



RISCA TOWN CENTRE MANAGEMENT GROUP - 27TH MARCH 2013

SUBJECT: ST. DAVID'S DAY EVENT UPDATE

REPORT BY: MARKETING & EVENTS MANAGER

1. PURPOSE OF REPORT

1.1 This report seeks to update the group on this year's St. David's Day event in Risca.

2. SUMMARY

2.1 Following last year's inaugural event a St. David's Day lunchtime concert took place in the events space at Tredegar Park, Risca on 1st March 2013. The aim of the event was to engage with our schools and provide an opportunity 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 Risca area with feedback from the schools that took part in 2012 and from local ward members overwhelmingly supportive of hosting the event again in 2013.

4.2 In order to build on the success of 2012, an email was sent to the Head Teachers of all schools in the county borough, without exception, on 2nd October inviting them to take part in the St. David's Day events that were planned to take place around the county borough, including concerts in Blackwood, Bargoed, Caerphilly and Risca.

4.3 Following a reminder email to all schools in the county borough on 8th January 2013, four schools confirmed that they wanted to get involved in the Risca concert, Risca Primary, Tynewydd Primary, Risca Comprehensive and Newbridge School.

4.4 This year, St. David's Day fell on a Friday, traditionally one of the busiest days of the week in terms of footfall in the town centre and the event helped to deliver a 19% increase in footfall in the town centre compared to a normal Friday.

4.5 Anecdotal feedback from the local community has been supportive of the St. David's Day concert and the use of the park events space for staging further events.

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 co-ordinated the event programme with the support of the local schools taking part.

9. RECOMMENDATIONS

- 9.1 To accept the report as an update on staging 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.

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