

## CYNGOR GWYNEDD – Report to Cyngor Gwynedd Cabinet

<b>Title of Item:</b>	Urdd Eisteddfod
<b>Cabinet Member:</b>	Cllr Nia Jeffreys – Leader of the Council
<b>Relevant Officer:</b>	Ffion Mai Jones
<b>Date of meeting:</b>	13 May 2025

### 1. Decision Sought:

The Cabinet is requested to

- Approve the commitment in principle to hold the Urdd National Eisteddfod in Gwynedd in 2028
- Approve a contribution of £200k from the transformation fund as a contribution towards the costs of hosting the Urdd National Eisteddfod in Gwynedd.

### 2. The reason why the Cabinet must make the decision:

- Hosting the Urdd National Eisteddfod would result in a demand on the Council's resources and therefore the Cabinet's seal of approval is requested.
- Before confirming a commitment to host the Urdd Eisteddfod, it will be necessary to identify and approve a source of funding as a financial contribution from Cyngor Gwynedd.

### 3. Introduction and Rationale

- Local Authorities are required to express their interest in holding an Eisteddfod every five years as a norm, in order to be able to plan ahead and share the burden across Local Authorities in Wales.
- Over the last 30 years, and including the Llŷn ac Eifionydd National Eisteddfod in Boduan (2023), Gwynedd will have hosted four National Eisteddfodau and three Urdd Eisteddfodau.

National Eisteddfod	Urdd Eisteddfod
<ul style="list-style-type: none"><li>Llŷn ac Eifionydd (Boduan) 2023</li><li>Meirionnydd a'r cyffiniau (Bala) 2009</li><li>Eryri a'r cyffiniau (Faenol Estate) 2005</li><li>Meirion a'r cyffiniau (Bala) 1997</li></ul>	<ul style="list-style-type: none"><li>Bala 2014</li><li>Glynllifon 2012</li><li>Llŷn 1998</li></ul>

- 3.3 There are two Urdd regions in Gwynedd – Eryri (Arfon/Dwyfor) and Meirionnydd.
- 3.4 The last two Urdd Eisteddfodau to be held in Gwynedd were the Glynllifon (Eryri) Eisteddfod in 2012 and the Bala (Meirionnydd) Eisteddfod in 2014.
- 3.5 It would be a matter for the Urdd and the local committees to decide on the region and location of the Festival. In the past, Cyngor Gwynedd has assisted in identifying suitable sites and assessing options to recommend to the Urdd, who would make the final decision and agree on the site.

### **Resources and financial implications**

- 3.6 The host Council is expected to make a financial contribution of £200,000 towards the hosting of the Eisteddfod (equivalent to 8% of the total costs of hosting an Eisteddfod).
- 3.7 In addition, a national agreement through the Welsh Local Government Association (WLGA) to receive donations from all authorities, is used towards the costs of hosting over 200 Eisteddfodau within the communities, as well as the costs of hosting the Urdd National Eisteddfod.
- 3.8 Around 30 events are held across Eryri and Meirionnydd in the name of the Urdd Eisteddfod each year, and these are dependent on the national agreement and this support from the Local Authorities through the WLGA.
- 3.9 The costs of hosting the Urdd National Eisteddfod have increased significantly in recent years, but so has the economic benefit to the area from hosting the festival. In 2023, the economic value of the festival in Carmarthenshire was £8.5 million, and therefore the financial contribution from the relevant Local Authority is an investment in a festival that brings benefit back to the area.
- 3.10 The contribution goes towards the festival's expenditure in terms of site and field, but also in terms of local investment and engagement with schools and community groups to encourage them to be part of the celebrations and projects of the Urdd Eisteddfod.
- 3.11 Other host councils have already agreed to contribute financially.
- 3.12 It is suggested to finance this additional contribution from the transformation fund.
- 3.13 In addition to a financial contribution from the Authority, hosting the Eisteddfod in Gwynedd would lead to a need for additional resources for several of reasons:
  - a. Input from various officers on matters such as traffic control arrangements, assistance with identifying land, communications and the presence of the authority on the field. Preparatory work and meetings are usually held with the Eisteddfod well over a year in advance.

- b. A project officer to carry out engagement and co-ordination work.
- c. The Council's presence on the field – the cost of ensuring a presence on the field would be in addition to the £200k contribution so as to cover costs such as a stand and its decoration.

3.14 We will hold discussions with the WLGA to see if there is a possibility of funding any jobs through grant funding, and will proceed to identify any other funding sources that may benefit the Council should a decision be made to host the Eisteddfod in 2028, in order to fund any associated costs.

3.15 Should attracting grants to cover these costs prove unsuccessful, then a further one-off bid would have to be considered for this purpose.

## Benefits

3.16 Hosting the Urdd National Eisteddfod in Gwynedd would bring significant benefits to Gwynedd including:

- **Children and Young People** – Hosting one of Europe's largest touring festivals which attracts around 100,000 visitors every year. More than 15,000 children and young people under the age of 25 reach the national stage along with more than 75,000 competitors competing annually across Wales through the Local and Regional Eisteddfodau.
- **Economic value** – The economic value of the Urdd Eisteddfod in 2018 was £16m for Wales and over £8.5m of that total in the local area of the National Eisteddfod.
- **Language** – Preparatory activities and events towards and during the festival in the Welsh language will contribute directly to the Cymraeg 2050 Strategy.
- **Culture** – To convey a prosperous and resilient Wales, where culture and the Welsh language thrive, bringing communities together.
- **The Image of the County** – The Eisteddfod is broadcast on a variety of media - a total of 80 hours of television broadcasting and 50 hours of radio broadcasting as well as local and national press content and coverage. The Urdd Eisteddfod features prominently on the social networks.

## Next Steps

3.17 Should the Cabinet approve this request, we will inform the Urdd of Gwynedd's commitment to host the Urdd National Eisteddfod in 2028.

## 4. Views of the Statutory Officers.

### 4.1 Chief Finance Officer

*“The Final Accounts 2024/25 – Revenue Outturn report, which is a separate item on the meeting agenda, seeks a Cabinet decision to transfer resources to the Transformation Fund. Subject to Cabinet's agreement to do so, I am satisfied that there will be adequate resources in the Fund to finance this commitment, if that is a priority for the Cabinet. If sufficient resources are not transferred to the Transformation Fund, I will advise Cabinet on alternative sources.”*

#### **4.2 Monitoring Officer**

*“No comments to add in terms of propriety”*