



CAERPHILLY TOWN CENTRE MANAGEMENT GROUP– 11TH FEBRUARY 2014

SUBJECT: ST. DAVID'S DAY EVENT 2014

REPORT BY: INTERIM CHIEF EXECUTIVE

1. PURPOSE OF REPORT

- 1.1 This report seeks to update the group on plans for this year's St. David's Day event planned for Caerphilly.

2. SUMMARY

- 2.1 Following last year's event it is proposed to stage the 2014 St. David's Day in the Twyn Community Centre on 1st March 2014. The aim of the event is to publicly celebrate our patron saint whilst drawing footfall to the 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 Last year's event attracted significant interest from schools in the Caerphilly area and the feedback from local ward members has been supportive of hosting the event again. This year's event falls on a Saturday which means that the availability of schools will require a different approach to the content of the event.
- 4.2 Staging the event on a Saturday will offer an opportunity to increase the footfall beyond the normal range for the time of year by providing a sample of Welsh entertainment to encourage visitors in to the town centre. The disadvantage will be the lack of 'pull' for grandparents and parents in the absence of a significant schools involvement.
- 4.3 The content of the programme will be expanded to cover a timeframe of 3 hours from 11am to 2pm to maximise the core shopping hours during the day. The programme will involve a mix of acoustic music, brass / silver band, dancing and street entertainment.
- 4.4 Figures from Experian show that the footfall for the 2013 St. David's day event attracted a 14% increase in visitors compared to the previous week.

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.

7. PERSONNEL IMPLICATIONS

- 7.1 Officers from Caerphilly County Borough Council's Business Enterprise Support Services department will co-ordinate the event, with the support of the local schools taking part.

9. RECOMMENDATIONS

- 9.1 To accept the report as an update on progress of the event.

10. REASONS FOR THE RECOMMENDATIONS

- 10.1 The report is an information item.

11. STATUTORY POWER

- 11.1 Local Government Act 2000.

Author: Paul Hudson, Events and Marketing Manager
Consultees: Jan Bennett, Group Manager Business Enterprise Support Team
Andrew Highway, Town Centre Development Manager