

Meeting of:	<b>Cabinet</b>
Date of Meeting:	<b>Thursday, 03 July 2025</b>
Relevant Scrutiny Committee:	Place Scrutiny Committee
Report Title:	The Glastonbarry Music Festival, Romilly Park, Barry – Operating Licensing Agreement
Purpose of Report:	To seek the agreement of Cabinet to a request from the organisers of the Glastonbarry Music Festival for a licence to operate at Romilly Park for a period of 5 years
Report Owner:	Deputy Leader and Cabinet Member for Sustainable Places
Responsible Officer:	Director of Environment and Housing
Elected Member and Officer Consultation:	Head of Finance Operational Manager – Property Services Committee Report – Legal Services Director of Place
Policy Framework:	The report is within the policy framework and budget
<p>Executive Summary:</p> <ul style="list-style-type: none"> <li>• The very successful Glastonbarry Music Festival is in its 12th year of operation in 2025.</li> <li>• The festival takes place each year at Romilly Park, Barry, over the last weekend in July and involves the containment of a large section of the central field section for a period of 7 days. The remaining areas of the park are open for free use by the public during this period.</li> <li>• The festival features 3 day / nights of entertainment and is a ticket only event. The events on Friday night are for younger people, with the Saturday and Sunday events being for over 18's only.</li> <li>• The event has a capacity of 6000 people on each of the 3 nights and is very well controlled with all aspects of the event management being agreed prior by the Council's Events Security Advisory Group (ESAG).</li> <li>• The event show cases the best in professional cover bands, playing music from some of the biggest artists in the music industry. Whilst many of the attendees are local, the organisers estimate that approximately 50% of those attending are from outside the Barry area.</li> </ul>	

- The event brings with it significant benefits to Barry and its local businesses, particularly those in the hospitality sector. The organisers have estimated that the economic impact of the 3-day events to the Vale of Glamorgan is in the region £2.19m (Appendix A).
- The festival operates under an annual licence which is reviewed each year, with no guarantees given to the operator as to whether the event will be permitted in future years.
- The operator, Mack Events, has requested a 5-year licence guaranteeing the events over the same weekends in July to provide them with the necessary security to effectively plan future events over this period.
- The 2024 fee for the event was £7,986.00. This fee was originally based on a cost of £1 per ticket and linked to the sale of 6000 tickets. Though the event is now over 3 days, it was originally a Saturday and Sunday event with most tickets sold being weekend tickets. In addition, the organisers also fund all remediation work that could be required to the field, following the event.
- Cabinet is asked to agree a licence with Mack Events to permit the event to operate up until 2029. The licence would provide for the majority of the central field area to be enclosed for 7 days, with event days / nights being Friday, Saturday and Sunday, with all music on these days ceasing at 21:00hrs sharp.
- Cabinet is also asked to agree a fee structure based on a starting figure of £7,986.00 (2024 event fee) + the annual consumer price index (CPI) inflation rate for the UK in the months up to April 2025 @ 3.5% = £8,265.00 for 2025. With future fees set on the same basis.

## **Recommendations**

- 1.** That Cabinet agrees to provide a 5-year licence for Mack Events to hold the Glastonbarry Music Festival Event at Romilly Park up until the end of July 2029.
- 2.** That a starting fee of £8,265.00 is agreed for the 2025 event with this fee increasing by the full year consumer price index (CPI) up to the preceding April each year following for the licence term.
- 3.** That delegated authority is granted to the Director of Environment and Housing to agree the full licence terms in consultation with the Head of Finance/Section 151 Officer and the Deputy Leader and Cabinet Member for Sustainable Places.
- 4.** That the Monitoring Officer/Head of Legal and Democratic Services is granted delegated authority to draft and execute the 5-year licence.

## **Reasons for Recommendations**

- 1.** To provide the necessary authority to the Glastonbarry Music Festival Events to continue for a 5-year period.
- 2.** To set the fee structure for the licence period.
- 3.** To allow the licence details to be agreed without further recourse to Cabinet.
- 4.** To provide the necessary authority to progress the licence.

## **1. Background**

- 1.1** The Glastonbarry Music Festival, based at Romilly park in Barry over the last weekend in July each year, is in its 12th year of operation.
- 1.2** The festival currently operates under an annual licence which is reviewed each year, with no guarantees given to the operator as to whether the event will be permitted in future years.
- 1.3** The operator, Mack Events, has requested a 5-year licence guaranteeing the events over the same weekends in July to provide them with the necessary security to effectively plan future events over this period.
- 1.4** The 2024 fee for the event was £7,986.00. This fee was originally based on a cost of £1 per ticket and linked to the sale of 6000 tickets. Though the event is now over 3 days, it was originally a Saturday and Sunday event with most tickets sold being weekend tickets. In addition, the organisers also fund all remediation work that could be required to the field, following the event.

