

## **The Vale of Glamorgan Council**

### **Cabinet Meeting: 20 February, 2017**

### **Cabinet Member for Regeneration and Education**

### **Proposed Events Programme for 2017 - 2018**

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

1. To seek approval for the proposed programme of events and sources of funding for the financial year 2017 - 2018, as set out in [Appendix A](#).

#### **Recommendations**

1. That Cabinet considers and approves the proposed events and associated costs for the financial year 2017 - 2018, set out in [Appendix A](#).
2. 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 the Events Service Grant Budget, to additional new events which support the local economy.
3. That opportunities for sponsorship/income raising be explored to support the Council's calendar of events, and the Head of Regeneration and Planning be granted delegated powers to agree sponsorship arrangements in consultation with the Cabinet Member for Regeneration and Education.

#### **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.
3. In order to reduce costs, realise savings and strengthen the programme.

#### **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 Centres Development Officer, who is now based within the Tourism and Events Team.

3. 2016 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 plus many are becoming a staple part of the South Wales annual event Calendar.
4. On site research at Vale of Glamorgan events during 2016, showed that visitors were 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, Gwyl Fach Y Fro, St Donat's Storytelling Festival, The Vale of Glamorgan Agricultural Show, The Distinguished Gentleman's Ride in Penarth and the Rotary Barry Island Firework Fiesta.

### **Relevant Issues and Options**

6. A proposed events programme and sources of funding for 2017 - 2018 is attached in [Appendix A](#). Events are set out by season.
7. Last November the Tourism, Events Team and Town Centre Management Team trialled 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. The rink replaced the Christmas Projection Show at the Town Hall, Barry, which had been held for the previous 2 years. Costs for both events were comparable but whereas the Projection Show lasted for circa 10 minutes (repeated once more) Ice Central ran for 9 days and operated for a total of 94 hours.
8. A specialist company was commissioned to bring the Ice Rink to Central Park. In addition a local events company provided the musical entertainment and refreshments over the duration of the event. All additional entertainers and first aid were organised by the Councils.
9. The primary aim of the rink was to drive increased footfall and dwell times throughout the event to the town centre ahead of Christmas.
10. Ice Central received huge support from both the press and visitors/residents, receiving significant positive feedback across twitter, Facebook and local / national media such as ITV, Wales Online. Over 4,000 skating sessions were sold, well in excess of expectations. With the success of the 2016 event, it is expected that a longer event could be achieved, if funding is made available for 2017. This issue is being addressed separately to this report.
11. The popular Barry Island Weekenders Summer Programme returned for a fourth year in 2016. The programme ran for six weekends during the school summer holidays and featured Street Art, Shakespeare, Street Theatre, Circus workshops, Live music, Beach Volleyball and Sports, and was supported by the Council's Sports and Play Team. The programme also included 2 evening events, namely The Isle of Fire and the Cinema by the Sea. Both of these events are significantly growing year on year - attracting 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 2017 and it is expected that the Council would seek to create a similar Isle of Fire event this year with the possibility of using Barry Island Gardens to accommodate the growth of the event, with new aspects to keep the event fresh.

12. Following on from a very successful first event in May 2016 the popular Ty Hafan Rainbow Run will return to Barry Island for the second time on the 13th May. The 5km run will use the beach and include stations of coloured powder paint. The event is high profile and Ty Hafan are branding the day as "Ty Hafan comes home". This year the capacity will increase from 1,500 to 2,500 participants.
13. Gwyl Fach Y Fro - the Vale of Glamorgan's first Welsh Language Music festival, organised by Menter Bro Morgannwg in partnership with the Council, will return to Barry Island Eastern Prom for its third year in 2017. The festival is building in profile and will include new aspects for this year including larger live music stage, art and craft stalls within the beach huts, street artists, food stalls, activities for children and a bar area.
14. 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 event returned in September 2016, with a road closure on Penarth Esplanade which allowed the event to grow significantly, with over 200 bikes attending, live music, stalls and an outdoor BBQ run by chef James Sommerin. The Events Officer worked with the organisers prior to and on the day of the event. It is expected the event will return in September 2017.
15. Following on from last year, the Barry Tourist Railway has provisionally booked the Red Arrows for Sunday 11th June to appear as part of the Barry Island Transport Festival, bringing together complete festival of transport, with planes, buses cars and bikes.
16. The Events Officer is also investigating commercial opportunities for events across the Vale. Officers are currently considering the idea of bringing a "Drive In" cinema show to Harbour Road Car Park, Barry Island for which an entrance fee of £5 to £10 per car would be charged plus catering concessions would be invited to the event for a fee. The event would be held out of season in October / November. 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.
17. In addition, last summer Modern Markets successfully trialled the supply of a continental fair along Barry Island Prom. Following this trial the Market provider wishes to return this year for a much longer period for which they will be charged a rental fee on a commercial basis.
18. 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.
19. [Appendix A](#) shows a more strategic approach to funding future events across the Vale of Glamorgan. For 2017 a new process for event funding has been brought in - both new and existing events now have to apply for funding, through a single funding round so events can be compared competitively for quality and value for money. It is recommended that the Council reduces support for "more of the same" events and encourages 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. This approach is reflected in the recommendations shown in [Appendix A](#).

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

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

The Corporate Events Fund

This fund is the main budget available to fund Council run events and to support other non-Council events.

The Events Grant Service Budget

This budget stands at £30,000 per annum and in 2016 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 and Gwyl Fach Y Fro.

21. Sponsorship and income opportunities will be sought to maximise the benefit of Council resources and reduce costs of the Council's calendar of events.
22. As agreed by Cabinet in February 2014 minute C2196, events supported by this 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 additional new events which support the local economy, on a competitive basis. Groups proposing events could be supplied by the Council's Regeneration Teams.

## **Sustainability and Climate Change Implications**

23. 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)**

24. 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.
25. 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**

26. 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)**

27. 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**

28. 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, especially businesses in town centres and coastal locations.

## **Policy Framework and Budget**

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

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

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

## **Relevant Scrutiny Committee**

31. 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