

CYFARFOD PENDERGYNIADAU AELOD Y BWRDD GWEITHREDO DROS DIWYLLIANT, CHWARAEON A THWRISTIATH

14^{EG} O RAGFYR 2017

Yr Aelod o'r Bwrdd Gweithredol: Y Cynghorydd Hughes Griffiths	Y Portffolio: Diwylliant, Chwaraeon a Thwristiaeth
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CEISIADAU I'R GRONFA CYMORTH DIGWYDDIADAU RHAGFYR 2017

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 £4,000.00.

Y Rhesymau:

Cael cymeradwyaeth i roi cymorth ariannol i ddau ddigwyddiad a allai gyfrannu at y meini prawf penodedig o ran cynyddu effaith gadarnhaol digwyddiadau a gwyliau.

Y Gyfarwyddiaeth: Y Prif Weithredwr Y Cyfarwyddwr: 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):

DECISION MADE:

Signed:

DATE: _____

EXECUTIVE BOARD MEMBER

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 DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

14TH DECEMBER 2017

EVENT SUPPORT FUND APPLICATIONS DECEMBER 2017

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 December 2017, £17,873 has been committed from 17/18. The following applications have been received, assessed against the criteria with recommendations listed below

Financial Year 2017/18:-

- Carmarthen Town "Welsh Week" 2018: Recommended support **£2,000.00**

Financial Year 2018/19:-

- Battle on the Beach Mountain Bike 2018: Recommend support **£2,000.00**

Total sum recommended **£4,000.00**

Scheme amount remaining in 17/18: £126.75

Scheme amount remaining in 18/19: £17,500.00

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

Small level of support has been provided in previous years to Welsh Week and this could be again done in 2018. The cons of this is the lost opportunity in growing the event to a focal County event for a wider audience. Further benefits can be gained through using the Event Network Circle especially in seeking a commercial sponsor income.

A stronger set of tourism promotional actions needs to be implemented in both events including more tangible plans to increase the business relationship between the events and accommodation providers. The direct contracting of a drone / media contractor for Battle of the Beach is a consideration for costing and tourism and will be analysed

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):-

Cllr Gareth John, Carmarthen

Cllr Emlyn Schiavone, Carmarthen

Cllr Hugh Shepardson, Pembrey

3. Community / Town Council:-

Burry Port & Pembrey & Carmarthen through the above County Councillors. Further discussions will be planned with Carmarthen Town with regard to the Welsh Week (if supported) in the already established town forum

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