

GWYNEDD COUNCIL CABINET



Report to a meeting of Gwynedd Council Cabinet

Date of meeting: 10 April 2018
Cabinet Member: Councillor Ioan Thomas
Contact Officer: Roland Evans
Contact Telephone Number: 01286 679 450
Title of Item: Gwynedd Plan 2018-2023
Resources for the 'Increasing the Benefits of Major Events' Scheme

1. THE DECISION SOUGHT

- 1.1 To commit £50,000 of Council resources during the 2018-19 financial year in order to realise the 'Increasing the Benefits of Major Events' Scheme.
- 1.2 To review the progress of the activity and further commitments to support the remaining period of the Scheme before the end of 2018.

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 2018 and beyond, a decision is needed on the resources available to support the field.

3. INTRODUCTION

- 3.1 Supporting major events has been a priority for Gwynedd Council for some years now.
- 3.2 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.
- 3.3 The Events Manager provides the advice and support to all Gwynedd events organisers and is also responsible for any events arranged by Gwynedd Council. Much information for organisers has been placed on the Council's [website](#) recently and the Manager also maintains the strategic relationship between Gwynedd Council and Welsh Government's Major Events Unit. An element of financial support is expected from the relevant Local Authority to co-fund major events funded by the Government.

- 3.4 There is no budget to support the work of the Manager or to support events organisers other than the budget allocated to the field through the Strategic Plans in the past.
- 3.5 By supporting events organisers and by influencing events, this leads to opportunities to promote the county, opportunities for young people in Gwynedd, an increase in the number of visitors to the County and an increase in the number of opportunities for local companies to work or offer services to events. It also ensures a sense of place and the promotion of the Welsh language happens via the supported events.
- 3.6 As the current Strategic Plan ends, the outputs of the events which have been supported over the past five years include:
- 46 events supported across Gwynedd
 - Over 184,000 attending events
 - A £163,000 investment by Welsh Government to support major events as a result of Gwynedd Council's contribution
 - £3.13m of direct spending in Gwynedd by events organisers
 - 1,237 businesses in the county have benefited from events, safeguarding 940 jobs
 - £24.24m of economic benefit to Gwynedd was generated from the events
 - A 'value verses investment' analysis suggests that every £1 invested by the Council in events brings £160 back to the local economy.
 - Substantial national and international publicity and marketing emanating from events
 - A change in the perception of visitors and local residents (young people in particular) of the county as a lively, energetic and modern destination.
 - Opportunities for the Council to work with events organisers, the business sector and communities to ensure the best benefits for the area and a prominent place for the Welsh language and culture

4. THE REASONING 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 change the way the Council works with events organisers.
- 4.2 It is not intended to give a 'grant' to events organisers in future, but rather to work with them by investing in their events in order to obtain the best outcomes for the County. With investment, the Department believes that it is possible to:
- i. Provide financial support to attract and retain major events in the county and commit them to working 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;
- 4.3 By implementing the above, it is intended to create new business for indigenous enterprises in Gwynedd and attract more visitors and investors to Gwynedd.

- 4.4 An initial analysis of the events which have already been in contact with the Events Manager projects that investing in them could lead to the following outcomes in 2018:
- i. £4.4m investment by events organisers
 - ii. Nearly £1m investment in Gwynedd
 - iii. Over £4.7m of economic benefit to Gwynedd (based on evidence from the same events held in the past)
 - iv. Over 118,000 people attending and taking part in the events
- 4.5 It will also allow the Council to:
- i. Work alongside the major events and identify opportunities in order to ensure the greatest benefit for the businesses and residents of Gwynedd;
 - ii. Work closely with Welsh Government's Major Events Unit and other councils in North Wales on projects in order to attract additional investment from the Government;
 - iii. Work with events organisers in order to ensure that there are opportunities for young people in Gwynedd to benefit from the events and a prominent place for the Welsh language and culture of Gwynedd in the events;
 - iv. Generate new business for indigenous enterprises in Gwynedd and attract more high-value visitors and investors to Gwynedd.
- 4.6 If a budget is not available for investing in events, the Council will not be able to collaborate as efficiently with organisers or influence as much in order to increase the benefits for the County.
- 4.7 This could lead to the risk of losing events from Gwynedd to other areas of Wales and beyond and therefore lose the economic benefits for Gwynedd businesses and communities and lose the opportunity to raise the profile and image of the county among the people of Gwynedd and visitors.

5. NEXT STEPS AND TIMETABLE

- 5.1 Following the Cabinet's decision, a project plan will be formalised and collaboration will continue with events 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 progress report and bid for further resources for the remainder of the plan will be submitted to the Cabinet before the end of 2018.

6. ANY CONSULTATIONS UNDERTAKEN PRIOR TO RECOMMENDING THE DECISION

Views of the Chief Finance Officer:

“If the Cabinet wishes to support the request, the decision must be clear about which fund will be the source of the money. As the report notes, this scheme has been funded in the past out of the Transformation Fund. I can confirm that the money remaining in this Fund is sufficient to fund this one-off bid for £50,000. Of course, these are early days of the new Council Plan, and many deserving needs/uses will compete for scarce resources from any funds established or transferred for this purpose. Prioritising the relevant applications will be a matter for the Cabinet members.”

Views of the Monitoring Officer:

“It is essential that any decision by the Cabinet to finance the project identifies the specific source of funding. I will provide further advice in the meeting as required.”

Views of the Local Member: Not a local matter.