

Meeting of:	Cabinet
Date of Meeting:	Monday, 22 March 2021
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Proposed Events Programme 2021 - 2022 with Coronavirus Update
Purpose of Report:	To update Cabinet of the suggested changes to the Council's Events Programme 2021 - 2022 in view of the Coronavirus Outbreak
Report Owner:	Deputy Leader and Cabinet Member for Education and Regeneration
Responsible Officer:	Rob Thomas, Managing Director
Elected Member and Officer Consultation:	No Elected Members have been consulted as the report covers most of the Vale.
Policy Framework:	This is a matter for Executive decision by Cabinet
<p>Executive Summary:</p> <ul style="list-style-type: none"> • Prior to the Coronavirus (COVID-19) outbreak, the Council organised and supported an annual and diverse programme of events across the Vale of Glamorgan. • Due to the increase in COVID-19 cases across the Country and following Welsh Government guidance and legislation, both Council events and externally organised events on Council Land in the Vale of Glamorgan were either cancelled for the year 2020 / 2021 or postponed to 2021 / 2022. • The report recognises the current lockdown and COVID restrictions in place in the Vale of Glamorgan and makes suggestions for an events programme - on the basis of a relaxation and lifting of restrictions during the course of 2021/22. • It is suggested that, for 2021/22, the proposed programme is refocused to deliver safe events that support the economy of Town Centres, the Coast and Country Parks by working in partnership with providers in line with recommendations of the Welsh Government. • Suggestions include outdoor events spread out over longer periods of time such as weeks or months, so as not to cause large gatherings, and taking place in venues across the Vale. • Events would require the specific approval of Council Senior Leadership team (SLT) and Event Safety Advisory Group (ESAG). 	

- Appendix A details proposed events with costs.

Recommendations

1. That Cabinet considers and approves the proposed events for the year 2021-2022 (Appendix. A), subject to current legislation in place at that time.
2. That the Head of Regeneration and Planning be granted delegated powers in consultation with the Cabinet Member for Education and Regeneration to implement changes to the events programme, in particular to respond to the changing environment governed by COVID-19 in future months.

Reasons for Recommendations

1. To approve the proposed events programme 2021-2022
2. To, where possible, support events in the Vale of Glamorgan by changing the focus of the events programme in line with the legislation associated with the COVID-19 outbreak, and as new Welsh Government legislation is introduced.

1. Background

- 1.1 Each year, prior to the COVID-19 outbreak, 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 and increasing the tourism offer within the Vale of Glamorgan, whilst also improving the quality of life for residents.
- 1.2 Following the Coronavirus outbreak, the Government advised that large public gatherings such as events and festivals can contribute to the spread of the virus and should be avoided.
- 1.3 COVID-19 legislation brought in March 2020 - Regulation 8 of the [Health Protection \(Coronavirus Restrictions\) \(Wales\) Regulations 2020/353](#) - made it illegal to hold large scale events. So, in response, the Council cancelled all scheduled Council run events, plus all events held on Council owned land, until further notice.
- 1.4 All Council spring/summer events such as the Barry Island Weekenders and Christmas Light switch on events did not take place.
- 1.5 In addition, a number of high profile external events were also cancelled for 2020 including GlastonBarry, The Barry Island 10K, The Barry Island Triathlon, Gwyl Fach Y Fro and the Rotary Firework Display.

2. Key Issues for Consideration

- 2.1** This report recognises the lockdown restrictions within the Vale at present and the Council's role in upholding COVID legislation - to not allow gatherings or events to take place currently until such time that that restrictions are lifted.
- 2.2** The aim of the report is to present event ideas for approval, so that preparations can be made to allow for events to take place, once restrictions and regulations change and are relaxed.
- 2.3** All events would not take place without specific approval from Council SLT and Event Safety Advisory Group, and all proposed events will be subject to COVID-19 regulations in place at that time.
- 2.4** The emphasis for Council led events will be refocused. The proposed 2021/2022 events programme will aim to deliver safe, community-based events, that support the economy of Town Centres, Coast and Country Parks within the Vale, in line with the relevant Welsh Government COVID-19 Event legislation.

Any events will take place over a longer time period, extending the season and alleviating pinch points in footfall that traditional one day or weekend events would cause.

- 2.5** It will be important to work in partnership with local businesses, creative agencies, Council departments and community groups should it be possible to deliver the suggested events programme.
- 2.6** For 2021/2022 it is suggested that the following types of events could take Place, if the COVID-19 regulations allow:

Vale Walking Season - Complementary to Valeways Walking Festival
Based on the Council's popular 10 Vale Trails, this would be Vale wide and participants could be encouraged to walk all 10 trails independently and upload their progress and images from the trails to Visit the Vale's Social Media channels. It would include activities for participants, e.g. treasure hunt for children, wildlife spotting, geology etc, and would take place over a longer time period e.g. the summer months, so as not to encourage gathering.