## **2. Key Issues for Consideration**

- 2.1** The Glastonbarry music festival is one of the largest events in the Vale of Glamorgan and certainly the largest live music event.
- 2.2** In recent years, the event has grown, such that approximately half of those attending are now from outside the Barry area.
- 2.3** In addition, the event now caters for large numbers of younger people, holding music, art and cultural events on the Friday evening, prior to the adult only weekend music festival.
- 2.4** Using industry-standard calculation method ([www.eventimpacts.com](http://www.eventimpacts.com)), the organisers calculate that the 2025 event will bring £2.19m into the Vale of Glamorgan economy (Appendix A).
- 2.5** The organiser Mack Events have a proven record of excellent event management. Whilst it is inevitable that those who reside in the area will be affected to some degree by the high numbers of visitors to the event over the 3 days / nights. Every effort is made to keep any disruption to a minimum with high numbers of stewards and security personnel engaged to help manage and control those attending.
- 2.6** All music ceases promptly at 21:00hrs each night and Romilly Park is cleared of all attendees shortly following this.
- 2.7** The event currently operating on a year-to-year basis provides a certain level of uncertainty to the organisers Mack Events, who are a small local company, primarily putting on events in the Vale of Glamorgan area.
- 2.8** With such a popular event for Barry and the wider economy of the Vale of Glamorgan, it would be prudent for the Council to seek to secure the event at this location for a longer-term period and this would also provide security to the organiser allowing for better forward planning for future events.
- 2.9** Cabinet is therefore asked to agree a licence with Mack Events to permit the event to operate up until 2029. The licence would provide for the majority of the central field area to be enclosed for 7 days, with event days / nights being Friday, Saturday and Sunday, as is the case currently.
- 2.10** Cabinet is also asked to agree a fee structure based on a starting figure of £7,986.00 (2024 event fee) + the annual consumer price index (CPI) inflation rate for the UK in the months up to April 2025 @ 3.5% = £8,265.00 for 2025. With future fees set on the same basis.
- 2.11** It is proposed that agreeing the finer details of the licence between the Council and Mack Events is delegated to officers in consultation with the relevant Cabinet Member.

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

- 3.1** The Glastonbarry Music Festival has demonstrated considerable value in terms of Well-being objectives, by providing quality entertainment opportunities for residents and visitors alike over many years.
- 3.2** Long Term – Providing a 5-year licence for the festival secures its future at this location for several years.
- 3.3** Prevention – The festival provides activities for all ages and offers a significant amenity for large numbers of visitors to Barry. This could be lost should the organisers not have sufficient surety of tenure to provide future events. The organisers could also choose an alternative venue.
- 3.4** Collaboration – Council officers have always worked closely with the event organisers for Glastonbarry and this effective relationship would continue.
- 3.5** Integration – The Place and Environment and Housing Directorates have worked in partnership on this event for many years.
- 3.6** Involvement – The Glastonbarry Music Festival is a very popular local event. Securing its future at the same location and at the same time of year for the next 5 years will be seen by those who regularly attend the event and those that benefit from the increased economic activity as very positive.

### **4. Climate Change and Nature Implications**

- 4.1** There are no significant climate change implications. Should the event cause any damage to the field surface or to the environs of the Park then the costs of any remedial work required would be recharged back to the organisers.

### **5. Resources and Legal Considerations**

#### **Financial**

- 5.1** The current fee for the festival was originally based on a price of £1 per ticket for 6000 weekend tickets and this has been increased incrementally over the years. This fee schedule was seen as being fair as it related directly to the numbers of tickets sold.
- 5.2** Following these incremental increases the fee for 2024 was set at £1.33 per ticket (based on 6000 tickets), giving a fee of £7,986 for the event. An additional charge of £300 was also levied for this event due to some minor tree damage in the park.
- 5.3** It is suggested that this fee be increased by the CPI of 3.5% for the year up to April 2025. This would be the first year of the 5 year licence and would equate to a fee for this July's event of £8,265.00.

