



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 24TH SEPTEMBER 2008

SUBJECT: CAERPHILLY FLOWER FESTIVAL FUNDING 2009

REPORT BY: ANDREW HIGHWAY

1. PURPOSE OF REPORT

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

2. SUMMARY

- 2.1 It is proposed to stage the Caerphilly Flower Festival on Saturday 27th June and Sunday 28th June 2009, 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 and its successful entry into 'Britain In Bloom' has resulted in steadily increasing visitor numbers who come to enjoy the flowers and atmosphere of this attractive town with its magnificent castle. In both of these competitions the Flower Festival forms a central part of the town's entry. 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. Successive Flower Festival's in 2007 and 2008 built on this success and established the festival as a much-anticipated fixture in Caerphilly's events calendar. In 2008 the Flower Festival attracted coach parties from Bristol and Weston Super Mare. On the Saturday of the event, the footfall count in Cardiff Road increased by 1000 compared with the same day last year. In Castle Court Shopping Centre it increased by 2000 compared to the same date last year.
- 4.2 For 2009 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:
- Floral displays in the Twyn Community Centre supported by Glyn Deri Bonsai Club, Caerphilly Floral Society & Caerphilly Horticultural Society

- Free open top bus rides
- Enhanced 'Britain In Bloom' floral displays on the main streets of the Town Centre
- Street Performers from Caerphilly Players Theatrical/Drama Society
- Children's Activities including 'Pot A Plant'
- Local schools wheelbarrow competition
- A Continental Market
- Fairtrade promotions
- A Farmers Market
- Children's Pet corner
- 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 £15,072. It is proposed to ask the group to agree to allow £3,000 from this fund to be allocated towards the cost of staging the Flower Festival in 2009.

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