



Agenda Item:

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| Meeting of: | Cabinet |
| Date of Meeting: | Monday, 18 March 2019 |
| Relevant Scrutiny Committee: | Corporate Performance and Resources |
| Report Title: | Proposed Events Programme for 2019 - 2020 |
| Purpose of Report: | To seek approval for the proposed programme of events and sources of funding for the financial year 2019 - 2020, as set out in Appendix A |
| Report Owner: | Cabinet Member for Regeneration and Planning |
| Responsible Officer: | Rob Thomas, Managing Director |
| Elected Member and Officer Consultation: | <p>No Elected Members have been consulted as the report covers most of the Vale.</p> <p>Legal Services (Committee reports)</p> <p>Operational Manager - Neighbourhood Services: Operations</p> <p>Operational Manager - Neighbourhood Services & Healthy Living</p> <p>Head of Regeneration and Planning</p> <p>Operational Manager - Accountancy</p> <p>Operational Manager Regeneration</p> <p>Events Officer</p> |
| Policy Framework: | This is a matter for Executive decision by Cabinet. |

Executive Summary:

- The Council organises and supports an annual and 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.
- 2018 was a very successful year for Council led events in the Vale of Glamorgan with attendance and recognition of these events increasing year on year. Last year, the Council supported a number of new and established events, delivered by external groups in the Vale, with funding, advice and/or the loan of event equipment.
- The report assesses some key ideas that are being considered for 2019, which includes delivering more sustainable external and Council events through income generation and sponsorship plus new events being brought to the Vale and other potential opportunities that may exist but which are not yet confirmed.
- In addition to the main report, the appendix details the proposed programme of events and sources of funding for the financial year 2019 – 2020 by season.

Recommendations

1. That Cabinet considers and approves the proposed events and associated costs for the financial year 2019 - 2020
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 appropriate new, innovative events which support the local economy.

Reasons for Recommendations

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

1. Background

- 1.1 Each 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 extend the season, boost the night time economy and provide links between the town centres and local attractions such as Barry Island and Penarth Esplanade.
- 1.2 2018 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 and many are becoming a key part of the South Wales annual event Calendar. The Isle of

Fire and Beats, Eats & Treats in particular had their highest ever attendance figures.

- 1.3** Council events also attracted sponsorship support for the first time last year, both the Barry Transport Festival and the Barry Island Weekenders received funding. In 2019 the Council will look to increase sponsorship and income generation at events.
- 1.4** 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 included the Barry Island Transport Festival, GlastonBarry, Gwyl Fach Y Fro, The Vale of Glamorgan Agricultural Show, The Distinguished Gentleman's Ride, Pumpkins in the Park, the Rotary Barry Island Firework Fiesta and the Cowbridge Reindeer Parade.

2. Key Issues for Consideration

- 2.1** A proposed events programme and sources of funding for 2019 - 2020 is attached in Appendix A. Events are set out by season.
- 2.2** In addition to the Appendix, this report draws attention to some key events / ideas that are currently being considered for 2019 and other potential opportunities that may exist but which are not yet confirmed.
- 2.3** During the coming year the emphasis for both Council led and external events will be to deliver more sustainable events via income generation from on-site concessions and from sponsorship opportunities. This should help to reduce the demand on the Council's events budget and encourage individual event sustainability.
- 2.4** The Council will engage with external event organisers and stakeholders to deliver more long term events via sponsorship, income generation and offer partnership arrangements where appropriate.
- 2.5** The popular Barry Island Weekenders Summer Programme returned for a sixth year in 2018. The programme ran for six weekends during the school summer holidays and included 2 evening events, 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 55,000 visitors to the Island, both extending the night time economy and encouraging visitors to stay longer.
- 2.6** The Tourism and Events Team carried out online event customer satisfaction surveys following each 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.

