

GWYNEDD COUNCIL CABINET



Report to a meeting of Gwynedd Council Cabinet

Date of meeting:	21 January 2020
Cabinet Member:	Councillor Gareth Thomas
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Title of Item:	Gwynedd Plan 2018-2023 Resources for the 'Increasing the Benefits of Major Events' scheme

1. THE DECISION SOUGHT

- 1.1 In accordance with the Cabinet's decision at their meeting of 15 January 2019, an application is hereby presented for financial resources to support the strategic plan project to 'Increase the Benefits of Major Events'.
- 1.2 The Cabinet is requested to commit £50,000 from the Council's Transformation Fund for 2020-2021. This will allow us to fulfil the vision of supporting events in accordance with the Gwynedd Plan 2018-2023.

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 priority 'Increasing the Benefits of Major Events'.
- 2.2 In order to respond to event organisers who are currently planning for 2020-21 and beyond, a decision is required on the resources available to support the sector in order to be able to positively influence the decisions of the organisers and gain the greatest benefit for the county.
- 2.3 Although the contributions that are offered to event organisers through this fund are relatively small, the influence and the impacts in light of the Council's investment ensures:
 - the creation of opportunities for local businesses to take advantage of agreements and service delivery
 - opportunities for Gwynedd communities and young people to contribute towards success
 - a central place Gwynedd's language, culture and a sense of place
 - a good co-operative relationship with the Welsh Government's Major Events Unit – who also expects to see a match funding contribution by the Local Authority where the events are held - before confirming its support
 - the raising of Gwynedd's profile as a vibrant place and a good place to live, venture and visit

- an increase in the number of visitors, expenditure and length of stay throughout the year.

3. INTRODUCTION AND UPDATE ON THE 2019-20 PERFORMANCE

- 3.1 By employing an Events Manager in the Economy and Community Department, the Council ensures that there is one 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 sector through the Council Plans for 2014-17 and 2018-20.
- 3.3 In accordance with the Cabinet's request at its meeting on 15 January 2019, the main outputs of the events supported in 2019-20 are shown below. Information on the outputs of each individual event are shown in [Appendix A](#), and more detailed information on the aims, objectives and socio-economic contribution of each event can be obtained from the Service.
- 3.4 The outputs are calculated by using a calculation model that is recommended by the Welsh Government's Major Events Unit.
- 3.5 As shown below, the project has fulfilled and exceeded its ambition of creating economic benefit of £5m for Gwynedd, with an estimated economic value of £5,470,143 coming from events in 2019-20.
- 3.6 It can be seen that a match funding contribution of £8,000 from Gwynedd Council has led to attracting £300,000 of Welsh Government funding for major events which took place in Gwynedd in 2019-20.

Total Budgets of the Events	£1,462,388.91
Budget Expenditure in Gwynedd	£521,292.74
Number of Events Supported	25 (2 x cancelled)
Number of Participants	13,004
Number Attended	110,781
Number of event days	54
Companies employed from Gwynedd	504
Companies employed from outside Gwynedd	448
Number of volunteers given opportunities	1,552
Number of young people given opportunities	2,372
Economic Benefit for Gwynedd	£5,470,143.00
Jobs safeguarded in the economy of the County	215
Gwynedd's financial contribution	£ 39,000.00
Funding attracted through Welsh Government	£300,000.00

In terms of value for money, it should be highlighted that for every **£1** that Gwynedd Council invested in events in 2019, the County has benefitted to the tune of **£140.26**.

OTHER HIGHLIGHTS IN 2019-20

- Effective collaboration has led to securing three-year funding for Red Bull Hardline from the Welsh Government's Major Events Unit.

- Red Bull and Red Bull Hardline use Portmeirion to hold their International Marketing Conference and Red Bull Hardline activities - this is a direct consequence of the relationship fostered by the Events Manager with Red Bull.
- Red Bull used Plas Tan y Bwlch as accommodation for Red Bull Hardline; this development again came as a result of the Event Manager's work.
- The success of the new 10k event in Barmouth as part of the Three Peaks Race, where all 350 places were sold out within two days, with 150 on the waiting list. 450 places have been sold already for 2020-21, when it is hoped to increase the numbers to 1,000.
- The significant exposure the area enjoyed during the live broadcast of Red Bull Hardline from Dinas Mawddwy.
- The Snowdon Race hosted a round of the World Cup Mountain Running Championship.
- The Events Manager worked with or advised over 50 companies or specific communities on events-related matters.
- Work continuing on various potential major events in the County for 2020 and 2021.

