



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP - 13TH MARCH 2013

SUBJECT: CAERPHILLY FLOWER FESTIVAL 2013 FUNDING

REPORT BY: TOWN CENTRE DEVELOPMENT MANAGER

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 the 2013 Caerphilly Flower Festival on Friday, 5th July (flower displays preview day), Saturday, 6th July and Sunday, 7th July. 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 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.
- 4.2 For 2013, it is anticipated that the level of churches and voluntary organisations that wish to participate in the event will remain as 2012, which was an increase from previous years. This year, to ensure a stronger event, all activities aside from the church displays will be focussed in and around Caerphilly Visitor Centre and the cenotaph area. This change will ensure a good starting point for the event from a visitor's perspective and a stronger presence for the event as a whole, instead of stretching activities across a number of areas. Utilising the visitor centre will also ensure a more prominent three-day event allowing the societies to start the displays on the same day as the churches.
- 4.3 The 2013 event will include:-
- Floral displays and exhibitions supported by local groups and societies at Caerphilly Visitor Centre;

- Free open top bus ride with Caerphilly Players Group providing character-based commentary offering facts and information on Caerphilly Town and its key features;
- Children's Activities including 'Pot A Plant' and Face Painting;
- Local schools wheelbarrow competition;
- Filifest event on Sunday of the event.

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 Caerphilly County Borough Council, the Town Council and the Town Centre Management Group.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Team will co-ordinate the event, with the support of local church groups and community groups.

8. RECOMMENDATIONS

- 8.1 The current Area Forum budget balance for the Caerphilly Town Centre Management Group is £7,766. 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 2013.

9. REASONS FOR THE RECOMMENDATIONS

- 9.1 The funding bid needs to be agreed in order for the Caerphilly Flower Festival to take place in 2013.

10. STATUTORY POWER

- 10.1 Local Government Act 2000.

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