



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP – 23RD SEPTEMBER 2010

SUBJECT: CAERPHILLY FLOWER FESTIVAL 2011 FUNDING

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 2011 Caerphilly Flower Festival on Friday 24th June (Flower displays preview day), Saturday 25th June and Sunday 26th June (main event), on a theme of 'Nature Meets Industry'. 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 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 Since its inception in 2006, the Caerphilly Flower Festival has formed a central part in the town's entry into the annual 'Wales In Bloom' competition. Each year, the festival attracts hundreds of visitors into the town centre and its churches to view the floral displays. Whilst other Flower Festivals such as Llandaff Cathedral in Cardiff charge an admission fee, this event continues to remain free for everyone. Successive Flower Festival's have built on the initial success and the event is now established as a popular fixture in the County Borough's events calendar.

The figures in the Appendix provide an analysis of the event in 2010.

- 4.2 For 2011, even more churches and voluntary organisations have expressed a desire to be involved in the festival. In addition, to the church floral displays, events will once again be staged in the Twyn Car Park, Tourist Information Centre and Twyn Community Centre. Other aspects of the 2011 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

- Street Performances from Caerphilly Players Theatrical / Drama Society
- Children's Activities including 'Pot A Plant'
- Local schools wheelbarrow competition
- Fairtrade promotions
- A Farmers Market
- Local history exhibition
- 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
- 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. The Flower Festival also benefits from sponsorship from local companies that allows provision of additional activities such as the free children's tea party in 2010.

6. PERSONNEL IMPLICATIONS

- 6.1 Officers from Caerphilly County Borough Council's Advisory Services and Park's departments will co-ordinate the event, with the 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 £7,008. 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 2011.

Author: Andrew Highway, Town Centre Development Manager
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 Simon Beacham, Senior Parks Officer
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