We would work with business along the trails to get involved for instance offering special dishes for participants etc, to encourage spend locally. Valeways would be invited to support the event, which would add value to their guided Walking Festival.

Vale Photography Festival
Based on a Photo Marathon type event, this would be Vale wide and take place over a week-long or month period. Event participant would be given subjects to photograph across the Vale and again would be coordinated across the Visit the Vale's social media and website. A very visual event with mutual benefits to both

the destination and participants. The event would be planned to encourage participants into our town centres and country parks as well as to the more popular photographic destinations.

Vale Light Festival

Buildings and public/urban spaces could be lit up across a town or area to create a light trail. The trail could take in light features already in place such as the Barry Island Western and Eastern Shelters and Hood Rd Tunnel.

Again the trail could run over a longer time period such as number of weeks to discourage crowds. We would look to work in partnership with businesses that support the evening economy in drawing custom during the evening time (once this is possible).

Vale Film Festival

Venues across the Vale could host film nights/days across a specific period (only once restrictions allow). Venues could include St. Donats, Dunraven Gardens, Cosmeston Medieval Village and Penarth Pier and all showings would require entry via pre booking, so that numbers could be strictly controlled. This would build on the findings of CRC's pilot Film Festival of 2019, working with those that engaged with the project.

Vale Country Park Family Weekenders

Working with the Rangers at Cosmeston Park and Porthkerry Country Park to host Rangers days covering different subjects featured across the Parks. These to be thematic according to subject - wildlife spotting, ecology, family fun, etc. Days could feature timed sessions that are pre booked, allowing numbers to be controlled.

Picnic in the Park

Based at both Porthkerry and Cosmeston (if and when restrictions are relaxed), family picnic days, ticketed events which are pre-bookable where designated spaces are allocated per 'bubble', with activities and entertainment arranged for participants. This could include workshops introducing the wildlife, small scale sporting events, kids outdoor fun etc.

Sports/Activity Weekenders

The Council could partner with local outdoor sports providers across the Vale such as the Wild Trails People and Outdoor activity providers to provide outdoor sporting weekenders at various Vale venues. Again this would only happen once restrictions are relaxed to allow and sessions would be pre-booked allowing numbers to be controlled. This could follow the concept developed by CRC's pilot Outdoor Activity event in 2019, and work with the newly established Outdoor Activity Network.

Town Centre Weekenders

Building on the successful Vale Town Centres campaign which has established a positive platform which town centre businesses are actively engaging with, The

Town Centre Weekenders would provide town centre events across the Vale including activities such as trails, competitions and numbers-controlled events. Central Park, Barry is currently being refurbished to include a stage area and electric and as the park is fenced, the space could host an audience controlled event, with pre booked access (again if and when restrictions are relaxed to allow such events).

These are a sample of ideas which we would like to develop further.

- 2.7** Events proposed above are outdoor based, to minimise the risk of COVID-19 transmission. It is also easier to ensure social distancing between event attendees. And as large events will not be possible, this will create a trend for smaller events, at which audience sizes are more manageable.
- 2.8** The Barry Island Weekenders has successful and well recognised branding. This branding could be used across the Vale for 2021/2022, creating for example - Vale Sports Weekenders and Vale Film Weekenders (subject to restrictions at the time).
- 2.9** The Barry Island Weekenders was gaining huge momentum and putting the Vale on the map with external partners, not least Visit Wales who were featuring the events as part of their product portfolio, a relationship which had taken years to build. The refocused event programme for 2021/22 will allow us to maintain those very important links with external providers, whilst hopefully supporting with Vale with a varied events programme for the year (again if restrictions in pace at the time allow).
- 2.10** Penarth Pier Pavilion Building has recently returned to the care of the Council. The Pier and Pavilion would also provide additional venues for the proposed events programme.
- 2.11** Throughout the pandemic, the Council has worked with external event organisers to reschedule several events due to be held on Council land, originally to dates in 2021. Should regulations allow, those events may go ahead but in a different format - such as, over a longer timescale and use areas that can control entry/numbers on site. These events are detailed in Appendix A.
- 2.12** Meetings with organisers are on-going, it is important to note within their planning process, that events may need to change last minute, due to changes in restrictions and other circumstances outside of the organisers/Council's control.
- 2.13** The Council's Events Officer continues to work closely with the Council's Events Safety Advisory Group (ESAG) and the SRS Team, to provide event organisers with up to date Welsh Government COVID -19 information and legislation.
- 2.14** In addition to advice provided in running a successful event, advice given now includes methodology in writing specific COVID-19 risk assessments and to make

sure that all organisers were aware of, and follow, all relevant COVID-19 regulations/advice.

