

## **The Vale of Glamorgan Council**

### **Cabinet Report: 19 February, 2018**

### **Cabinet Member for Regeneration & Planning**

### **Proposed Events Programme for 2018 - 2019**

#### **Purpose of the Report**

1. To seek approval for the proposed programme of events and sources of funding for the financial year 2018 - 2019, as set out in [Appendix A](#).

#### **Recommendations**

1. That Cabinet considers and approves the proposed events and associated costs for the financial year 2018 - 2019.
2. That the Head of Regeneration and Planning be granted delegated powers in consultation with the Cabinet Member for Regeneration and Planning, to award uncommitted funding from the Events Grant Budget, to any innovative and new events which support the local economy.

#### **Reasons for the Recommendations**

1. In order to approve expenditure for the events programme.
2. To support innovative events and economic development within the Vale of Glamorgan.

#### **Background**

2. Every year the Council organises and supports a diverse programme of events across the Vale of Glamorgan. These events are important in boosting the local economy and increasing the tourism offer within the Vale of Glamorgan, while also improving the quality of life for residents. The events also extend the season and boost the night time economy, providing links between the town centres and local attractions such as Barry Island and Penarth Esplanade, and are important in supporting the work of the Town Centres Development Officer, who is based within the Tourism and Events Team.
3. 2017 was a very successful year for Council led events in the Vale of Glamorgan. Attendance and recognition of these events has increased year on year with many becoming a recognised part of the South Wales annual event Calendar. The Barry Island Weekenders in particular had the highest attendance figures in 2017 in the five year life of the event.

4. Last year the Council supported a number of events, delivered by external groups in the Vale, with funding, advice and/or the loan of event equipment. These include Barry Island Transport Festival, GlastonBarry, Gwyl Fach Y Fro, St Donat's Storytelling Festival, The Vale of Glamorgan Agricultural Show, The Distinguished Gentleman's Ride, the Rotary Barry Island Firework Fiesta and the Cowbridge Reindeer Parade.

## **Relevant Issues and Options**

5. A proposed events programme and sources of funding for 2018 - 2019 is attached in Appendix A. Events are set out by season.
6. In addition to the Appendix, this report draws attention to some key events that are currently being considered for 2018 and other potential opportunities that may exist but which are not yet confirmed.
7. The popular Barry Island Weekenders Summer Programme returned for a fifth year in 2017. The programme ran for six weekends during the school summer holidays and included 2 evening events, namely The Isle of Fire and the Cinema by the Sea. The Weekender programme is significantly growing in attendance year on year and last year the programme attracted over 48,000 visitors to the Island, both extending the night time economy and encouraging visitors to stay longer.
8. The Tourism and Events Team carried out online event customer satisfaction surveys following each Weekender event. Survey participation was high and the results showed that over 45% of visitors to the events came from outside the Vale (Cardiff, the Valleys, Bristol, Staffordshire and Hampshire) and 83% of visitors said that attending the Weekender Event was their main reason for visiting Barry Island.
9. These figures were also fed into the Welsh Government's event IMPACTS ToolKit which provides organisers of public events with some key guidance and principles for evaluating the Economic, Social, Environmental and Media related impacts associated with their event. The results showed the Barry Island Weekenders to have a Direct Economic Impact of £602,985, with an average cost per bed-night (per person) £46 and an average daily spend per person of £29.
10. 2018 is Visit Wales' "Year of The Sea" - promoting Wales as a 21st-century coastal destination. To tie in with this themed year the Council's Tourism and Events Team has applied to Visit Wales for RTEF funding, to promote the Barry Island Summer events as part of this campaign. An expression of interest application has submitted and a response for full application should be received by early 2018.
11. Barry Island is also developing as an event venue. The Council has been approached by a number of event organisers looking to hold events on the site. Following on from this Barry Island will host 3 new events (run by external providers) in 2018 - these will include the Barry Island Triathlon (June), The Barry Island 10km (August) and the Urdd National Eisteddfod Proclamation Ceremony (October).
12. The Events Officer is also investigating commercial opportunities for events across the Vale. The Council's Business Improvement Team is looking at sponsorship opportunities at Council Events plus daily rental fees for external event companies using sites across Barry Island.
13. The team is also looking at the rental of pitches for suitable organisations / concessions at successful well attended Council events such as the Isle of Fire and the Cinema by the Sea. This will provide income and sustainability for the events, allowing Council funds to be used more efficiently. Such an approach will be critical

to ensure that the Council can maintain a successful events programme at a time when budget pressures are increasing.

