



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 16TH SEPTEMBER 2009

SUBJECT: CAERPHILLY FLOWER FESTIVAL FUNDING 2010

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 Friday 9th July (flower displays preview day), Saturday 10th July and Sunday 11th July 2010 (main event) the aim of the event is to draw visitors from Cardiff and the surrounding area into Caerphilly town centre.

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 the town to enjoy the flowers and atmosphere. The Flower Festival forms a central part of the town's entry into the competition. Next year it has been requested that the judges conduct their visit to the town over the Flower Festival weekend. It is hoped that the huge community involvement the festival promotes can be recognised within the judging process. The first Flower Festival, staged in July 2006, was very successful and each subsequent year there has been a steady rise in the number of visitors who visit the churches over the weekend. One of the aims of the event is to promote the town as a destination for people who live in north Cardiff; encouraging repeat visits to Caerphilly throughout the year. In 2009, the Flower Festival attracted coach parties from Bristol and Weston Super Mare. Successive Flower Festivals have built on the initial success and the event is now established as a fixture in Caerphilly's events calendar.
- 4.2 For 2010 even more churches and voluntary organisations have expressed a desire to be involved in the festival and for the first time the event will have a theme - the 1940's. The church floral displays are an integral part of the event and their quality is paramount to the festivals success. In addition to the flower displays, the event will once again feature a free 'Kids Go Wild' event. After been introduced in 2009, this element of the festival won praise for allowing families to have a day out together without worrying about how much it would cost them. Greater links with CADW are being explored for 2010 and the 1940's theme will be developed to give the event a unique feel. Other aspects of the 2010 festival will include:

- Floral displays supported by Glyn Deri Bonsai Club, Caerphilly Floral Society & Caerphilly Horticultural Society
- Free bus rides
- 'Plant Swap'
- Enhanced 'Wales In Bloom' floral displays on the main streets of the Town Centre
- 1940's street Performances from Caerphilly Players Theatrical / Drama Society
- Children's Activities including 'Pot A Plant'
- Local schools wheelbarrow competition
- 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
- 1940's music in the Castle Court bandstand
- 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 £7,280. 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 2010.

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