

YR AELOD O'R BWRDD GWEITHREDOL

22 MEHEFIN 2017

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

CEISIADAU I'R GRONFA CYMORTH DIGWYDDIADAU

Y Pwrpas: Gofyn am gymeradwyo penderfyniad i roi cymorth cyllid i'r ceisiadau hynny sydd wedi'u cyflwyno a'u sgorio fel rhan o Gynllun Cymorth Digwyddiadau 17/18.

Yr Argymhellion / penderfyniadau allweddol sydd eu hangen:

Gofyn am gymeradwyo ceisiadau sydd wedi'u cyflwyno i'r Cynllun Cymorth Digwyddiadau sydd wedi cael eu hasesu, sef cyfanswm o £8,350.00.

Rhesymau: Cael cymeradwyaeth i roi cymorth ariannol i nifer o ddigwyddiadau a allai gyfrannu at y meini prawf penodedig o ran cynyddu effaith gadarnhaol digwyddiadau a gwyliau.

Y Gyfarwyddiaeth Y Prif Weithredwr Enw Pennaeth y Gwasanaeth: Wendy Walters Awdur yr Adroddiad: Huw Parsons	Swydd Prif Weithredwr Cynorthwyol Rheolwr Cynorthwyol Marchnata a'r Cyfryngau	Rhif Ffôn: / Cyfeiriad e-bost Est 4112 WSWalters@sirgar.gov.uk Est 5826 HLParsons@sirgar.gov.uk
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Declaration of Personal Interest (if any): N/A

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 CULTURE, SPORT & TOURISM
22ND JUNE, 2017

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 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. Further to one event being supported thus far with £500 support, the following applications have been received, assessed against the criteria with recommendations listed below

- Gŵyl Cerddoriaeth Llandeilo: Recommended support **£1,500**
- Llandelio Jazz Festival: Recommended support **£1,500**
- Pembrey Garden Festival: Recommended support **£0**
- Llandovery Motorbike Festival: Recommended support **£850**
- Carmarthen River Festival: Recommended support **£1,000**
- Ammanford Big Day Out: Recommended support **£2,000.**
- Gwyl Hanes Cymru I Blant / Children’s Festival of Welsh History: Recommended support **£1,500**
- Equine Show: Recommended support **£0**

Total sum recommended **£8,350.00**

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

These applications are for events in the traditional Peak season and consideration needs to be given to the objective to use events to drive demand into periods of the year when they can make a greater economic or promotional impact. More communication is being done to establish relationships with events that can bring more a spread throughout the year as well provide more of an impact than those already known

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

Head of Regen & 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.

3. 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.

5. 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

Assistant Chief Executive (Regeneration & Policy)

1. Scrutiny Committee N/A

2. Local Member(s) All the local members below have been consulted and all supportive of the events.

Cllr Edward Thomas, Llandeilo.

Cllr Deian Harries, Ammanford

Cllr Alan Speake, Carmarthen

Cllr Handel Davies, Llandovery

Cllr Hugh Shepardson, Pembrey

3. Community / Town Council

Llandovery, Burry Port & Pembrey & Llandeilo Town Councils through the above County Councillors. The application for Ammanford is from Ammanford Town Council

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. Meetings to discuss the actual delivery of the various events will be organised with the applicants and those from the 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:

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