

**CYFARFOD PENDERFYNIADAU'R AELOD O'R BWRDD
GWEITHREDOL DROS DDIWYLLIANT, CHWARAEON A
THWRISTIAETH**

26/11/2019

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 ar gyfer 2019/20 hyd at 5 Tachwedd 2019.

Y Rhesymau: Ceisio cymeradwyaeth ar gyfer yr argymhellion ar gefnogi cais i'r cynllun cymorth digwyddiadau yn seiliedig ar y meini prawf penodedig o ran cynyddu effaith digwyddiadau a gwyliâu.

Y Gyfarwyddiaeth Y Prif Weithredwr Enw'r Uned Fusnes: Deina Hockenhull Awdur yr Adroddiad: Huw Parsons	Swydd Rheolwr Marchnata a'r Cyfryngau Swyddog Marchnata a'r Cyfryngau Cynorthwyol	Rhif Ffôn: 5826 Cyfeiriad e-bost: HLParsons@sirgar.gov.uk
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Datgan Buddiannau Personol (os oes rhai):

Gollyngiad a roddwyd i wneud penderfyniad (os rhoddwyd un):

Ddim yn berthnasol (Os mai Oes yw'r ateb, rhowch yr union wybodaeth isod:)

Y PENDERFYNIAD A WNAED:

Llofnodwyd: _____ **DYDDIAD:** _____
YR AELOD O'R BWRDD GWEITHREDOL

Cwblheir yr adran ddilynol gan y Swyddog o'r Gwasanaethau Democrataidd a oedd yn bresennol yn y cyfarfod

A fabwysiadwyd Argymhelliad y Swyddog?	DO / NADDO
Mabwysiadwyd Argymhelliad y Swyddog yn amodol ar y newidiadau a'r rhesymau a nodir:	
Rheswm dros beidio mabwysiadu Argymhelliad y Swyddog:	

EXECUTIVE BOARD MEMBER DECISIONS MEETING FOR CULTURE, SPORT AND TOURISM

26/11/2019

Event Support Fund Applications November 2019

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 5th November 2019, £17,352 has already been committed from the 19 / 20 financial year fund leaving £2,648 remaining. The following applications has been received and assessed against the criteria with the following recommendation;

Llanelli Half Marathon, February 2020: Recommended support **£1,000.00**

Total amount recommended **£1,000.00**

As of 5th November 2019, no amount has been committed from the 20 / 21 financial year fund. The following applications has been received and assessed against the criteria with the following recommendations;

Daffodil Garden celebration, April 2020: Recommended support £1,000.00

Total amount recommended **£1,000.00**

2. OTHER OPTIONS AVAILABLE AND THEIR PROS AND CONS

With the scheme in past years oversubscribed in terms of requests v funds total, there is the option to keep some funds in reserve for the possibility of receiving higher scoring applications between now and the end of the financial year in March 2020. It would also be effective to support the potential plans forthcoming from the village and town of culture 2019. Each event organiser will receive specific criteria evidence and items to be supported within their respective offer letters allowing for greater clarity on the impact of the council support.

DETAILED REPORT ATTACHED ?	No
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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 Hockenull Marketing and Media Manager

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 2019 / 2020

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: **Deina Hockenhull** Marketing and Media Manager

1. Scrutiny Committee

N/A

2. Local Member(s)

Wards in which events are planned have been contacted for information and opportunity to provide an opinion

3. Community / Town Council

N/A

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:

THESE ARE DETAILED BELOW

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		https://www.carmarthenshire.gov.wales/home/business/funding/events-support-fund/#.W-K-eua7JYc