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"

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.

Events in the Vale of Glamorgan consider the Five Ways of Working in both the planning/design and delivery stages:

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.

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 several Council departments such as Highways, Licensing, Health and Safety and Environmental Health and Officers regularly works with other service areas within the Council to deliver and implement the Well-being objectives

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. We will look to further this through the refocussed events programme for 2021/22.

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, 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. Resources and Legal Considerations

Financial

4.1 The Corporate Events Fund

This fund is the primary budget allocated to fund Council run events and to support other non-Council events.

The Corporate Reserve has funded the Corporate Events fund in previous years. The funds requested will be to directly fund events as specified within the report, broken down as per Appendix A.

It will also look to provide seed funding to add value to external events using council venues for commercial events. For example, the £30k Country Park and Coastal Event Programme will look to support a number of external events,

working with the private sector in using Council Venues (Porthkerry/Cosmeston/ Penarth Pier etc) to base larger, commercial events whereby they have the potential to generate income. In cases such as these we will look to enter into an agreement to provide venue and seed funding from the £30k in return for a profit share of the income generated. Looking ahead, our aim is to be cost neutral/income generating in attracting viable commercial events to Council venues.

The funding requested to support the 2021/22 events programme is larger than in previous years; at £130k, an additional £20k from the 2020/21 programme.

Due to COVID-19, the Events programme for 2020/21 was cancelled. The tourism economy in the Vale has been crippled by the effect of the pandemic, with STEAM forecasts (up to Oct 2020) showing a decrease of over 67% (£82m) so far. The proposed events programme aims to target the growing domestic market primarily as we look to the easing of restrictions for the 2021 season. Indications show once restrictions are lifted, the UK tourism industry is set to experience growth, and therefore this programme sets out to carefully open up to that potential market, but in a manner that is responsible and appropriate in line with Covid 19 legislation as restrictions ease in Wales.

Employment

- 4.2** There are no employment issues associated with the report .

Legal (Including Equalities)

- 4.3** As an event organiser, the Council has a duty of care and must adhere to any Government advice/legislation for events during the COVID-19 outbreak.

Plus Officers must 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.

- 4.4** 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.

2021 - 2022 Proposed Events Programme with costs and COVID-19 update

APPENDIX A

Both potential rescheduled Council and any external events are proposed only and may be subject to cancellation/change

Dates may reschedule as WG COVID-19 advice and legislation for events develops and changes

Events would only take place if approved by VOGC and should COVID - 19 WG regulations allow

Date/Season	Proposed Council Events (if possible having regard to restrictions in place at the time)	Detail - Synopsis	Organiser	Corporate Events Budget	Events Grant Budget	Notes
All Year	Vale Town Centres Weekenders	Series of events to drive footfall to each of the town centres	VOGC	£25,000.00		
May to December	Country Parks and Coastal Events programme	To include potential Spring / Summer and Christmas events	VOGC	£30,000.00		
May - Sept 2021	Vale Walking Season	A series of walking events held over a number of months to celebrate walking in the Vale	VOGC	£25,000.00		
Summer 2021	Vale Film Festival - organised by the Vale of Glamorgan Council	Taking place over a number of months across various locations and venues	VOGC	£10,000.00		
July & August 2020	Country Parks Family Weekenders - organised by the Vale of Glamorgan Council	To include Picnic in the Parks, as mentioned in the main report, events would take place in Vale Country Parks	VOGC	£5,000.00		
August 2020/1	Sports/Outdoor Activity Weekenders - organised by the Vale of Glamorgan Council	A former BI Weekender event, this could now take place at other venues, e.g Country Parks etc	VOGC in partnership with newly formed Outdoor Activity Network	£5,000.00		
Summer/Autumn 2021	Photography Festival	The festival could take place over a long time period, across the Vale.	VOGC	£5,000.00		
Winter 2021	Light Festival	As mentioned in the main report, the festival could take place over a long time period, across the Vale - Country Parks, structures, town centres etc	VOGC	£15,000.00		
End Nov 2021	Vale of Glamorgan Council Christmas Lights and Tree, Barry Town Centre	This cost covers the Christmas Lights and Tree at Barry Town Centre	VOGC	£15,000.00		
	Total			£135,000.00	£0.00	

Events organised by External organisers will be considered in light of the restrictions which are in place at the time and the relevant circumstances relevant in each case.