfer 2018/19 a dyddiadau cau ar gyfer cyflwyno ceisiadau, yn cael eu darparu i'w hystyried yn y cyfarfod nesaf.

PENDERFYNWYD

3.1 cymeradwyo'r ceisiadau canlynol am gymorth o'r Gronfa Cymorth Digwyddiadau yn amodol ar y telerau a'r amodau arferol a bennwyd ym meini prawf y gronfa:-

Digwyddiad

Dyfarniad

Blwyddyn Ariannol 2017/18:-

- "Wythnos Gymraeg" Tref Caerfyrddin £2000.00

Blwyddyn Ariannol 2018/19:-

- Ras Beicio Mynydd Battle on the Beach 2018 £2000.00

AELOD O'R BWRDD GWEITHREDOL

DYDDIAD

02.03.18

Yr Aelod o'r Bwrdd Gweithredol:	Y Portffolio:
Y Cynghorydd Hughes Griffiths	Diwylliant, Chwaraeon a Thwristiaeth

Ceisiadau i'r Gronfa Cymorth Digwyddiadau

Yr argymhellion / penderfyniadau allweddol sydd eu hangen:

Gofyn am gymeradwyo ceisiadau sydd wedi'u cyflwyno i'r Cynllun Cymorth Digwyddiadau ac sydd wedi cael eu hasesu, hyd at gyfanswm o £510.00.

Y Rhesymau: Cael cymeradwyaeth i roi cymorth ariannol i ddigwyddiad a allai gyfrannu at y meini prawf penodedig o ran hybu effaith gadarnhaol digwyddiadau a gwyliau a Blwyddyn Diwylliant Rhydaman.

Y Gyfarwyddiaeth Y Prif Weithredwr Enw Pennaeth y Gwasanaeth: Wendy Walters Awdur yr Adroddiad: Huw Parsons	Swydd Cyfarwyddwr Adfywio a Pholisi Rheolwr Cynorthwyol Marchnata a'r Cyfryngau	Rhif Ffôn: 5826 Cyfeiriad e-bost: HLParsons@sirgar.gov.uk
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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

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

02.03.18

SUBJECT

CCC Event Support Fund Applications December 17

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 February 2018, £19,400 has been committed from 17/18. The following application has been received, assessed against the criteria with recommendations listed below

Financial Year 2017/18

- Wythnos Digwyddiadau Gŵyl Ddewi Rhydaman / Ammanford St David's Events Week 2018

Recommended support **£510.00**

Scheme amount remaining in 17/18: £90.00

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

The cons of not supporting this activity is the lost opportunity in supporting the series of events planned for Ammanford whilst in their year as Carmarthenshire's Town of Culture. Further benefits can be gained by the town and its various partners through using the Event Network Circle especially in seeking a commercial sponsor income.

A stronger set of tourism promotional actions can be implemented at this event as part of increasing the wider awareness of the Town's position as Town of Culture 2018.

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

Director of Regeneration & 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 2017 / 2018

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)

Due to the timescales of receiving the application and the event itself, local consultation has not been completed. However, local members have been present at the Town Forum and been positive about the Town of Culture event programme in Ammanford

3. Community / Town Council

Due to the timescales of receiving the application and the event itself, local consultation has not been completed. However, local members have been present at the Town Forum and been positive about the Town of Culture event programme in Ammanford

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.

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

Mae'r dudalen hon yn wag yn fwriadol

02.03.18

Yr Aelod o'r Bwrdd Gweithredol:	Y Portffolio:
Y Cyngorydd Hughes Griffiths	Diwylliant, Chwaraeon a Thwristiaeth

Cronfa Cymorth Digwyddiadau 2018-2019

Yr argymhellion / penderfyniadau allweddol sydd eu hangen:

Cael sêl bendith ar gyfer newidiadau i feini prawf y Cronfa Cymorth Digwyddiadau ar gyfer blwyddyn ariannol 2018-19

Y Rhesymau: Sicrhau bod y Cynllun yn parhau i wneud cyfraniad dilys i ymgyrchoedd cenedlaethol a rhanbarthol yn 2018 a 2019 gyda themâu newydd ar waith

Y Gyfarwyddiaeth Y Prif Weithredwr Enw Pennaeth y Gwasanaeth: Wendy Walters Awdur yr Adroddiad: Huw Parsons	Swydd Cyfarwyddwr Adfywio a Pholisi Rheolwr Cynorthwyol Marchnata a'r Cyfryngau	Rhif Ffôn: 5826 Cyfeiriad e-bost: HLParsons@sirgar.gov.uk
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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

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

02.03.18

SUBJECT

CCC Event Support Fund 2018 2019

1. BRIEF SUMMARY OF PURPOSE OF REPORT.

We are seeking approval to make amendments to improve the efficiency of the Event Support Scheme, which in financial year 17/18 supported sixteen events that made an estimated economic contribution of £1.1million.

After reviewing the system for delivery in 17/18 it became apparent that there needs 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 now been amended to reflect this and on approval will be communicated to interested parties.

An effective promotional set of actions will 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 that specific additional conditions are to be inputted into 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 17/18 system of submitting applications to the monthly Executive Board Member meetings has provided a fixed regular opportunity but it is felt that greater evaluation and consideration can be given to applications if we review and evaluate on a quarterly basis. This will allow an improved allocation of spend throughout the year.

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

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 does effectively allow sufficient flexibility to the County Council to analyse and support (if agreed) a large and diverse range of events and festivals, new and old.

DETAILED REPORT ATTACHED ?

No



EICH CYNGOR arleinamdani
www.sirgar.llyw.cymru

YOUR COUNCIL doitonline
www.carmarthenshire.gov.wales

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

Director of Regeneration and 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 an applicant's event 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 although we shall seek external opportunities to increase this amount where and when possible.

3. Risk Management Issues

As a third party scheme, 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 and its respective activities 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 and Policy

1. Scrutiny Committee N/A

2. Local Member(s) N/A

3. Community / Town Council N/A

4. Relevant Partners

Marketing & Media representatives have attended Welsh Government forums on both Tourism and Major Events in January 2018 with participants from both the private and public sector included those from Carmarthenshire Tourism Association and Visit Wales.

5. Staff Side Representatives and other Organisations

Marketing & Media are attendees on the three town forums in Ammanford, Llanelli and Carmarthen and have raised the awareness and possibilities of the scheme in them. Forum members include town councils, chamber of trade as well as those from the Menter organisation.

**Section 100D Local Government Act, 1972 – Access to Information
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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
Welsh Government: Event Wales: A Major Events Strategy for Wales 2010-2020		http://gov.wales/topics/culture-tourism-sport/major-events/?lang=en
Welsh Government: Tourism Thematic Years approach		http://gov.wales/topics/culture-tourism-sport/tourism/thematic-years-approach/?lang=en
Welsh Government: Partnership for growth: strategy for tourism 2013-2020		http://gov.wales/topics/culture-tourism-sport/tourism/partnership-for-growth-strategy/?lang=en