- 2.7** For 2019 it is suggested that the Barry Island Weekenders extend its season (from the usual 6 weeks of school holidays) to run from the beginning of June to the end of August. The proposed new programme would look to remove the low impact events from the schedule and focus on the main large scale Barry Island events such as the Barry Transport Festival, Beats Eats and Treats, Gwyl Fach Y Fro, Isle of Fire, Barry Island 10km and Cinema by the Sea. The name of Beats East and Treats is currently under review to ensure it better reflects its role as to a food based event to aid with marketing.
- 2.8** It is considered that this should increase the Weekender event season and by concentrating on the large scale events the programme would be more attractive to potential concessions and sponsors. Officers are looking at rental of pitches for suitable organisations / concessions events such as Beats, Eats and Treats, the Isle of Fire and the Cinema by the Sea. This will provide income and sustainability for the events.
- 2.9** In addition, grouping all the leading events within the successful Barry Island Weekender Brand would provide value for money in terms of promotion and marketing of the summer programme.
- 2.10** Barry Island is also developing as an event venue. In 2018 the Island hosted 2 new events (run by external providers) - the Barry Island Triathlon and The Barry Island 10km. Both events were very successful with a high number of participants and both will return in 2019, with the view of becoming annual events.
- 2.11** In 2018, the Council was successful in securing sponsorship for the Barry Transport Festival and the Barry Island Weekender programme. Officers will continue to look at sponsorship for events across the Vale in 2019.
- 2.12** 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.
- 2.13** For Christmas 2018, the Council trialled a new Christmas Weekender in Barry Town Centre featuring the successful Christmas Market (organised by the Holton Rd Traders), street entertainment, live music and an open air cinema in Central Park, Barry. Feedback on the event was positive and it is suggested that this weekender style event continue for Christmas 2019.

- 2.14** In 2017 a new and more strategic process for event funding was introduced and both new and existing events now 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 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 also allowed the Council to support new events.
- 2.15** In support of this more strategic process of event funding, it is suggested that for 2019 that the Council move away from financially supporting certain events that have received funding for many years such as Cadstock (this event has received funding since 2015) and the Penarth Pier Summer music programme. Monies could then be used to support new or developing events in the Vale and concentrate on the higher impact events.
- 2.16** For the financial year 2018 - 2019, the Council received 6 applications for the New events funding grants and from these applications, 3 new events were supported - SouthernSUNdown Festival in Southerndown, Pumpkins in the Park at Central Park, Barry and the Llantwit Major Chamber Music Festival.

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

- 3.1** The Council's Corporate Plan 2016 - 2020, identifies 4 Well-being Outcomes:
1. An Inclusive and Safe Vale
 2. An Environmentally Responsible and Prosperous Vale
 3. An Aspirational and Culturally Vibrant Vale
 4. An Active and Healthy Vale

Events are mentioned within Well-being Outcome 2 of the Plan - An Environmentally Responsible and Prosperous Vale,
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"

- 3.2** 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.
- 3.3** Events in the Vale of Glamorgan consider the Five Ways of Working in both the planning / design and delivery stages:

Long Term

The Council has supported a number of Vale events through, direct funding / advice and support / use of equipment, enabling events to grow into successful annual fixtures.

Ideas suggested in the report such as bringing in concessions / sponsorship to successful well attended Council and external events would provide income and sustainability for these events. Helping events to become more self-sufficient and improving their long term success.

Officers are working towards developing the Vale as an attractive event destination. Barry Island especially is becoming a popular event venue and has attracted new events such as the Barry Island 10km which is an annual event with a long term commitment to the Vale.

Plus the provision of the Council's new event grant funding helps to support external event organisers to develop new events in the Vale, with the aim of longevity and sustainability.

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

Integration

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

In addition the events often support or join up with projects within other Council departments. Gwyl Fach Y Fro - the annual Welsh Language event at Barry Island which is now its fifth 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.

Collaboration

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

Involvement

Officers regularly engage with local stakeholders such as Traders Groups, Cabinet members, Town Councils to develop and deliver these proposals. Public opinion on the proposals is also sort 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. Resources and Legal Considerations

Financial

- 4.1** Currently the Council has two budgets from which to fund events:
The Corporate Events Fund
This fund is the main budget available to officers to fund Council run events and to support other non-Council events. From 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.
- 4.2** The Events Grant Budget
This budget stands at £25,000 per annum and in 2018 this budget was used to fund and a 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 Planning, to award uncommitted funding from this Grant Budget, to any additional events which support the local economy.

Employment

- 4.3** There are no employment issues associated with this report

Legal (Including Equalities)

- 4.4** 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. Other considerations will include such matters as obtaining the appropriate traffic orders and confirming that the appropriate licences are in place.
- 4.5** 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.

5. Background Papers

None.

