

Meeting of:	Cabinet
Date of Meeting:	Thursday, 30 March 2023
Relevant Scrutiny Committee:	Environment and Regeneration
Report Title:	Proposed Events Programme 2023 - 2024
Purpose of Report:	To update Cabinet on the 2022/23 Events Programme and to seek approval for the proposed 2023/24 Events Programme and associated funding arrangements
Report Owner:	Deputy Leader and Cabinet Member for Sustainable Places
Responsible Officer:	Marcus Goldsworthy – Director of Place
Elected Member and Officer Consultation:	No Elected Members have been consulted as the report covers most of the Vale of Glamorgan. Director of Environment & Housing Services Director of Corporate Resources Head of Finance / Section 151 Officer Operational Manager, Accountancy Legal - Committee Reports
Policy Framework:	This is a matter for Executive decision by Cabinet
<p>Executive Summary:</p> <ul style="list-style-type: none"> • During 2022/23, the Council's Events Programme supported the economy of Vale of Glamorgan Town Centres, Coastal areas, and Country Parks. • The programme included affordable outdoor events at new locations across the Vale of Glamorgan that were spread out over longer periods of time. • The programme also increased partnership working with external event providers and Town Councils. Joint working allowed us to pool Corporate Events funding with partner budgets. • The report sets out proposals for events in the Vale of Glamorgan during 2023/24. These proposals will deliver a reduced events programme through a mixture of direct and partner funding, income generation through areas such as filming and sponsorship. 	

- As in previous years, the Council's Strategic Leadership team (SLT) and the Council's Event Safety Advisory Group (ESAG) would sign off arrangements for individual events.

Recommendations

1. That Cabinet notes the content of this report and update on the successful 2022/23 event programme alongside the growth in the use of the Visit the Vale Web site and social media.
2. That Cabinet approves the proposed series of events in a revised Corporate Events Programme for 2023/24 as described in the body of this report and Appendix A.
3. That Cabinet authorises the use of reserve funding for 2023/24 to contribute to the overall budget for the Corporate Events Programme and proposals to minimise the use of the reserve through a combination of charging/fee income, other income, grant funding, sponsorship and securing sustainable events which can be self-sustaining.
4. That Cabinet delegates authority to the Director of Place in consultation with the Cabinet Member for Sustainable Places to implement changes to the events programme/approve the allocation of funding to specific events within the overall agreed total budget.

Reasons for Recommendations

1. To provide Cabinet with an update on the current successful events programme
2. To enable the 2023/24 Events Programme to proceed.
3. To authorise the use of reserves to contribute to the overall budget for events.
4. To allow decisions on events to be made throughout the 2023/24 financial year.

1. Background

- 1.1 Each year, the Council organises and supports a successful and diverse programme of events across the Vale of Glamorgan. These events are important in boosting the local economy - attracting high footfall, high spend plus increasing the tourism offer and improving the quality of life for residents.
- 1.2 Events are key to the character of the Vale of the Glamorgan and raise the awareness of the region as a destination. This is supported by the analytics of the Visit the Vale (VTV) destination website and social media channels.
- 1.3 In 2021 the VTV website had an audience of 192,000 views which increased by 63% in 2022 to 313,000. Vale Events content makes up 50% of the VTV digital channel content and the most active web pages are the event pages, with organic and direct searches based on our events.
- 1.4 VTV social media channel reach increased by 103% in 2022 to an audience of 553,777. Facebook following grew by 45% between Jan 2021-Jan 23. Events are a major contributing factor to these increases. Some individual event posts reached an audience of over 100k organically, with most reaching average audiences of over 30,000.

The 2022/23 Events Programme

- 1.5** In line with previous years, in 2022/23, Cabinet approved the support for the events programme from a corporate reserve.
- 1.6** The 2022/23 programme featured both Council and external provider led events. Barry Town Council also partnered in the events in Barry.
- The events were centred around the following themes:
- Country Parks and Coastal Events
 - Town Centre Events
 - Vale Walking Festival
 - Vale Light Festival
- 1.7** Events included Barry Island Food Festival, Barry and Cowbridge Pride, Llantwit Major Arts Festival, Vale of Glamorgan Show, Gwyl Fach Y Fro, Cowbridge Food Festival, Llantwit Major Lantern Parade, Barry Island Fireworks, Cowbridge Festival of Flowers, Jubilee Celebrations, Cosmeston Halloween Festival and the Barry Festival of Light.
- 1.8** Partnership working has resulted in better use of the Corporate Events budget, providing better value for money as a result of partner contributions.
- 1.9** The extensive programme of events was delivered with either joint funding provided from Town Councils, or private event companies who ran events at no cost to the Council. Some events such as Barry Food Festival and Festival of Lights were able to provide income to subsidise the cost of running the events. For example, in the financial year 2022/23, the Food Festival on Barry Island generated £5,000 of income, meaning that the draw on the corporate reserve was reduced accordingly.
- 1.10** Council led events, such as the Barry Festival of Light and the Christmas Post Office also began charging a small fee for attendance, with ticketing provided via Eventbrite. Barry Island Food Festival and Barry Christmas Festival made an income from the numerous concessions on site. This funding allowed the Council to run a larger event for the period so funding can be used to reduce costs and also grow events in size.
- 1.11** For the purpose of this report, any income generated in 2023/2024 will be used to offset the corporate reserve rather than growing events.
- 1.12** It should also be noted that most costs associated with running events are the infrastructure costs which are legally required to provide a safe event. These include: First Aid Provision, Highway costs - road closures and specialist staff, traffic management, licences, and security staff.