- 5.4 It is further proposed that the fee will increase each year by the CPI figure in the year up to the preceding April.
- 5.5 Establishing a 'market rate' for the field hire would be challenging as this would require some form of competitive process and rely on other interested parties wishing to put on similar type events. Our Officers are not aware of any obvious competitors in this area and have not received any interest from others, regarding similar events in Barry.
- 5.6 It is suggested that the current fee structure continues as this represents a reasonable return for the Council whilst also providing a fair price for the organisers allowing them to keep ticket prices at a reasonable level.
- 5.7 A standard weekend pass for the 2025 event is £65.
- 5.8 There are no costs to the Council for supporting the event other than minimal administrative costs associated with the events group (ESAG) and drafting the licence. Any field damage is repaired following the event and charged back to the organisers and costs for operations like litter and bin collections are also charged at full cost to the organisers.
- 5.9 The fee income received for the festival is used to support the parks and grounds maintenance budget.

#### **Employment**

- 5.10 The event provides short term labour opportunities for local people and the organiser Mack Events is a Barry based company.

#### **Legal (Including Equalities)**

- 5.11 The licence provided will give the organisers permission to operate the event at Romilly park up until 2029, prior to which point the arrangement will be reviewed.
- 5.12 Either party will be able to withdraw from the licence giving 12 months' notice of this position.

### **6. Background Papers**

None.



# GlastonBARRY Tribute Festival

## Economic Impact Estimate – 2025

The GlastonBARRY Tribute Festival attracts around **18,000 attendees** over three days, including a dedicated **family day** with a large proportion of children. An estimated **50% of all attendees are from outside the local area (Barry)**, generating significant additional spending in Barry and the surrounding Vale of Glamorgan.

Using industry-standard methods (as per [eventimpacts.com](https://eventimpacts.com)), the festival's **total economic benefit** is estimated at around **£2.19 million**, broken down as follows:

- **Visitor Spending:** £1,685,000  
(Including food, travel, and accommodation by local and non-local attendees)
- **Local Infrastructure Spending:** £450,000  
(Event production costs spent with local suppliers and services)
- **Local Employment Wages:** £57,600  
(Over 300 staff employed directly and indirectly, 80% local)

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### ✅ Estimated Total Economic Contribution to the Vale of Glamorgan: ~£2.19 million

This impact highlights the festival's growing value to the regional economy — supporting local businesses, hospitality, transport, and event services.

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#### Attendance Overview:

Total attendances: Roughly 6,000 guests × 3 days = 18,000

#### Day breakdown:

- 2 days: regular adult attendees (6,000 guests per day = 12,000 adult attendances)
- 1 day: family day (6,000 attendances → 4,000 children + 2,000 adults)

#### Total estimated individual visitors:

Assume no repeat attendees across days (for simplicity): 18,000 individuals.

Local vs. non-local roughly 50/50: 9,000 local and 9,000 non-local over the three days, local classed as Barry residents.

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#### 1. Visitor Spending Breakdown

##### A. Regular Days (12,000 attendees):

- 6,000 locals × Average spend of around £75 (food & drink / travel/ other) = **£450,000**
- 6,000 non-locals × £150 (food & drink /travel / accommodation / other) = **£900,000**



**Total (regular days) = £1,350,000**

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## B. Family Day (6,000 attendees: 4,000 children, 2,000 adults)

- 1,000 local adults + 3,000 local children
- 1,000 non-local adults + 1,000 non-local children

**Local Adults (1,000 × £75 food & drink / travel / other ) = £75,000**

**Local Children: reduce spending to £15 (food & drink / travel / other)**

**3,000 × £15 = £45,000**

**Non-Local Adults:**

- £75 (food/travel) + £75 (accommodation) = **£150**
- 1,000 × £150 = **£150,000**

**Non-Local Children:**

- Estimate £15 (food/travel) + £50 (share of accommodation) = **£65**
- 1,000 × £65 = **£65,000**

 **Total (family day) =**

**£75,000 + £45,000 + £150,000 + £65,000 = £335,000**

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 **Total Visitor Spending:**

- **Regular days** = £1,350,000
- **Family day** = £335,000

 **Total Visitor Impact = £1,685,000**

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## 2. 🏠 Infrastructure Spending (Mack Events Direct Spending):

- **£450,000** to local suppliers / event companies / local council and organisations (Police etc).

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## 3. 👤 Employment Impact (unchanged):

- 300 staff × 20 hours × £12/hour = £72,000
- 80% local = **£57,600**

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## Final Economic Impact Summary

Category	Amount
Visitor Spending	£1,685,000
Infrastructure Spending	£450,000
Local Employment Income	£57,600
<b>Total Economic Impact</b>	<b>£2,192,600</b>

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 **Estimated Economic Benefit: ~£2.19 million**