

Meeting of:	Cabinet
Date of Meeting:	Monday, 11 April 2022
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Proposed Events Programme 2022-2023
Purpose of Report:	To update Cabinet on the 2021-2022 Events Programme and seek approval for the 2022-2023 Events Programme
Report Owner:	Deputy Leader & Cabinet Member for Education and Regeneration
Responsible Officer:	Chief Executive
Elected Member and Officer Consultation:	No Elected Members have been consulted as the report covers most of the Vale. Head of Regeneration and Planning Operational Manager, Neighbourhood Services, Healthy Living and Performance Operational Manager Neighbourhood Services, Operations Legal - Committee Reports Interim Head of Finance/S151 Officer
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 cancellation of these events allowed a revaluation of the annual Programme, and for 2021 / 22 the Council Events Programme was refocused to include new aspects that supported the economy of Vale Town Centres, the Coast and Country Parks, in line with recommendations by the Welsh Government. 	

- The updated events programme delivered in 2021 / 22, included outdoor events in previously unused sites, was spread out over longer periods of time such as weeks / months, and took place in venues across the Vale.
- The programme also increased partnership working with external event providers and Town Councils, plus provided better value for money - making the Corporate Events Budget go further.
- All Events suggested would require the specific approval of Council Senior Leadership team (SLT) and Event Safety Advisory Group (ESAG)
- The Appendix details proposed events with costs.

Recommendations

1. That Cabinet considers and approves the proposed events for the year 2022 - 2023 (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, to respond to the changing environment governed by COVID-19 in future months.
3. That use of the urgent decision procedure as set out in section 14.14 of the Council's constitution is exercised in order to allow the Council to prepare and develop the related events.

Reasons for Recommendations

1. To approve the proposed events programme 2022 - 2023.
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.
3. To allow appropriate time for the preparation and development of the related events.

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 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.
- 1.3 All Council spring/summer events for 2020, such as the Barry Island Weekenders and Christmas Light switch on events did not take place.
- 1.4 In addition, a number of high profile external events were also cancelled for 2020 including GlastonBarry, The Vale of Glamorgan Show, The Barry Island 10K, The Barry Island Triathlon, Gŵyl Fach Y Fro and the Rotary Firework Display.
- 1.5 This break in the programme allowed for a refocus and an update of the existing Council led events programme.
- 1.6 The new programme aimed to deliver safe, community-based events that supported the economy of Town Centres, Coast and Country Parks within the Vale, in line with the relevant Welsh Government COVID-19 Event legislation.

- 1.7 The events also took place over a longer time period such as weeks or months, with both internal and external partners, and provided better value for money / added value in respect of the Corporate Events Budget.
- 1.8 This revised Council events programme was rolled out in Spring 2021 and closed with a St David's Day event in March 2022.

2. Key Issues for Consideration

- 2.1 This report recognises the COVID regulations within the Vale at present and the Council's role in upholding current COVID legislation.
- 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 following all current COVID regulations at that time.
- 2.3 No events would take place without specific approval from Council's SLT and Event Safety Advisory Group, and all proposed events will be subject to Covid-19 regulations in place at that time.
- 2.4 As mentioned above, an updated Council led event programme was delivered in 2021 - 2022. Full details below.
- 2.5 The previous programme included large scale, two day / weekend, high footfall events.
- 2.6 This new revised 2021 - 2022 events programme focused on events that took place over a longer time period such weeks or months, extending the season and alleviating pinch points in footfall that traditional one day or weekend events would cause. The Vale wide programme was covered a wider area than previous programmes.
- 2.7 The programme also increased the partnership working with external professional event organisations/companies, creative agencies, community groups and Town Councils.
- 2.8 This partnership working also supported a more effective use of Corporate Events budget, providing increased value for money. An extensive programme of events was delivered with either joint funding provided from Town Councils, use of Welsh Government funding or working in partnership with external event companies who ran events at no cost to the Council.
- 2.9 The 2021- 2022 programme was developed along the following themes:
 - Country Parks and Coastal Events
 - Town Centre Events
 - Vale Walking Festival
 - Vale Light Festival

- 2.10** The programme was developed following an 'invitation to work with us' event, from which interested parties were encouraged to complete a submission of their proposals through a 'Request for Quotation' on Sell2Wales. Several organisations were then contracted to work with the Council to deliver the new programme.
- 2.11** It is proposed that this process be used again to deliver the 2022 - 2023 programme.
- 2.12** An outline of the new events that took place in 2021 - 2022 include:

