

GWYNEDD COUNCIL CABINET



Report for a meeting of the Gwynedd Council Cabinet

Date of meeting:	15 January 2019
Cabinet Member:	Councillor Ioan Thomas
Contact Officer:	Roland Evans
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Title of Item:	Gwynedd Plan 2018-2023 Resources for the 'Increasing the Benefits of Major Events' Project

1. THE DECISION SOUGHT

- 1.1 To commit £50,000 of the Council's Transformation Fund during the 2019-20 financial year to realise the 'Increasing the Benefits of Major Events' Project.
- 1.2 To review the progress of the activity and further commitments to support the remaining period of the Project before the end of 2019.

2. THE REASON FOR THE NEED FOR A DECISION

- 2.1 Following the adoption of the 'Gwynedd Plan 2018-2023' by the Full Council on 8 March 2018, obtaining the best outcomes for communities and businesses from events held in Gwynedd has been included within the 'Increasing the Benefits from Major Events' priority.
- 2.2 In accordance with the Cabinet's guidance at the meeting of 10 April 2018, a further report is submitted for a decision regarding additional financial resources from the Council's Transformation Fund to finance the project of supporting Events. This report also includes an analysis of the project performance in 2018-19 as requested.
- 2.3 In order to respond to event organisers who are currently planning for 2019 and beyond, a decision is needed on the resources available to support the activity in order to be able to positively influence the decisions of organisers to gain the greatest benefit for the county.
- 2.4 Although relatively small contributions are offered to event organisers through this fund, the influence and the impacts as a result of the Council's investment ensures:
 - creating opportunities for local businesses to take advantage of contracts and supply services
 - opportunities for Gwynedd communities and young people to contribute towards the success of events
 - a central place for the language, culture and unique sense of place of

Gwynedd

- a good co-operative relationship with Welsh Government's Major Events Unit that expects to see a match funding contribution by the Local Authority where the events are held - before confirming its support.
- raise Gwynedd's profile as a vibrant place and a good place to live, venture and visit.
- increase the number, expenditure and visitors' stay throughout the year.

3. BACKGROUND AND UPDATE ON THE 2018-19 PERFORMANCE

- 3.1 By employing an Events Manager in the Economy and Community Department, the Council ensures that there is a single point of contact for event organisers within the County and promotes the image of 'one Council' when dealing with events.
- 3.2 There is no budget to support event organisers beyond the budget allocated to the field through the 2014-17 and 2018 Council Plans.
- 3.3 In accordance with the Cabinet's request at a meeting on 10 April 2018, the main outputs of the events supported in 2018-19 can be seen below. More detailed information about these events are included in [Appendix A](#).
- 3.4 The outputs are calculated by using a calculation model that is recommended by Welsh Government's Major Events Unit.
- 3.5 It can be seen from the following that the project has realised and achieved its ambition of creating economic benefit of £5m for Gwynedd, with an estimated economic benefit worth £5.7m from 2018-19 events.
- 3.6 It can be seen that a match funding contribution of £51,760 from Gwynedd Council has led to attracting £217,000 of Welsh Government funding to major events and supported holding events with a total budget of over £4.6m.

Budget Total of the Events held	£4,658,808.39
Expenditure of total budget in Gwynedd	£ 896,062.65
Number of Events Supported	25
Number of Participants	10,195
Number of Attendees	70,585
Number of event days	55
Companies employed from Gwynedd	565
Companies employed from outside Gwynedd	1,580
Number of volunteering opportunities	1,870
Number of opportunities for young people	2,776
Economic Benefit for Gwynedd	£5,771,763.00
GVA Impact	£2,809,859.00
Jobs safeguarded in the economy of the County	123
Gwynedd's financial contribution	£51,750
Funding attracted through Welsh Government	£217,500

In terms of value for money, it should be highlighted that for every **£1** Gwynedd Council has invested in events during 2018, the County's economy has benefitted from **£111.53**

