



COMMUNITY COUNCIL LIAISON SUB-COMMITTEE – 11TH JULY 2018

BRIEFING NOTE: REVIEW OF DESTINATION EVENTS PROGRAMME

In support of the Council's 'Unique Places' model of town centre management, the destination events programme has focussed on delivering events in the heart of our principal town centres at Caerphilly, Blackwood, Bargoed, Ystrad Mynach and Risca.

The Council has been running a varied and expanding events programme across different departments as a tool to help meet its regeneration, leisure and tourism objectives. The events programme varies in size, nature and net expenditure and has evolved over time in terms of the profile and scale of the programme.

The 15 events listed in Table 1 are delivered and supported through the Destination and Events service budget of £125,902 and is supplemented by an additional £12,000 from central funds to deliver the Bargoed Ice Rink.

Table 1 identifies the events organised and supported by the Destination & Events team and their main funding sources.

The Council is reviewing its Destination Events programme as part of the MTFP process where targets are currently being set against a background of ongoing service pressures. The question of affordability of the destination events programme will be subject to discussion as part of this process and in order to assess the potential for generating further external funding the respective contributions of both the County Borough Council and local Town / Community Council contributions for each of the events listed for the financial period 2017/18 is shown below.

Table 1

FUNDING SOURCES: 2017/2018 EVENT	CCBC	LOCAL COUNCILS
St David's Day – 5 town centres	£3,512	£0
TOTAL	£3,512	£0
BARGOED		
Bargoed Big Screen (* 2)	£2,767	£2,000
Bargoed Spring Fayre	£2,830	£1,400
Bargoed Ice Rink	£14,347	£10,118
Bargoed Christmas Market	£3,968	£2,000
TOTAL	£23,912	£15,518
BLACKWOOD		
Blackwood Summer Festival	£11,227	£750
Blackwood Christmas Market	£8,982	£750
TOTAL	£20,209	£1,500
CAERPHILLY		
Caerphilly Medieval Market	£15,860	£1,500
Caerphilly Lantern Parade	£5,789	£0
Caerphilly Food Festival	£8,213	£1,000
Caerphilly Big Cheese	£27,118	£0
TOTAL	£56,890	£2,500
RISCA		
Risca Summer Music in the Park	£7,964	£0
Risca Christmas Market	£5,570	£0
TOTAL	£13,534	£0
YSTRAD MYNACH		
Ystrad Mynach Christmas Market	£1,565	£2,000
TOTAL	£1,565	£2,000