Vale Town Centres:

The Festival of Flowers - took place during the whole month of August across all towns

Halloween - with displays and competitions - during Oct Half Term across all towns

Christmas - Elf Competition in 4 towns

Santa's Post Box, Cowbridge - 10 Day Event (591 Attendees plus parents)

Santa's Post Office, Barry - 7-day events, in partnership with Barry Town Council and part funded by Transforming Towns. (1227 Attendees plus parents)

The Vale Town Centre Events aimed to increased footfall to the towns as per the original aim of the programme. A questionnaire following the Christmas events reported:

Barry - 59% of people shopped local before or after the event and 97% said events like this encourage them to shop locally.

Cowbridge - 69% of people shopped local before or after the event and 92% said events like this encourage them to shop locally

Country Parks and Resorts:

Halloween Festival, Cosmeston - a 10-day festival within the Medieval Village, in partnership with Production 78

Pumpkin Fest, Porthkerry - 7-day event over Oct Half Term

Fawkes Fest, Barry Island - an alternative, low key event in place of Fireworks

Big Build Sandcastle Competition, Barry Island

Barry Love Island - celebrating Valentine's Day, Barry Island

Light Festival

The Barry Festival of Light, Central Park, Barry - 3 night festival in December, in partnership with Barry Town Council and part funded by Transforming Towns and included a Christmas Market

Walking Festival:

10 Day Event celebrating the 10 Vale Trails

- 2.13** In addition to the corporate events budget, we were able to lever match funding from external sources in order to expand the calendar of events. This included

Welsh Government(WG), Transforming Towns funding and WG Summer of Fun and Winter of Wellbeing programmes.

St. David's Day Event - held on King Square, Barry. This is fully funded by Transforming Towns funding and organised by the Events Officer

Summer of Fun - 20 family events celebrating the Vale Coastline. Fully funded by WG Summer of Fun and delivered by Beach Academy Wales

Winter of Wellbeing - 10 family sessions discovering the Vale coast. Fully funded by WG Summer of Fun and delivered by Beach Academy Wales

These additional events complimented the Events programme and were very well received by the public. It also allowed us to consider a different approach to the type of events we could deliver in future.

- 2.14** Proposed themes for the 2022 - 2023 events programme include, but not limited to the following:

Country Parks and Coastal Events

Town Centre Events

Walking

Festival of Light

Vale Film Festival

- 2.15** In December 2021, Central Park Barry hosted the first Festival of Light. The festival took place over 3 nights, featured pre-booked sessions to control numbers and was held in partnership with Barry Town Council. The festival was very successful, with approx. 12,000 attendees over the 3 nights. The feedback from social media and via an event survey taken after the event showed that visitors would like to see the festival return for December 2022 for a longer time period and that they would also be willing to pay a small attendance fee.
- 2.16** It is proposed that the Barry Festival of Light replace the traditional one-night Christmas Light Switch on event in Barry Town Centre. The festival would be better value for money, providing an event over a longer time period and would also has the potential to generate an income.
- 2.17** At the time of writing, Wales is at Level Zero - the lowest level of COVID rules. With this relaxation of restrictions a number of annual external events propose to return to the Vale. The Barry Island Triathlon and the Barry Island 10K are booked into the Barry Island event calendar, and the Vale Show will return this August.
- 2.18** All events will provide Event documents to the Council's Event Safety Advisory Group (ESAG) prior and will have to adhere to all COVID regulations of the time.
- 2.19** 2022 will mark the year that Her Majesty the Queen becomes the first British Monarch to have served for 70 years and the Platinum Jubilee will be celebrated across the country with several national events. An extended bank holiday takes place from Thursday 2 to Sunday 5 June 2022.

