

28AIN MAWRTH 2018

Yr Aelod o'r Bwrdd Gweithredol:	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 £2,000.00.

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 Enw Pennaeth y Gwasanaeth: Wendy Walters Awdur yr Adroddiad: Huw Parsons	Swydd Cyfarwyddwr Adfywio a Pholisi Rheolwr Cynorthwyol Marchnata a'r Cyfryngau	Rhif Ffôn: Est 5826 Cyfeiriad e-bost: 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 DECISION MEETING FOR
CULTURE, SPORT AND TOURISM
28TH MARCH 2018

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. As of 1st March 2018, £2,500 has already been committed from the 18/19 fund whilst the following applications have been received and assessed against the criteria with recommendations listed below

Financial Year 2018/19

- The Laugharne Weekender 2018: Recommended support **£1,000.00**
- Llandeilo Literature Festival 2018: Recommend support **£1,000.00**
- Open Air Cinema: Recommended support **£0**

Total sum recommended **£2,000.00**

Scheme amount remaining in 18/19: £15,500.00

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

Sponsorship has been provided in previous years to the Laugharne Weekender especially during the Dylan Thomas celebration in 2014. As an event of national exposure to a cultural audience, this could have attracted more support and tourism assistance such as accommodation and public relations if the application had been received much earlier. It is also noted that the event has sold out. Further benefits can be gained through using the Event Network Circle especially in seeking a commercial sponsor income for both Laugharne and Llandeilo events respectively.

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 Open Air Cinema is a proposition that in our experience carries risk and an application could be strengthened if more detail had been provided on how the area would benefit and it would make an impact to the tourism sector / year of the sea theme

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 YES	Legal NONE	Finance YES	ICT NONE	Risk Management Issues Yes	Organisational Development NONE	Physical Assets NONE
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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 2018 / 2019.

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 Jane Tremlett, Laugharne

Cllr Edward Thomas, Llandeilo

3. Community / Town Council

Carmarthen, Llandeilo and Laugharne through the above County Councillors.

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