

The Vale of Glamorgan Council

Cabinet Meeting: 14 March, 2016

Cabinet Member for Regeneration

Proposed Events Programme 2016 - 2017

Purpose of the Report

1. To inform Cabinet of an outline programme of proposed events and sources of funding for the financial year 2016 - 2017, as set out in [Appendix A](#).

Recommendations

1. That Cabinet considers and approves the proposed events and associated costs for the financial year 2016 - 2017.
2. That the Head of Regeneration and Planning be granted delegated powers in consultation with the Cabinet Member for Regeneration, to award uncommitted funding from the Devolved Events Grant Budget, to any additional events which support the local economy up to the value of £1000 per event.

Reasons for the Recommendations

1. In order to approve expenditure for the programme.
2. To facilitate innovation in 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 within Barry and Penarth, 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 Centre Development Officer.
3. 2015 was a very successful year for Council led events in the Vale of Glamorgan. Following feedback via social media, email and face to face surveys, the Council's yearly programme was well received by residents, traders and visitors alike.

4. On site research at Vale of Glamorgan events during 2015, showed that visitors where coming from areas outside the Vale of Glamorgan and Wales, specifically to attend Council events.
5. Last year the Council also 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, St Donats Storytelling Festival, The Vale of Glamorgan Agricultural Show and the Rotary Barry Island Firework Fiesta.
6. A proposed schedule of events for 2016, if approved should build on the positive momentum gained during 2015.

Relevant Issues and Options

7. A proposed events programme and sources of funding for 2016 - 2017 is attached in [Appendix A](#). Events are set out by season.
8. In addition to the [Appendix](#), the report draws attention to some key events that are currently being considered for 2016 and other potential opportunities that may exist but which are not yet confirmed.
9. The popular Barry Island Weekenders Summer Programme returned for a third year in 2015. The programme ran for eight weekends during the school summer holidays and featured Street Art, Shakespeare, Street Theatre, Live music, Beach Volleyball and Sports, and was supported by the Council's Sports and Play Team. The programme also included three evening events, namely The Isle of Fire, the Cinema by the Sea and a new event, The Enchanted Beach - which featured old and new images of Barry projected onto the newly refurbished Eastern Shelter and Beach Huts. Between them, these three events attracted over 15,000 visitors to the Island, extending the night time economy and encouraging visitors to stay longer. Provision has been made in the schedule for the Weekenders to continue in 2016 and it is expected that the Council would seek to create a similar Isle of Fire event this year.
10. The Weekenders received very positive feedback from residents, traders and visitors, with many visitors attending from outside the Vale of Glamorgan and Wales. On site event questionnaires taken last summer, showed that people were travelling from areas such as Bristol, the Midlands, The Valleys and the South West, specifically to attend Council events such as the Isle of Fire, Street Theatre Weekender and Open Air Cinema nights. The surveys also showed that the majority of people attending used social media to find information about events. The Tourism and Events Team now has a growing and successful presence on social media, operating the Visit the Vale Facebook and Twitter feeds on a daily basis.
11. Last year also provided an opportunity to showcase the newly refurbished Eastern side of Barry Island's Promenade, with a number of events using these new spaces. The Isle of Fire relocated very successfully from the Barry Island Gardens to use both the top and underneath of the redeveloped Eastern Shelter, the new amphitheatre area and the public art mist feature at the Eastern side of the promenade. The Enchanted Beach plus the sports, arts and play Weekender used both the Eastern Shelter and the new beach huts. Electrical points have been installed in these areas, providing an events venue with both cover and power.
12. 2015 saw a number of new events delivered in partnership with external organisations:

Cardiff Blues Beach Rugby Festival

The first ever Cardiff Blues Beach Rugby Festival was held at Barry Island in July 2015. The rugby festival included two beach pitches, stalls, entertainment, kids zone plus the Webb Ellis Cup also attended the event. The Blues have expressed interest in returning the festival to Barry Island.

Gwyl Fach Y Fro

Menter Bro Morgannwg in partnership with the Vale of Glamorgan Council created the Vale of Glamorgan's first Welsh Music festival to celebrate and raise the profile of the Welsh music scene. The festival venue was held in the new Amphitheatre at Barry Island's Eastern Promenade and after a successful first year, the festival will return in July 2016 and will include stalls, street artists, food and drink and activities for children in addition to the performing stage.

Continental Market

Barry Island Promenade hosted a continental market in the summer of 2015. Market operators - Modern Markets brought a varied number of stalls to the promenade for 5 days, paying a rental fee for the duration. The market is booked to return to Barry Island Promenade for June and August 2016. The market will pay a rental fee for both dates.

Distinguished Gentlemens Ride

In September 2015 the first Distinguished Gentlemen's Ride visited Penarth Pier. The worldwide charity event welcomed over 100 classic motorbikes with period dressed riders to Penarth. The Events Officer worked with the organisers prior to and on the day of the event. The ride received very positive press and is due to return to Penarth Pier on Sunday 25th September 2016.

