

# GWYNEDD COUNCIL CABINET



## Report to the Cabinet

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| <b>Meeting Date:</b>    | 28 March 2017  |
| <b>Cabinet Member:</b>  | Councillor Mandy Williams-Davies<br>Cabinet Member – Economy & Community   |
| <b>Contact Officer:</b> | Dylan Griffiths Strategy and Development Manager, Economy and<br>Community Department                                |
| <b>Contact Number:</b>  | 01286 679611 (32611)   |
| <b>Item Title:</b>      | <b>Council Plan 2017-18:<br/>Resources to extend the 'High Profile and Strategic Events'<br/>scheme (project E8)</b> |

### 1. DECISION SOUGHT

To commit £42,000 of additional funding, and continue with the remainder of the allocated funding, in order to extend the 'High profile and strategic events' scheme for 2017-18 to realise the commitments that are a part of the Council Plan 2017-18.

### 2. REASON WHY DECISION IS NEEDED

Committing resources from the Transformation Fund is an issue for the Cabinet.

### 3. INTRODUCTION

The Full Council adopted the 'Council Plan 2017-18' on 2<sup>nd</sup> of March 2017.

The 'high profile and strategic events' scheme was identified as one of the improvement schemes that would require additional resources to continue to deliver its commitments should it be extended for an additional year.

The 'High profile and strategic events' scheme was therefore included as part of the Council's Plan it is subject to the Cabinet's agreement to fund it.

### 4. REASON AND JUSTIFICATION BEHIND THE DECISION

The purpose of this project is to attract nationally or internationally high-profile events to Gwynedd in order to take advantage of the ensuing economic and social benefits.

The project provides moderate financial support for the purpose of attracting and holding high profile and strategic events in Gwynedd and underlines the practical support provided to event organisers by the Council.

Here is a summary of the project's highlights and main outcomes thus far:

- 30 events have been supported including a number of events that are new to the county such as the Red Bull Hardline in Dinas Mawddwy ([hyperlink](#)).
- A £98,000 investment secured from the Welsh Government to support major events
- Over 129,000 attended the supported events.
- £2.45M of direct spending in Gwynedd by event organisers (20% of their total expenditure)
- 780 businesses in the county have benefited, safeguarding 835 jobs.
- Approximately £18.96M of economic benefit to Gwynedd was generated from the events.
- Substantial free national and international publicity and marketing.
- A change in the perception of visitors and local residents (young people in particular) of the county as a lively, energetic and modern destination.

Securing the resources to extend the scheme would achieve the following by March 2018:

- Working alongside the major events and identifying opportunities in order to ensure the greatest benefit for the businesses and residents of Gwynedd
- Working closely with Welsh Government's Major Events Unit on projects in order to attract additional investment from the Government
- Working with event organisers in order to ensure that there are opportunities for young people in Gwynedd to benefit from the events

A total of 17 events in 2017 have already asked the Council for assistance.

Receiving further funding from the Council to align with the new period of the strategic plan would allow for the continuation of the financial support and support for major and strategic events in Gwynedd.

## **5. NEXT STEPS & TIMETABLE**

Should the Cabinet commit further resources to the scheme, it will continue to the end of the Council's 2017-18 Plan on 31 March 2018.

## **6. ANY CONSULTATION UNDERTAKEN PRIOR TO MAKING THE DECISION**

Cabinet Members and senior officers were consulted informally regarding the continuation of the scheme before the matter was submitted to the Cabinet for a

decision.

## **Chief Officers' Comments**

### **Chief Executive**

'Four requests for funding relate to these papers, all relating to commitments in the new strategic plan. Clearly, two are relatively small amounts and two are larger. Obviously the aim with such projects is to fund them from existing resources. I understand that insufficient funds are available for these requirements. However, it is suggested that these funds are provided for only a year to consider if more permanent resources can be redirected to these projects if they need to continue once the one-off funds come to an end.'

### **Chief Finance Officer**

'A number of deserving needs / uses will be competing for scarce resources from the Transformation Fund, and it is a matter for the Cabinet to prioritise the relevant applications.'

In the full Council on the 2<sup>nd</sup> of March 2017, when 'bids' for additional resources to meet unavoidable pressures on services were approved, I noted that the Council's main priorities, developmental matters to make a difference, were to be funded through the 'Strategic Plan' procedure. It is a matter for the Cabinet members, with the guidance of the Chief Executive, to prioritise the Transformation Fund to this end.

Following the Cabinet's decision on 22 November 2016 to approve the transfer of £635k to the Transformation Fund, I confirm that there is sufficient provision to realise the projects presented to the 28 March 2017 Cabinet meeting, and that further funds are in reserve for some further projects that may mature / come to the fore and reach the Cabinet for a decision in future.'

### **The Monitoring Officer**

'As noted in the report these recommendations stem from commitments in the Council Plan for 2017-18 and are reasonable and appropriate proposals.'