



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 19TH MARCH 2008

SUBJECT: CAERPHILLY FLOWER FESTIVAL FUNDING

REPORT BY: ANDREW HIGHWAY

1. PURPOSE OF REPORT

- 1.1 This report seeks approval for funding from the Area Forum Budget towards this year's Caerphilly Flower Festival.

2. SUMMARY

- 2.1 It is proposed to stage a third Caerphilly Flower Festival on 27th & 28th June 2008, the aim of the event is to draw visitors from Cardiff and the surrounding area into Caerphilly.

3. LINKS TO STRATEGY

- 3.1 The Council has agreed to a ten-year regeneration programme entitled "The Smart Alternative". The proposals within the plan are based on 6 regeneration principles, one of which is "to re-establish town centres as a focus of economic activity".

4. THE REPORT

- 4.1 The continuing success of Caerphilly in the annual 'Wales In Bloom' competition has resulted in steadily increasing visitor numbers who come to enjoy the flowers and atmosphere of this attractive town with its magnificent castle. The first flower festival staged in July 2006 was very successful, with a significant rise in visitor numbers over the weekend. Pleasingly, a number of people came from north Cardiff, which led to numerous repeat visits to Caerphilly throughout the year. The second flower festival in 2007 built on this success and established the festival as a fixture in Caerphilly's events calendar. In 2008 a decision has been made to enter Caerphilly into 'Britain In Bloom', this potentially has the capacity to draw even more visitors into the town and the Flower Festival will form a central part of the towns overall entry to the competition.
- 4.2 This year even more churches and voluntary organisations have expressed a desire to be involved in the festival. These displays are an integral part of the event and their quality is paramount to the festivals success. In addition to the flower displays in the local churches the event will feature:
- Roger Crookes (BBC Radio Wales Garden Doctor) & John Ridgewell (Impendent Green Spaces Advisor) in a 'Gardeners Question Time'
 - Floral displays in the Twyn Community Centre supported by a garden centre and local Horticultural Societies
 - Free open top bus rides
 - Enhanced 'Britain In Bloom' floral displays on the main streets of the Town Centre

- Street Performers from Caerphilly Drama Society
- A Continental Market
- Fairtrade promotions
- A Farmers Market
- Photographic exhibition by Caerphilly Camera Club
- Hanging basket design demonstrations in Castle Court Shopping Centre
- Floral displays by local traders
- Music in the Castle Court bandstand
- Promotional banners on 50 Town Centre lampposts
- A designated coach 'drop off ' point in the town centre

5. FINANCIAL IMPLICATIONS

- 5.1 The funding required to stage the event will come from various departments from within Caerphilly County Borough Council, the Town Council and the Town Centre Management Group.

6. PERSONNEL IMPLICATIONS

- 6.1 Officers from Caerphilly County Borough Council's Tourism and Park's departments will coordinate the event, with support of local church groups and community groups.

7. RECOMMENDATIONS

- 7.1 The current Community Forum budget allocation for the Caerphilly Town Centre Management Group is £12,864. It is proposed to ask the group to agree to allow £2,000 from this fund to be allocated towards the cost of staging the Flower Festival.

Author: Andrew Highway, Town Centre Development Manager
 Consultees: Ian McVicar, Business Development Officer
 Simon Beacham, Senior Parks Officer
 Allan Dalimore, Team Leader Urban Renewal
 Dave Nutt, Tourism Officer
 Paul Hudson, Assistant Tourism Officer