

Meeting:	Education and Economy Scrutiny Committee
Date:	21 March 2019
Title:	The Effect of Events in Gwynedd
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Member:	Cllr. Ioan Thomas Cabinet Member for Economic Development

1. INTRODUCTION

1.1 This report is presented on the request of the Education and Economy Scrutiny Committee to demonstrate the effect of events supported by the Council on Gwynedd.

2. BACKGROUND

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 Following the Cabinet's meeting on 15 January 2019, £50,000 of resources from the Council's Transformational Fund was allocated to support events during 2019.

2.3 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 PERFORMANCE IN 2018-19

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 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.

4. THE REASONING AND JUSTIFICATION FOR INVESTMENT FROM GWYNEDD COUNCIL

- 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 has been established to identify events to be supported. By offering standard terms and conditions while investing in events, the Department believes that it is possible to:
 - i. 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;
 - ii. Develop a local supply chain to provide goods and services to events in Gwynedd and beyond;
 - iii. 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. 2019-2020 OPPORTUNITIES

- 5.1 Many opportunities for events during 2019 have already been discussed and an advert was recently published on the Council's website requesting event organisers to declare an interest in working with us. Following a scoring process with the Cabinet Member, Head of Economy and Community and the Project Group, it was agreed that the Council would invest in supporting the following events during 2019:

Event Name	Proposed Investment from Gwynedd Council
Wales 360	£6,000.00
Abersoch Tripple Crown	£4,000.00
Always Aim High– Slateman Trail Marathon	£4,000.00
Red Bull – Hardline, Dinas Mawddwy	£4,000.00
Bash Mawr y Bala	£4,000.00
Bangor Circus and Youth Festival	£4,000.00
Snowdon Race and Mountain Running World Cup	£4,000.00
Abersoch Dingy and Keelboat Week and Edinburgh Cup	£2,000.00
Race the Train, Tywyn	£2,000.00
Bwrlwm Bermo - Barmouth Hurley Burley	£2,000.00
Roc Zip World Rocks, Chwarel y Penrhyn, Bethesda	£2,000.00
Gŵyl Fwyd Caernarfon Food Festival	£2,000.00
Three Peaks Yacht Race, Barmouth +	£2,000.00
Y Wledd Symudol – Moveable Feast (Bangor, Porthmadog + Chriccieth)	£2,000.00
Ras Cychod Pŵer Abersoch Power Boat Race	£2,000.00
Sesiwn Fawr Dolgellau	£1,000.00

6. NEXT STEPS

Following the recommendations of the Project Group, the Department will now be developing partnership arrangements with the above event organisers in order to ensure the best outcomes for the people of Gwynedd. A report on performance and outputs will be presented to the Cabinet before the end of 2019.

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	1,267	3,801	2	10	12	86	27	£472,363.00	£212,563.00	9	£1,250.00
Tour of Britain											
3 (M)	0	0	1	0	0	0	0	0	0	0	£10,000.00
4 Bala Big Bash Trail	721	3,000	2	5	19	86	223	£329,309.00	£148,189.00	7	£5,000.00
5 Marathon	2,121	6,363	1	10	12	87	26	£620,972.00	£279,438.00	12	£1,250.00
6 Festival No. 6	2,,883	11,115	4	1,250	50	215	0	£2,352,095.00	£1,058,443.00	47	£5,000.00
Red Bull -											
7 Hardline	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	350	20,000	1	22	88	120	200	£90,760.00	£40,842.00	2	£2,000.00
Llanberis											
Moveable											
2 Feast	60	1,000	1	20	30	50	120	£15,728.00	£7,078.00	0	£500.00
Bangor											
Moveable											
3 Feast	80	1,200	1	30	50	70	150	£13,060.00	£5,877.00	0	£500.00
Three Peaks											
4 Boat Race	80	620	7	12	10	29	0	£31,162.00	£14,023.00	1	£2,000.00

	Cricieth Moveable											
5	Feast Zip World	80	2,300	1	40	40	60	240	£38,846.00	£17,481.00	1	£500.00
6	Rocks Supernova	200	1,800	1	0	20	50	50	£101,800.00	£45,810.00	2	£2,000.00
7	Weekend Porthmadog Moveable	114	236	3	0	4	37	2	£58,100.00	£26,145.00	1	£2,000.00
8	Feast Snowdon	40	1,900	1	40	20	60	660	£46,658.00	£20,996.00	1	£500.00
9	Race Abersoch	900	4,000	1	25	15	150	200	£183,928.00	£82,768.00	4	£2,000.00
10	Dinghy Week	225	500	7	5	30	40	90	£180,600.00	£81,270.00	4	£1,000.00
11	Parafest Racing the	226	907	2	15	10	30	0	£120,304.00	£54,137.00	2	£2,000.00
12	Train Abersoch Keelboat	2,000	5,000	1	15	25	400	350	£463,019.00	£208,359.00	9	£2,000.00
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 Gwyl Car	28	100	2	0	2	3	13	£7,312.00	£3,290.00	0	£1,000.00
2	gwyllt Sesiwn Fawr	100	550	1	0	7	40	150	£7,064.00	£3,179.00	0	£1,000.00
3	Dolgellau Barmouth	140	1,200	3	5	35	26	90	£69,024	£31,061.00	1	£1,000.00
4	Hurly Burly Caernarfon	673	1,200	1	42	9	45	0	£315,645.00	£142,040.00	6	£1,000.00
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