14. In April 2016, the Council introduced an annual membership fee of £50 to join the Vale Events Network (from which events organisers across the Vale can loan equipment such as gazebos, tables, radios, PA for free) this fee was previously agreed by Cabinet following a report in 2013. So far the take up of membership has been good and will help to sustain the Network and repair / replace damaged equipment.
15. In 2016 the Council trialed a new Council Christmas event for Barry Town Centre. "Ice Central" brought a real ice rink to Central Park, Barry from Saturday 26 November to Sunday 4 December.
16. 11th Hour Events, supply ice rinks at Cardiff Winter Wonderland, Celtic Manor and Bargoed were commissioned to bring the Ice Rink to Central Park. The primary aim of the timing and location of the rink was to drive increased footfall and dwell times throughout the event to the town centre ahead of Christmas. The first year (2016) was well received with over 4,166 skaters visiting the rink during the 9 days.
17. Following the success of 2016, the Council invited tenders and then contracted 11th Hour Events to return to Central Park in 2017 to provide the ice rink for a longer period of three weeks, running from Saturday 25 November to Sunday 17 December.
18. The rink operator also asked for an extension to run the rink for a further two weeks over the Christmas period, which the Council agreed and then promoted. The initial opening weekend saw skating session sell out, however due to lower skating numbers in the following weeks, 11th Hour considered it was not commercially viable to continue into the extended period and closed the rink as contracted on Sunday 17th December.
19. At the beginning of 2018, a review of the ice rink event was undertaken in consultation with the provider and as a result it is recommended the rink does not return in 2018 and that a fresh approach be brought to the Christmas event within Barry Town Centre.
20. Ideas for Christmas events so far include a series of Christmas Weekenders in Barry Town Centre featuring the successful Christmas Market (organised by the Holton Rd Traders), street entertainment, music and a possible Grotto. All new Christmas event ideas will be discussed with the Holton Road Traders at the next Town Centre Forum meeting.
21. In 2017 a new strategic process for event funding was introduced - both new and existing events are required to apply for funding, through a single funding round so events can be compared competitively for quality and value for money. The Council has moved away from supporting "more of the same" events and is seeking to encourage existing events which have received funding for a number of years to become more sustainable and explore other income and sponsorship opportunities. This has allowed the Council to support new innovative events.
22. The Council funded 5 new events for the Vale in 2017 - The Penarth Arts Trail, Barry Island Aquathlon, the Coastal Crafts Festival at Southerndown, the Penarth Pier Tight Wire Walk by Penarth Circus and the Holton Rd Christmas Market event.

## **Resource Implications (Financial and Employment)**

23. Currently the Council has two budgets from which to fund events:

### **The Corporate Events Fund**

This fund is the main budget available to the Events Officer to fund Council run events and to support other non-Council events. In 2017 this budget was also used to fund the supply and fixing of the Christmas Lights and Christmas Tree at King Square and Town Hall, Barry.

### **The Events Grant Budget**

This budget stands at £30,000 per annum and in 2017 this budget was used to fund and support a number of new events in the Vale.

As agreed by Cabinet in February 2014 minute C2196, events supported by the Events Grant Budget are funded on a year on year basis, to allow a more flexible approach. It is asked that the Head of Regeneration and Planning be granted delegated powers in consultation with the Cabinet Member for Regeneration and Education, to award uncommitted funding from this Grant Budget, to any additional events which support the local economy.

## **Sustainability and Climate Change Implications**

24. Encouraging attendance at events can add to community cohesion, whilst at the same time encouraging a wider adoption of healthier lifestyle choices. The recommended approach to funding events recognises the need to encourage a sustainable approach to events, including income raising, allowing Council funds to be used more effectively to support the local economy.

## **Legal Implications (to Include Human Rights Implications)**

25. As an event organiser the Council has a duty of care and must adhere to specific legislation for events. The Events Officer provides Event Management Plans and risk assessments. Other considerations will include such matters as obtaining the appropriate traffic orders and confirming that the appropriate licences are in place.
26. In other instances, the Council requires risk assessments and proof of appropriate insurance from companies providing services at Council run events. Appropriate licences are also needed if event organisers are occupying Council land.

## **Crime and Disorder Implications**

27. The Council works closely with the South Wales Police to ensure public safety at events and a representative from the South Wales Police attends the Council's Safety Advisory Group. Also well organised events reduce the potential for crime and disorder and assist in creating strong communities.

## **Equal Opportunities Implications (to include Welsh Language issues)**

28. The above events are accessible to everyone and will benefit all sectors of the community. All promotional materials for Council events are bilingual. Also by encouraging innovation, a broader range of events can be supported.

## **Corporate/Service Objectives**

29. The proposed events will raise the profile of Council and the Vale of Glamorgan as well as contributing to regeneration objectives, supporting the local economy. Events are also included in the Council's Corporate Plan within Objective 3: Promoting regeneration, economic growth and employment - "Support local businesses and increase the number of visitors to the Vale through the implementation of the Tourist Destination Management Plan and an annual programme of events and festivals"
30. The Destination Management Plan - Draft 2018 to 2020  
Events have been identified by the Destination Management Partnership as a key priority - "To develop the Vale as a high quality events based destination providing innovative and sustainable events throughout the year"

## **Policy Framework and Budget**

31. This is a matter for Executive Decision by Cabinet.

### **Consultation (including Ward Member Consultation)**

32. As the report is Vale wide no Ward Members have been consulted.

### **Relevant Scrutiny Committee**

33. Environment and Regeneration

### **Background Papers**

None.

### **Contact Officer**

Sarah Jones, Events Officer

### **Officers Consulted**

Head of Regeneration and Planning  
Director of Environment and Housing  
Works Manager Visible Services  
Operational Manager Regeneration  
Committee Reports, Legal Services  
Operational Manager Leisure  
Operational Manager Accountancy

### **Responsible Officer:**

Rob Thomas, Managing Director