2. Key Issues for Consideration

- 2.1** The proposed 2023/24 Events Programme can be found in Appendix A.
- 2.2** The Programme comprises the following main elements:
- 8-week Barry Weekenders Summer Programme, including Gwyl Fach y Fro and the extremely popular Food Festival - during their last year in 2019, there was a shift in the programme to include all events of the season under the banner of the Weekenders regardless of whether the event organiser was VOG Council or external. The branding and marketing campaign will be managed inhouse using existing resources
 - Town Centre events in each of the four towns aligned with the economic outcomes of the Local Investment Plan (SPF) – These will be focused on support the economic future of the town centres.
 - Christmas Tree & Lights (Barry) – including the delivery and installation of the Christmas lights for the town centre.
 - A new fund to support community events across the County with a clear focus supporting community cohesion.
 - A fund to support miscellaneous events, and for the coming year will include support for Coronation events and Pride.
 - Provision for licence costs associated with events.
- 2.3** The total cost of the proposed Corporate Events Programme is £165K in 2023/24. It is proposed that this be funded through a contribution of £100K from the Shared Prosperity Fund (SPF) and £65K from the use of Council reserves. Cabinet will note that this is the maximum cost, with opportunities to reduce the draw on reserves through a mix of sponsorship and ticket sales.
- 2.4** The programme will also focus on increasing the partnership working with event companies, creative agencies, community groups and Town & Community Councils.
- 2.5** The contribution of SPF Funding from the Supporting Local Business strand has been allocated to larger events across the four Town Centres that will deliver economic outcomes of the Local Investment Plan. Community and Corporate Events would not be eligible for support under this strand of SPF Funding, given the specific economic outcomes required by the funding. The aim is that these events will become sustainable because of this support. Examples of similar sustainable events that received development funding include the Cowbridge Music festival and the Cowbridge Food and Drink Festival.
- 2.6** In addition to the Council's Tourism and Events Team, the Parks section also support events within their open spaces. These events are primarily local community focused and have been developed with the support of Parks colleagues over several years, using seed funding from existing budgets. These events include the Barry Scout Fete, Cadstock plus commercial events such as GlastonBarry and the Enchanted Garden.

- 2.7** Subject to Cabinet's approval, discussions would take place with Town Councils, community groups and traders associations and key partners in the coming months to develop and promote the events contained within the programme.

Future Funding for the Corporate Events Programme

- 2.8** During 2023/24, Officers will explore options for the Corporate Events Programme to be funded in a more sustainable way rather than through the use of reserves. This will include consideration of other income sources (including filming income and sponsorship), grants and partnership working as well as a potential cost pressure bid.
- 2.9** Officers will also explore how local community-based events which have been supported by the Council in the past, could be developed and supported in the future.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The Council's Corporate Plan identifies 4 Well-being Outcomes
- An Inclusive and Safe Vale
 - An Environmentally Responsible and Prosperous Vale
 - An Aspirational and Culturally Vibrant Vale
 - An Active and Healthy Vale
- 3.2** Events are mentioned within Well-being Outcome 2 of the Plan - An Environmentally Responsible and Prosperous Vale,
- 3.3** Objective 3: Promoting regeneration, economic growth, and employment: "To 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"
- 3.4** The proposals in this report will enable the Council to continue to work towards this Well-being objective plus activities will also contribute to Well-being objectives such as Valuing Culture and diversity and Encouraging and promoting active and healthy lifestyles.
- 3.5** Events in the Vale of Glamorgan consider the Five Ways of Working in both the planning/design and delivery stages:
- 3.6** Long Term
The Council supports a number of Vale events through direct funding/advice and support/use of equipment, enabling events to grow into successful annual fixtures, building upon the Vales' reputation as a successful Events destination.

3.7 Prevention

The Council works closely with event organisers and the Council's Event Safety Advisory Group (ESAG) to provide advice and guidance on event legislation and planning, with a view to supporting safe and successful events and preventing badly organised events with a negative impact on the Vale. Council events also adhere to all relevant event legislation and Officers work closely with the Council's ESAG and the South Wales Police to prevent and reduce crime and disorder incidents.

3.8 Well run events prevent and reduce the potential for anti-social behaviour and assist in creating stronger communities.

3.9 Integration

Well organised events by their nature cross several Council departments such as Highways, Licensing, Health and Safety and Environmental Health and Officers continually work with other service areas within the Council to deliver and implement the Well-being objectives.