Artisan Markets, High St, Barry

A number of High St. Traders have worked with the Events Officer and Town Centres Development Officer to organise a series of Artisan markets in the upper area of High St. Barry. The markets have been very well received with a mixture of arts, crafts, food and drink stalls from local suppliers. The traders have used the gazebos and tables from the Council's stock of events equipment

13. In 2015, the Council supported a number of events in towns across the Vale of Glamorgan with funding, advice and the loan of event equipment. The Council worked in partnership with Vale of Glamorgan Town Councils such as Penarth and Llantwit Major, supporting their Summer and Christmas events with grant funding.
14. Last year the Council's Christmas Light switch on event at King Square Barry once again featured the popular Christmas projection show which mapped festive visuals onto the Town Hall building. The Council's Town Centres Development Officer and Events Officer worked with London based Projection Studio to produce a 10 minute visual extravaganza set to music which included dancing elves, Santa and gingerbread men. The day also featured a Christmas market on the Holton Road pedestrian area. The event received significant positive feedback across twitter, Facebook and local media. Weather on the night was very wet but a crowd of over 1,500 people came to see the show.
15. The Vale of Glamorgan is successfully developing a varied and vibrant music festival scene which features established events such as Cadstock at Victoria Park, as well as new and upcoming events such as GlastonBarry, Vale Jazz Festival and Barry Island Rocks. GlastonBarry successfully grew from a one day event to a two day weekender Festival at Romilly Park last summer. The event finished at 9pm each

day with no complaints received. GlastonBarry will return as a weekend event in July 2016. The Events Officer and the Parks and Open Spaces team have worked closely with the organisers providing advice, support and loan of equipment.

16. In May 2016 the popular Ty Hafan Rainbow Run will come to Barry Island for the first time. The 5km run will use the beach and include stations of coloured power paint. The event is high profile and Ty Hafan are branding the day as "Ty Hafan comes home".
17. Since 2014, Barry Island has hosted the annual Barry Wartime Weekend which was organised by the Barry Tourist Railway (Cambrian & Co) with support from the Council. The weekends have featured a display by the Red Arrows on the Saturday and a Military fly past on the Sunday. Unfortunately the Red Arrows display was cancelled due to bad weather last year but in 2014 the display was very popular with approximate attendance of 20,000 people. This year the Barry Tourist Railway have provisionally booked the Red Arrows for the 12th June and is keen to link in with the Barry Island Transport Festival, and after discussions with the Festival organisers and the Council, it has been suggested that a complete festival of transport, with planes, buses cars and bikes will be held on that date. Discussions are on-going.
18. The Events Officer is also investigating commercial opportunities for events across the Vale. For example, officers are currently considering the idea of bringing a "Drive In" cinema show to Barry Island car park for which an entrance fee per car would be charged. Also an option for charging a rental fee for use of the Barry Island promenade for fairs and markets was successfully trialed last summer and as mentioned above Modern Markets will return to Barry Island this summer paying a fee for all dates.
19. The Council currently runs the Events Network, from which events organisers across the Vale can loan various amounts of equipment such as gazebos, tables, radios, PAs for free. From April 2016, an annual membership fee of £50 to join the Network will be introduced plus a bond when members loan a large amount of equipment. This fee was previously agreed by Cabinet following a report in 2013. This fee will help sustain the network and give users an increased feeling of responsibility towards the equipment and reduce damage.
20. The attached [Appendix](#) shows a more strategic approach to funding future events across the Vale of Glamorgan. It is suggested that the Council pull back from supporting "more of the same" events and encourage existing events which have received funding for a number of years to become more sustainable and explore other income and sponsorship opportunities. This would free up monies in the budget to support new and innovative events that show potential and bring value to the area. In particular, it is recommended that new events which can demonstrate a contribution to the local economy be encouraged and supported.

Resource Implications (Financial and Employment)

21. 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.

The Devolved Events Grant Budget

This budget stands at £30,000 per annum and in 2015 this budget was used to fund and support a number of events ranging from the Valeways Walking Festival, Vale of Glamorgan Show, Rotary Firework Fiesta, Barry Transport Festival, Vale Jazz Festival, Gwyl Fach Y Fro and the Ewenny Priory 900 year celebration.

As agreed by Cabinet in 2013 minute C1264, events supported by this budget are funded on a year on year basis, to allow a more flexible approach. Traditionally regular established events such as Firework night and Christmas events have made an informal request for funding prior to a formal application and these events are addressed within the [Appendix](#).

It is recommended that for large events taking place after April 2017, there will be an official procedure for all applications. This will include an advertised time period for all applications and only those applying within the relevant period will be considered for potential funding. However if a small, new, innovative event looking for funding for £1000 or less applies outside of this time period, it is requested that Cabinet consider Delegated Powers to deal with these requests from this budget.

Sustainability and Climate Change Implications

22. The Council's Events Team is aware of the Council's commitment to sustainability and tries to enforce this message when delivering events. Encouraging attendance at events can add to community cohesion, whilst at the same time encouraging a wider adoption of healthier lifestyle choices.

Legal Implications (to include Human Rights Implications)

23. 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.
24. 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

25. 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)

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

Corporate/Service Objectives

27. The proposed events will raise the profile of Council and the Vale of Glamorgan as well as contributing to regeneration objectives.

Policy Framework and Budget

28. This is a matter for Executive decision.

Consultation (including Ward Member Consultation)

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

Relevant Scrutiny Committee

30. Economy and Environment.

Background Papers

None.

Contact Officer

Sarah Jones, Events Officer

Officers Consulted

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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