OTHER HIGHLIGHTS FROM 2018-19

- 10 people in the County trained through the North Wales Police CSAS (Community Safety Accreditation Scheme) course to give them the right to stop and manage traffic legally at events
- The success of Barmouth Hurly Burly (an outdoors swimming and running event) attracted 1,000 people to participate in the off peak event in October
- The start of the Tour of Britain Cycling Race in Dolgellau was broadcast on ITV 4
- Festival No. 6 invested £435,000 directly in the economy of Gwynedd
- Red Bull was encouraged and agreed to use Plas Tan y Bwlch as accommodation for the Red Bull Hardline
- A positive meeting was held between Gwynedd's Strategic Events Group and Welsh Government's Major Events Unit.
- The Events Manager worked with or advised over 30 companies or communities regarding matters involving events.

2019-2020 OPPORTUNITIES

Many Opportunities are currently in discussion for 2019 and include:

- An opportunity to attract various international events to Gwynedd and Snowdonia.
- Work with Welsh Government's Major Events Unit strategically on events to be held across Gwynedd.
- Work to develop events in various communities across the County.
- Collaboration to attract one of the world mountain biking events to Meirionnydd.
- Other opportunities are also likely to arise during the year.

4. THE REASONING AND JUSTIFICATION FOR RECOMMENDING THE DECISION

- 4.1 For the next phase of the Gwynedd Plan, it is intended to learn from the experiences of past plans and change the way the Council works with event organisers.
- 4.2 The Council will not give a 'grant' to event organisers in future, rather it will work with them by investing in their events in order to obtain the best outcomes for the County.
- 4.3 A formal assessment process based on the likely outputs and key benefits to the people of Gwynedd will be established to identify events to be supported. By offering standard terms and conditions while investing in events, the Service believes that it is possible to:
- Provide financial and practical support to attract and retain events that are of economic benefit in the county and encourage them to work with local suppliers and promote Gwynedd;
 - Develop a local supply chain to provide goods and services to events in Gwynedd and beyond;
 - Promote the county to visitors and investors via the events;
- 4.4 By implementing the above, it is intended to create new business for indigenous enterprises in Gwynedd and attract more visitors and investors to Gwynedd.
- 4.5 If a budget is not available for investing in events, the Council will not be able to collaborate as effectively with organisers or positively influence in order to increase the benefits for the County. This could lead to:

- 4.5.1 The risk of losing events from Gwynedd completely or seeing them relocating to other areas of Wales and beyond;
- 4.5.2 Losing the economic benefits for Gwynedd businesses and communities;
- 4.5.3 Miss the opportunity to raise the profile and image of the county amongst the people of Gwynedd and visitors;
- 4.5.4 Miss the opportunity to influence the use of Gwynedd's unique language and culture at events and offer valuable experiences to the young people of the County;
- 4.5.5 Fail to collaborate effectively with Welsh Government's Major Events Unit to attract and support major events in the County as it would not be possible for them to support events in the County without match funding from Gwynedd Council.
- 4.5.6 Miss the opportunity to influence and promote quality, Welshness, sense of place and opportunities for local companies and communities in events

5. NEXT STEPS AND TIMETABLE

- 5.1 Following the Cabinet's decision, the project plan will be extended and collaboration will continue with event organisers, relevant departments within the Council and partners to implement the plan to increase the benefit of major events for the people of Gwynedd.
- 5.2 A report on the activities and successes of 2019 and a bid for further resources for the remainder of the plan will be submitted to the Cabinet before the end of 2019.

6. ANY CONSULTATIONS UNDERTAKEN PRIOR TO RECOMMENDING THE DECISION

Views of the Chief Finance Officer:

There are adequate resources in the Council's Transformation Fund to meet this request. However, there will be several deserving needs / uses competing for the limited resources from this fund and prioritising the relevant requests will be a matter for the Cabinet members.

Views of the Monitoring Officer:

I note the progress and benefits referred to within the report. In accordance with arrangements under previous projects, there will be a need for standard terms and conditions for any assistance in order to bind event organisers. No further comments in terms of propriety.