OPPORTUNITIES IN 2020-2021

Several opportunities are being discussed already for events in 2020-21, which include:

- An opportunity to attract various international events to Gwynedd and Snowdonia.
- Working on a major light-based event with Welsh Government and Portmeirion.
- Working on developing a Yachting Strategy with RYA Wales and the Welsh Government for the benefit of Cardigan Bay.
- Working strategically with Welsh Government's Major Events Unit on other events to be held across Gwynedd in the future.
- Working to develop and facilitate events in various communities across the County.
- Collaborating with a well-known promoter to establish a musical event in the Faenol after years of no events being held on the site.
- Further opportunities are likely to arise during the year.

THE RATIONALE AND JUSTIFICATION FOR RECOMMENDING THE DECISION

- 4.1 For the next period of the Gwynedd Plan, it is intended to learn from the experiences of past plans and to build on the way the Council works collaboratively with event organisers.
- 4.2 We have moved away from awarding 'grants' to event organisers, and instead we collaborate with them by investing in their events in order to secure the best outcomes for the County.
- 4.3 We intend to develop further the formal assessment process for identifying events to be supported. This will be based on the expected outcomes and the most favourable returns for the people of Gwynedd. By offering standard terms and conditions when investing, the Service believes 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 home-grown 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 efficiently with organisers or bring as much influence to bear 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 Missing the opportunity to raise the profile and image of the county among the people of Gwynedd and visitors,
 - 4.5.4 Missing the opportunity to influence the use of Gwynedd's language and culture at events and offer valuable experiences to the young people of the County,
 - 4.5.5 Failing 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 Missing an 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 2020 will be submitted to the Cabinet before the end of 2020, and then annually for the remainder of the plan period.

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 order to ensure that any collaborative working and investment succeeds there will be a need for standard terms and conditions in order to bind event organisers. No further comments in terms of propriety."

Views of the Local Member: Not a local matter.

Appendix A

Outcome Objectives 2019-20

Name of Event	Budget expenditure on event	Budget expenditure on event in Gwynedd	Income of event	Number who attended	Number of Participants	Number of days	Companies employed from outside Gwynedd	Companies employed from Gwynedd	Number of volunteers who were given opportunities at the event	Number of young people who benefited	Economic Benefit	Jobs supported	Gwynedd's contribution
Abersoch Triple Crown	£86,146.00	£57,250	£105,422	14,000	3,200	4	230	170	70	650	£965,442	42	£4,000.00
Always Aim High's Slateman Triathlon	£175,935.00	£50,335.00	£168,000	24,897	3,078	3	11	57	394	112	£1,828,375	80	£4,000.00
Red Bull - Hardline	£744,850.00	£164,000.00	£266,660.92	3,500	26	2	20	15	60	26	£324,404.00	14	£4,000.00
Bala Big Bash	£76,344.79	£22,604.38	£32,418	3,000	979	2	4	14	94	244	£301,268	6	£4,000.00
Circus / Pontio	£52,900	£44,000	£56,500	5,833	532	9	5	20	80	176	£406,232	8	£4,000.00
Snowdon Race and World Cup	£42,492.56	£36,000	£47,071.07	4,000	894	1	25	15	130	200	£221,916	9	£4,000.00
Abersoch Dinghy Week & Keelboat Week Edinburgh Cup	£25,022.00	£22,019.36	£51,105	1,300	655	21	5	30	50	270	£458,539	20	£2,000.00
Racing the Train – Tywyn	£49,184	£16,984	£68,150	4,500	2,250	1	15	30	450	400	£411,384	18	£2,000.00
Barmouth Hurly Burlly	Event cancelled due to inclement weather.												
ZipWorld Rocks	£73,973	£25,000	£59,647	1001	400	1	7	2	0	0	£1,799.00	0	£2,000.00
Caernarfon Food Festival	£31,435.50	£22,100	£38,644	32,000	305	1	80	75	150	6	£200,428.00	4	£2,000.00
Three Peaks Boat Race	£21,488.06	£3,000	£19,950	3,000	448	1	0	15	20	0	£46,200.00	2	£2,000.00
The Movable Feast	£18,840	£12,000	£24,891	6,950	67	3	41	40	20	118	£221,292.00	9	£2,000.00
Sesiwn Fawr Dolgellau	£47,238	£41,000	£49,150	2,300	60	3	3	7	30	170	£51,694.00	2	£1,000.00
Caernarfon Powerboat Races	£16,540	£5,500	£5,000	4,500	110	2	2	14	4	0	£31,170.00	1	£2,000.00
Total Expenditure	£1,462,388.91	£521,292.74	£993,108.99	110,781	13,004	54	448	504	1,552	2,372	£5,470,143	215	£39,000