2019 - 2020 Proposed Events Programme Costs

APPENDIX A

| <u>Event</u> | <u>Corporate Events Budget</u> | <u>Events Service Grant Budget</u> |
|---|------------------------------------|--|
| <u>SPRING 2019</u> | | |
| Picnic Penarth | | £2,500.00 |
| April / May date TBC | | |
| <p>Established in 2014, Picnic Penarth features street food, bars, live music, DJs, children's area and undercover spaces. The weekend has built a significant following over the last two years with over 14,000 attendance in 2018. Picnic Penarth has generated an income from concessions and stalls on site. The location for this year's Picnic is yet to be confirmed - the potential options are the Station Approach (The original site) or the Esplanade. The Council has supported the event with direct funding since its conception. The grant applied for in 2019 is £5,000 and suggested grant to be awarded is £2,500 but on the condition that a town centre location be agreed.</p> | | |
| <u>SUMMER 2019</u> | | |
| Barry Island Transport Festival | £2,850.00 | |
| Sunday 9 June | | |
| <p>Organised by the Cardiff Bus Preservation Society in partnership with the Vale of Glamorgan Council. This successful festival attracted over 8,500 visitors in 2018. In 2018 the event was not awarded a direct grant but the Council's Event Budget covered the Traffic Management, stewarding and first aid at the festival. For 2019 it is recommended that again no direct grant be given but £2850 be provided to cover Traffic Management, stewarding and first aid at the event.</p> | | |
| Gwyl Fach Y Fro, Barry Island | | £4,000.00 |
| Saturday 15 June | | |
| <p>In 2015 the Council worked in partnership with Menter Bro Morgannwg to create the Vale's first Welsh Language Music Festival. The one day event has grown year on year and the Council has supported the event with funding since its inception. In 2018 Gwyl Fach Y Fro received £4,000 in direct funding and the grant applied for in 2019 is £5,000. It is recommended that the festival be awarded £4,000 for 2019 to reflect the fact that the festival is now receiving an income from concessions on site plus the Council can provide some events equipment and licences, which save costs.</p> | | |
| High Street Summer Event | | £500.00 |
| June Date TBC | | |

Organised by the High St Traders. In 2018 the Council supported with event with £500 towards road closures and with the aim of moving towards sustainability. Grant applied for in 2019 - £985

| <u>Event</u> | <u>Corporate Events Budget</u> | <u>Events Service Grant Budget</u> |
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| Llantwit Major Victorian Fair | | £750.00 |
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Saturday 22 June

Organised by the Llantwit Major Event Group. The 2019 grant applied for - £1500. The event is well established and the group are now looking at ways to become more sustainable such as fees for stall holders. It is recommended that no direct grant be awarded but that £750 be provided from the Corporate events budget to cover road closures on the day.

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| Beats, Eats and Treats, Barry Island | | £15,000.00 |
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Saturday 29 to Sunday 30 June

Running since 2016, Beats, Eats and Treats began as an event in conjunction with the Vale's Twin Town Team. The weekend features live music, street food, crafts, farmers market and bar area. The festival has grown year on year with attendance of approx 10,000 over the two days in 2018. For 2019, the Tourism and Events Team will take over the planning and running of the festival proper. The Events Officer is actively pursuing concessions and stalls for the event to create an income stream for the festival with 21 stalls already confirmed. The £15,000 will include stewarding, power, overnight security, first aid and event infrastructure.

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| Penarth Summer Carnival Day and Evening Event | | £4,000.00 |
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Mid July - date TBC

Organised by Penarth Town Council. The Vale Council has supported the event for a number of years and in 2018 the festival received a direct grant of £5,000. The 2019 grant applied for - £5000 and it is recommended that a direct grant of £4000 to be inclusive of road closure costs. It is felt there are further opportunities to fund the event via sponsorship and concessions.

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| Cadstock, Victoria Park, Barry | | £0.00 |
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July - date TBC

The Council's Event Budget has supported this event since 2015 with funding approx £4- 5,000 each year. It is suggested that this budget no longer funds this event, and that organisers are encouraged to seek alternative income through Sponsorship and Concessions

Event

Cororate Events Service
Events Budget Grant Budget

Isle of Fire, Barry Island

£45,000.00

Saturday 20 to Sunday 21 July

As mentioned in the main report it is suggested that the Council concerntrate on the main summer events at Barry Island in 2019. The Isle of Fire, a two night event has become a flagship festival for the Vale Summer season, attacting over 5,000 per night, with many visitors attending from outside the Vale. The Isle of Fire weekend has big social media presence increasing the potential for sponsorship and income generation via concessions and the Events Officer is currently investigating these opportunities.