Views of the Local Member: Not a local matter.

APPENDIX A

Real outputs of the events supported

2018-19

Name of Event	Number of Participants	Number Attended	Number of days	Number of companies employed from outside Gwynedd	Number of companies employed from Gwynedd	Number of volunteering opportunities at the event	Number of young people benefitting	Reported Economic Benefit for Gwynedd	GVA Impact	Jobs supported	Gwynedd's contribution
<u>LARGE</u>											
Harlech											
1 Triathlon	381	1,143	1	10	12	86	26	£112,917.00	£50,813.00	2	£1,250.00
2 Llanc y Llechi Tour of Britain (M)	1,267	3,801	2	10	12	86	27	£472,363.00	£212,563.00	9	£1,250.00
3 Bala Big Bash Trail	0	0	1	0	0	0	0	0	0	0	£10,000.00
4 Marathon	721	3,000	2	5	19	86	223	£329,309.00	£148,189.00	7	£5,000.00
5 Festival No. 6 Red Bull - Hardline	2,121	6,363	1	10	12	87	26	£620,972.00	£279,438.00	12	£1,250.00
6	2,,883	11,115	4	1,250	50	215	0	£2,352,095.00	£1,058,443.00	47	£5,000.00
7	29	3,000	1	19	15	60	29	£385,000.00	£173,250.00	8	£5,000.00
<u>STRATEGIC</u>											
Caernarfon											
1 Food Festival Llanberis Moveable	350	20,000	1	22	88	120	200	£90,760.00	£40,842.00	2	£2,000.00
2 Feast Bangor Moveable	60	1,000	1	20	30	50	120	£15,728.00	£7,078.00	0	£500.00
3 Feast Three Peaks	80	1,200	1	30	50	70	150	£13,060.00	£5,877.00	0	£500.00
4 Boat Race	80	620	7	12	10	29	0	£31,162.00	£14,023.00	1	£2,000.00

	Cricieth											
	Moveable											
5	Feast	80	2,300	1	40	40	60	240	£38,846.00	£17,481.00	1	£500.00
	Zip World											
6	Rocks	200	1,800	1	0	20	50	50	£101,800.00	£45,810.00	2	£2,000.00
	Supernova											
7	Weekend	114	236	3	0	4	37	2	£58,100.00	£26,145.00	1	£2,000.00
	Porthmadog											
	Moveable											
8	Feast	40	1,900	1	40	20	60	660	£46,658.00	£20,996.00	1	£500.00
	Snowdon											
9	Race	900	4,000	1	25	15	150	200	£183,928.00	£82,768.00	4	£2,000.00
	Abersoch											
10	Dinghy Week	225	500	7	5	30	40	90	£180,600.00	£81,270.00	4	£1,000.00
11	Parafest	226	907	2	15	10	30	0	£120,304.00	£54,137.00	2	£2,000.00
	Racing the											
12	Train	2,000	5,000	1	15	25	400	350	£463,019.00	£208,359.00	9	£2,000.00
	Abersoch											
	Keelboat											
13	Week	230	650	7	5	30	25	120	£169,700.00	£76,365.00	3	£1,000.00

SMALLER

	Wales Open											
	Wakeboarding											
1	Competition	28	100	2	0	2	3	13	£7,312.00	£3,290.00	0	£1,000.00
	Gwyl Car											
2	gwyllt	100	550	1	0	7	40	150	£7,064.00	£3,179.00	0	£1,000.00
	Sesiwn Fawr											
3	Dolgellau	140	1,200	3	5	35	26	90	£69,024	£31,061.00	1	£1,000.00
	Barmouth											
4	Hurly Burly	673	1,200	1	42	9	45	0	£315,645.00	£142,040.00	6	£1,000.00
	Caernarfon											
5	Pirate Festival	150	8,000	2	0	20	15	10	£58,760.00	£26,442.00	1	£1,000.00
		10,195	79,585	55	1,580	565	1,870	2,776	£5,771,763.00	£2,809,859.00	123	£51,750.00