3.10 Events often support or join up with projects within other Council departments. Traditionally, Gwyl Fach Y Fro - the annual Welsh Language event at Barry Island, which is now its sixth year, also supports the Council's commitment to the Welsh Language, and sporting events such as the Barry Island Triathlon and 10km promote the objective of an Active and Healthy Vale.

3.11 Collaboration is key to delivering the objectives and officers work routinely with a number of both internal and external partners. These partners include internal Council Departments (as mentioned above), External event organisers, Emergency services, Medical First Aid providers, Stewarding/Security, Resident/Community Representatives, Traders groups, Town Councils and Welsh Government.

3.12 This way of working together promotes a consistent and co-ordinated approach to successful event planning and delivery in the Vale.

3.13 Involvement

Officers regularly engage with local stakeholders such as Traders Groups, Councillors and Town Councils to develop and deliver these proposals. Public opinion on the proposals is also sought via online event customer satisfaction surveys which are carried out by the Council, following each event. Survey participation is high, and the results are used to develop or adjust proposals or ideas.

4. Climate Change and Nature Implications

4.1 Events that receive support are required to demonstrate how they will mitigate against any environmental impacts.

- 4.2 Events that are accessible by public transport will be encouraged.

5. Resources and Legal Considerations

Financial

- 5.1 Cabinet are requested to approve the use of up to £65K in reserve funding to support the Corporate Events Programme which as noted in the body of the report would be offset by income and other revenue and represents the maximum allocation of funding.
- 5.2 Cabinet will note the contribution of £100K in SPF funding for the 2023/24 financial year, to support the Corporate Events Programme.

Employment

- 5.3 There are no employment issues associated with the report.

Legal (Including Equalities)

- 5.4 As an event organiser the Council has a duty of care and must adhere to specific legislation for events. Officers provide Event Management Plans and risk assessments to the Council's Events Safety Advisory Group (ESAG). The Events Officer also attends the ESAG meetings.
- 5.5 Other considerations will include such matters as obtaining the appropriate traffic orders, appropriate event security and confirming that the appropriate licences are in place.
- 5.6 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.

6. Background Papers

None.

Appendix A. Proposed 2023/4 VOG Event Programme

*Income is noted on the basis **not** to proceed with the pooling of resources across the Council as detailed in the Cabinet Report. Any income generated would be re-invested to off-set the costs of delivering the event.

	Proposed Event	Detail	Budget	Income*	Source	Timing
1	Christmas Tree and Lights – Barry Town Centre	Cost increases have pushed up overall costs for the delivery and installation of the Christmas lights. We propose that a budget is allocated to account for the increases and to ensure any 'hidden costs' e.g., electrical repairs are covered within this allocation.	Corporate Reserve £15,000	Potential Sponsorship	Corporate Reserve	Nov/Dec 2023
2	A County wide fund for development new and community led events	Grant assistance to support the development of events across the Vale including Communities which were not eligible previously through this fund.	Corporate Reserve £15,000	n/a	Corporate Reserve	April 2023 to March 2024
3	Miscellaneous Events	Each year the Events budget is called upon to fund various events that pop up in the calendar, some of which are not anticipated at the time of compiling the events report. This may include supporting Business Awards, Pride Events and Royal visits.	Corporate Reserve £15,000	TBC at the time of delivery	Corporate Reserve	April 2023 to March 2024
4	Licences	Budget heading to allow for payment of annual Licences to hold events at various venues across the Vale.	Corporate Reserve £5,000	No	Corporate Reserve	April 2023 to March 2024
5	Barry Island Weekenders	Barry Island Weekenders are returning. During their last year in 2019, there was a shift in the programme to include all events of the season under the banner of the Weekenders regardless of whether the event	Only the food festival will	At least £5000 from concessions	Corporate Reserve for food festival only	May-Sept 2023

	(including the food festival)	<p>organiser was VOG council or external. We propose to resurrect the umbrella brand identity of the Barry Island Weekenders, incorporating the following events:</p> <ul style="list-style-type: none"> • Gwyl Fach Y Fro – 20th May – Menter Bro Morgannwg • Barryfornia – 21st May – external company • Barry Island Triathlon – 3-4 July – external company • Barry Island Food Festival* June TBC – VOG Council • Barry Island 10k – 5-6 August – Run4Wales • Barry Pride – 12 Aug – Barry Pride (potential to extend to full weekend) • Barryfornia – 3 Sept – external company <p>Any other events that are organised within this timeframe can join under the banner of Barry Island Weekenders.</p> <p>The branding and marketing campaign will be managed inhouse using existing resources.</p>	require expenditure of approximately £15,000	at Food Festival		
6	Town Centre events in each of the four towns	aligned with the economic outcomes of the Local Investment Plan (SPF) – These will be focused on support the economic future of the town centres.	£100,000	Unknown at this time.	SPF	April23 – March 24