- 2.20** The Council is currently looking to be part of the Platinum Jubilee Beacon Lighting event, which will take place on the evening of June 2nd. An audit of potential Beacon sites is currently taking place.
- 2.21** The Events Officer is also working with the Police and Highways to provide information and an application process for residents looking to hold Jubilee street parties. A webpage with useful information and guidance to help organise a safe and successful event will be available.
Highways have agreed that, in consultation with the Police, road closure for street parties could take place on low traffic roads such as cul de sacs. There would be no charges to residents for these closures.
- 2.22** In addition, as per previous years, the Events Team propose to market and administer the Small Events Grant scheme, supporting smaller events through a small funding pot up to the value of £1000 per application. This allows the Events Officer to support, where appropriate, new events with seed funding to become established. Allocation of this funding would be through an events panel and approved (if applicable) by the Head of Regeneration and Planning in consultation with the Cabinet Member for Education and Regeneration. The total budget proposed for the small Events grant is £8k.
- 2.23** The Penarth Seafront now provides a flexible site for events - with venues such as the Pier Pavilion Building, the Pier, Esplanade and the Kymin all providing additional venues for the proposed events programme and external events organisers.

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 included 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, Gŵyl 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.
- 4.2** The Council also has a small grant budget to support non-Council events in the Vale.
- 4.3** The Events team will continue to identify and secure additional funding to add value to the Events programme

Employment

- 4.4** There are no direct employment issues associated with the report but the support for events will lead to employment and opportunities for events companies and providers.

Legal (Including Equalities)

- 4.5** 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.
- 4.6** 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.
- 4.7** 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.
- 4.8** The Council's Event Safety Advisory Group (ESAG) also advises external event organisers of any legislation applicable at the time.

5. Background Papers

None.

2022 - 2023 Proposed Events Programme with costs

Both Council and External events are shown below for the year so far - dates are following dialogue with event organisers

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	Detail - Synopsis	Organiser	Corporate Events Budget
All Year	Vale Town Centres Events Programme to include Spring / Summer / Halloween and Christmas.	Series of events to drive footfall to each of the town centres	VOGC	£40,000.00
May to December	Country Parks and Coastal Events programme	To include potential Spring / Summer and Christmas events	VOGC	£30,000.00
June	Queens Jubilee Events	Support for beacons lighting/events tbc	VOGC	£10,000.00
25 & 26 June 2022	Barry Island Festival of Food & Drink	The Festival is proposed to return in 2022. The festival can generate an income, as a pitch fee is charged to stallholders.	VOGC	£15,000.00
Summer 2022	Vale Film Festival - organised in partnership with external provider	Taking place over a number of months across various locations and venues	VOGC	£10,000.00
1 December 2022	Barry Festival of Light, Central Park Barry	As mentioned in the main report, the festival was trialled in December 2021. The event was very succesful, it suggested the festival return for a longer period and a small charge be introduced, to avoid the no show issue.	VOGC	£20,000.00
End Nov 2022	Vale of Glamorgan Council Christmas Lights and Tree, Barry Town Centre	This cost covers the Christmas Lights and Tree at Barry Town Centre	VOGC	£10,000.00
10 August 2022	Vale of Glamorgan Show	The Show was cancelled in 2020 and this is the 2022 date for the show.	VOG Presence (provisional)	£5,000.00
	Total			£140,000.00

Date	Events organised by External organisers - these are likely to take place as WG COVID regulations will now allow.	Details	Organiser
10 April 2022	Vale Coastal Ultra - organised by Run Walk Crawl	The event retruned in Sept 2021 and will return for April 2022	External - Run Walk Crawl
17 & 18 April 2022	Cowbridge Food & Drink Festival	The Festival was cancelled in 2020 and this is a rescheduled date for April 2022	Cowbridge Food & Drink
21 June 2022	Gwyl Fach Y Fro, Barry Island	The Festival was cancelled in 2020 and this is a rescheduled date for 2022	Menter Bro Morganwng
29 May 2022	Barry Island Triathlon – organised by All or Nothing Events	The event was cancelled in 2020 and the Tri was rescheduled and took place in October 2021. The event now returns to it's original season - May 2022.	All or Nothing Events
12 June 2022	Barry Island Transport Festival organised in partnership with Cardiff Transport Preservation Group	Annual event held each year on Barry Island	Cardiff Transport Preservation Group
29 to 31 July 2022	GlastonBarry Juniors and GlastonBarry – organised by Mack Events	Held in Romilly Park. The Festival was cancelled in 2020 and this is the 2022 date.	Mack Events
Sun 7 Aug 2022	Barry Island 10K – organised by Run4Wales	The Run was cancelled in 2020 and this is the rescheduled date for 2022	Run 4 Wales
10 August 2022	Vale of Glamorgan Show - new venue Penllyn	The Show was cancelled in 2020 and this is the 2022 date for the show.	Vale of Glamorgan Show Committee