



## **BARGOED TOWN CENTRE MANAGEMENT GROUP– 6TH FEBRUARY 2013**

**SUBJECT: ST DAVID'S DAY EVENT 2013 FUNDING**

**REPORT BY: MARKETING & EVENTS MANAGER**

---

### **1. PURPOSE OF REPORT**

- 1.1 This report seeks approval for funding from the Area Forum Budget to add value to this year's St. David's event planned for Bargoed

### **2. SUMMARY**

- 2.1 Following last year's inaugural event it is proposed to stage a 2013 St. David's Day lunchtime concert in the Emporium Car Park, Bargoed on 1st March 2013. The aim of the event is to engage with our schools and provide an opportunity to publicly celebrate our patron saint whilst drawing footfall to the town centre.

### **3. LINKS TO STRATEGY**

- 3.1 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The proposals within the strategy are based on a number of regeneration principles, one of which is "Strengthening Town Centres".

### **4. THE REPORT**

- 4.1 Last year's event attracted significant interest from schools in the Greater Bargoed area. Feedback from the schools that took part in 2012 and from local ward members was overwhelmingly supportive of hosting the event again in 2013. This year there are plans for 8 schools to take part, making Bargoed the largest of the four events planned for the county borough's town centres.
- 4.2 In order to build on this success we would like to evolve the event profile as part of our community events programme and establish the event as a regular fixture in the County Borough's events calendar.
- 4.3 This year, St. David's Day is due to fall on a Friday, which has previously proved to be a day of high footfall in the town centre. In order to build the event in Bargoed we will look to put additional themed entertainment in the town centre and target an increase in footfall by marketing directly to the families of the school participants.

### **5. EQUALITIES IMPLICATIONS**

- 5.1 Two of the Council's Strategic Equality Objectives (numbers 3 and 4) are relevant to this report in that they cover matters relating to Physical Access and Communication Access for

various individuals and groups covered by Equalities and Welsh Language legislation.

- 5.2 Town centre regeneration and tourism issues are strongly influenced by these and due consideration of the Strategic Equality Objectives and related actions can contribute to the success of tourism projects and events for example by attracting wider audiences.

## **6. FINANCIAL IMPLICATIONS**

- 6.1 The funding required to stage the event will come from various departments from within Bargoed County Borough Council.

## **7. PERSONNEL IMPLICATIONS**

- 7.1 Officers from Bargoed County Borough Council's Business Enterprise Support Services department will co-ordinate the event, with the support of the local schools taking part.

## **9. RECOMMENDATIONS**

- 9.1 The current Community Forum budget allocation for the Bargoed Town Centre Management Group is £7,766. It is proposed to ask the group to agree to allow £1,000 from this fund to be allocated towards the cost of staging the Bargoed St. David's Day lunchtime concert event.

## **10. REASONS FOR THE RECOMMENDATIONS**

- 10.1 The funding bid needs to be agreed in order to add value to the St. David's Day event programme of activities due to take place in 2013.

## **11. STATUTORY POWER**

- 11.1 Local Government Act 2000.

Author: Paul Hudson, Events & Marketing Manager  
Consultees: Jan Bennett, Group Manager Business Enterprise Support Team  
Andrew Highway, Town Centre Development Manager  
David A. Thomas, Senior Policy Officer (Equalities & Welsh Language)