



BARGOED TOWN CENTRE MANAGEMENT GROUP

SUBJECT: TOURISM EVENT PROGRAMME – FINANCIAL CONTRIBUTIONS

REPORT BY: DESTINATION AND EVENTS MANAGER

1. PURPOSE OF REPORT

- 1.1 To provide information on the costs and sources of funding of the Destination & Events Unit's events programme for the financial year 2015-16.

2. SUMMARY

- 2.1 The report provides a summary of the actual expenditure and sources of income for the events that are organised by the Destination and Events Unit for the financial period 2015/16, grouped by town centre.

3. LINKS TO STRATEGY

- 3.1 The events programme contributes to the following Well-being Goals within the Well-being of Future Generations Act (Wales) 2016:

- A prosperous Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language

- 3.2 The Council has agreed to a five-year regeneration programme entitled "People, Businesses and Places". The staging of the event supports a number of Activity aims within the strategy including 'Increasing economic activity' and 'Protecting and developing the economy' and Service Improvement Objectives to, 'Increase the range of employment opportunities for local residents' and 'Increase the number of tourists visiting Caerphilly County Borough'.

4. THE REPORT

- 4.1 An annual event budget is held within the Destination & Events Unit of the council's Regeneration and Planning Department. The budget is often supported through financial contributions made by other departments such as the Urban Renewal and Community Regeneration sections. Table 1 sets out the actual event expenditure incurred at events during the most recent complete financial year (2015/16) alongside the sources of funding for each event.
- 4.2 In addition to internal Council budgets sources of funding can be derived from contributions from:

- Town / Community Councils
- Grant funding
- Commercial income for pitch fees including concessions and sponsorship

4.3 Events located in Caerphilly generate the greatest level of commercial income as a percentage of their overall expenditure.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 This report is for information only, however, the event activities identified contribute to the Well-being goals as set out in the links above through the generation of additional footfall in our town centres, generating economic benefits and contributing to a vibrant cultural offering in our principal town centres.

6. EQUALITIES IMPLICATIONS

6.1 As an information item, there are no specific equality related implications.

7. FINANCIAL IMPLICATIONS

7.1 The events programme is subject to variances in income generated from event to event and year to year and to rises in event related expenditure.

8. PERSONNEL IMPLICATIONS

8.1 None.

9. CONSULTATION

9.1 This is an information item.

10. RECOMMENDATIONS

10.1 This is an information item and there are no recommendations.

11. REASONS FOR THE RECOMMENDATIONS

11.1 This is an information item and there are no recommendations.

12. STATUTORY POWER

12.1 Local Government Act 2000.

Author: Paul Hudson, Events and Marketing Manager
Consultees: Andrew Highway, Town Centre Manager
Allan Dallimore, Urban Renewal Manager
Cllr Ken James, Cabinet member for Regeneration, Planning & Sustainable Development