Summer Sounds Music Programme, Penarth Pier

£0.00

July and August

The Council has run this programme on Penarth Pier since 2010 with funding of around £4-5,000 each year. The Programme consists of organised bands performing on the Pier during the high season weekends. As mentioned in the main report it is suggested that this budget now be used to support the larger, more high impact events in Penarth.

Barry Island 10k

£0.00

Sun 4th Aug

In 2018 Run4Wales brought a brand new event to Barry and Barry Island. The event attracted over 3k participants with a very high % from outside the Vale. The event received very positive feedback accros Social Media and Press. Ambitions are to make this an annual event. In 2019 the race will return with an increased capacity. The Event Officer has worked very closely with the organisers from the beginning, and will continue to do so on an no-going basis. There were no costs associated with the Corporate Events Budget for the 2018 event.

Vale of Glamorgan Show, Fonmon

£1,500.00

Wednesday 7 August

No direct grant was awarded in 2018 as the show is now a profitable event. The £1,500 would cover the Tourism & Events Team's presence at the show.

| <u>Event</u> | <u>Corporate</u> <u>Events Budget</u> | <u>Events Service</u> <u>Grant Budget</u> |
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| Cinema by the Sea, Barry Island Saturday 24 to Sunday 25 August | £10,000.00 | |

As mentioned in the main report it is suggested that the Council concentrate on the main summer events at Barry Island in 2019. Cinema by the Sea, a two night event has become a highlight of the Barry Island summer programme, attracting over 5,000 per night, with many visitors attending from outside the Vale. This event has potential for sponsorship and income generation via concessions and the Events Officer is currently investigating these opportunities.

AUTUMN 2019

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| Distinguished Gentlemens Ride, Penarth Pier Early September | £500.00 | |
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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. In 2018 the event grew with over 300 bikes, stalls and music. The £500 would cover the road closure at the event.

WINTER 2019

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| Rotary Fireworks Display, Barry Island Early November | £2,000.00 | |
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Since 2017 no direct grant has been given but the Council has supported the event up to £2,500 which covers the traffic management, stewarding and car parking on the night. The Events Officer works closely with Highways, the police and stewarding team to help coordinate the event on the night. It is recommended that £2,000 be provided from the Corporate Events Budget to cover the above. It is also suggested that the Rotary Club be given opportunity to explore other ways to collect income on the night and develop sponsorship opportunities.

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| Penarth Christmas Festival End of November - date TBC | | £1,000.00 |
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Organised by the Penarth Town Council. In 2018 no direct grant was awarded but funding of £1,500 from the Council's Corporate Budget was given to cover road closures. 2019 grant applied for - £4,000. It is suggested that £1,000 be awarded to the event for road closures.

Event

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| <u>Coroprate</u> | <u>Events Service</u> |
| <u>Events Budget</u> | <u>Grant Budget</u> |

Cowbridge Reindeer Parade

£500.00

Sunday 24 November

Organised by the Cowbridge Chamber of Trade. The Council has supported the event for a number of years. In 2018 the event was supported with £1,500 from the Council's Corporate Events Budget for road closure costs. This long standing event has been steered towards concessions and sponsorship but continues to fail to do so. It is therefore recommended that the support is reduced to £500. However the Council would welcome an application to the new Event Grant pot for additional new Cowbridge Christmas events.

High St Christmas Event, Barry

£750.00

End of November

Organised by the High St Traders. In 2018 the Council supported with event with £1,500 towards road closures and with the aim of moving towards sustainability. Grant applied for in 2019 - £985

Llantwit Major Christmas Event

£1,000.00

End of November

Organised by the Llantwit Major Events Group. In 2018 the event was awarded £750 towards the event with the aim of moving towards sustainability. Grant applied for in 2019 - £1490. The increased grant is to provide encouragement to reflect increased income generation at events.

VOGC Christmas Event, Barry Town Centre

£25,000.00

End of November

In 2018 the Council worked with the Holton Rd Traders to bring a Christmas weekend to Holton Rd, King Square and Central Park, Barry. The event received positive feedback and it is suggested this would continue for Christmas 2019. Last year the Corporate Events Budget also funded the Christmas Lights and Tree on King Square at approx £12,000. It is suggested that the Corporate Events Budget would cover the lights and tree in 2019.

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| <u>Coroprate</u> | <u>Events Service</u> |
| <u>Events Budget</u> | <u>Grant Budget</u> |

Total Proposed

£103,100.00

£11,250.00