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AGENDA

Committee	ECONOMY & CULTURE SCRUTINY COMMITTEE
Date and Time of Meeting	THURSDAY, 4 JULY 2019, 4.30 PM
Venue	COMMITTEE ROOM 4 - COUNTY HALL
Membership	Councillor Howells (Chair) Councillors Henshaw, Gordon, Gavin Hill-John, Parkhill, Robson, Sattar, Stubbs and Simmons

		<i>Time approx.</i>
1	Apologies for Absence To receive apologies for absence.	4.30 pm
2	Declarations of Interest To be made at the start of the agenda item in question, in accordance with the Members' Code of Conduct.	
3	Minutes (Pages 5 - 12) To approve as a correct record the minutes of the previous meeting.	
4	Cabinet Response: Events in Cardiff Inquiry (Pages 13 - 30) To receive the response from Cabinet to the Committee's Inquiry 'Events in Cardiff'.	4.35 pm
5	Multi-Purpose Indoor Arena (Confidential) (Pages 31 - 38) Appendix A – to follow	4.50 pm

Appendices 2, 3, 4, 5 and 6 of the draft cabinet report (Appendix A) are exempt from publication as they contain exempt information of the description contained in paragraph 14 of Part 4 and paragraph 21 of Part 5 of Schedule 12A of the Local Government Act 1972. The public may be excluded from the meeting by resolution of the Committee pursuant to Section

This document is available in Welsh / Mae'r ddogfen hon ar gael yn Gymraeg

100A(4) of the Local Government Act 1972 during discussion of this item.

To carry out pre-decision scrutiny of the report to Cabinet on the Indoor Arena, prior to its consideration by Cabinet.

6 Correspondence Report (Pages 39 - 42) 5.50 pm

7 Forward Work Programme (Pages 43 - 46)

8 Way Forward 6.00 pm

To review the evidence and information gathered during consideration of each agenda item, agree Members' comments, observations and concerns to be passed on to the relevant Cabinet Member by the Chair, and to note items for inclusion on the Committee's Forward Work Programme.

9 Urgent Items (if any)

10 Date of next meeting - 19 September 2019

Davina Fiore

Director Governance & Legal Services

Date: Friday, 28 June 2019

Contact: Andrea Redmond, 02920 872434, a.redmond@cardiff.gov.uk

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ECONOMY & CULTURE SCRUTINY COMMITTEE

6 JUNE 2019

Present: Councillor Howells(Chairperson)
Councillors Henshaw, Gordon, Parkhill, Robson, Sattar and Stubbs

1 : APPOINTMENT OF CHAIR & COMMITTEE MEMBERSHIP

The Council at its meeting held on 23 May 2019 appointed Councillor Nigel Howells as Chair and the following Members to this Committee:

Councillor Gordon, Henshaw, Gavin Hill- John, Parkhill, Robson, Abdul Sattar, Simmons, and Stubbs

2 : TERMS OF REFERENCE

To scrutinise, measure and actively promote improvement in the Council's performance in the provision of services and compliance with Council policies, aims and objectives in the area of economic regeneration.

- Cardiff City Region City Deal
- Inward Investment and the marketing of Cardiff
- Economic Strategy & Employment
- European Funding & Investment
- Small to Medium Enterprise Support
- Cardiff Harbour Authority
- Lifelong Learning
- Leisure Centres
- Sports Development
- Parks & Green Spaces
- Libraries, Arts & Culture
- Civic Buildings
- Events & Tourism
- Strategic Projects
- Innovation & Technology Centres
- Local Training & Enterprise

To assess the impact of partnerships with and resources and services provided by external organisations including the Welsh Government, joint local government services, Welsh Government Sponsored Public Bodies and quasi-departmental non-governmental bodies on the effectiveness of Council service delivery.

To report to an appropriate Cabinet or Council meeting on its findings and to make recommendations on measures which may enhance Council performance or service delivery in this area.

3 : APOLOGIES FOR ABSENCE

Apologies were received from Councillor Gavin Hill-John.

4 : DECLARATIONS OF INTEREST

None received.

5 : MINUTES

The minutes of the meeting held on 9th May 2019 were approved as a correct record and signed by the Chairperson.

6 : CARDIFF SPORTS

Members were advised that this item builds on previous scrutinies of the Joint Venture with Cardiff Metropolitan University to deliver sports services, including the Local Sport Plan 2018/19. It also gives Members the opportunity to hear about some of the factors affecting the landscape for sport in Cardiff and to hear about initial work exploring how best to respond to these changes.

The Chairperson welcomed Cllr Bradbury, Cabinet Member for Culture & Leisure, Jon Maidment, Operational Manager Parks, Leisure & Sport, Laura Williams, Head of Sport Cardiff, Ben O'Connell, Director of Sport, Cardiff Metropolitan University & Tom Overton, Sport Wales.

The Chairperson invited the Cabinet Member to make a statement in which he said that there was a good partnership in delivering the community sport programme despite concerns initially that this approach had been needed due to financial pressures. Cardiff Met as a partner was delivering on the ground to communities, participation numbers were good, there were good stories for all ages and hard to reach areas to tell. He added that if people are involved in sport at an early age the discipline helps in terms of employment and training in later life.

Members were provided with a presentation after which the Chairperson invited questions and comments;

Members referred to the 47% of pupils taking part in sports more than 3 times a week and asked if this was 47% of all pupils in Cardiff or 47% of the responses. It was clarified that it was 47% of the responses. Members considered it would be useful to see the numbers of the survey returns.

Members asked if those who responded to the survey were likely to be keen and participate in more sport anyway. Officers agreed it was important to emphasize to schools the importance of completing the survey more widely, there are differing factors as to why some don't complete it; some complete it but not fully and the 22 schools that responded fully are those who engage regularly. In total 9k pupils in Cardiff responded, approximately 40% of school age children in Cardiff. It was added that it is population level survey and the statistics are significant, in Cardiff the figure is generated by the number of pupils who have completed it; Sport Wales generates the data. The challenge is that 30% of young people of school age are not doing any sport, depending on where they live, background etc., so this is challenge for all, including talking to the schools service to incentivise schools.

Members noted the 4% difference between boys and girls and asked if this was significant. Members were advised that the difference has decreased by 3% because there had been an officer to specifically focus on women and girls activities; the difference varied between schools and some schools had very little difference.

Members noted the success of the pilot in Trelai Primary School with Family Engagement and asked if this would be rolled out. Members were advised that the intention was to roll this out, there would be a focus on family engagement and there would be a partnership with Street Games on family engagement too. The Cabinet Member added that it was very important that parents engage with the children and the school, this could be a challenge in deprived areas and there was a noticeable gap between the North and South of the City, so there was support by Sport Cardiff in terms of equipment etc. for the Southern Arc.

Members considered the statistics to be good and noted that some community facilities are having great success in engaging children with sport, such as St Albans Rugby Club which has seen increase and participation and doesn't charge children to play rugby. Members added that such facilities struggle to access grant funding and asked if this type of thing is mapped. The Cabinet Member stated that Community Chest is still available and there are grant support groups which are run regularly, dates of these could be shared with Members. Officers added that they are looking at case studies, what difference community chest makes etc. The importance of community facilities is valued and it was considered that wraparound support for them should be provided. The Cabinet Member added his thanks to the grassroots volunteers that enable participation in sports across Cardiff.

Members were provided with a presentation on the Challenges that were faced and initial ideas about the principles to use to restructure Sport Cardiff in light of changes to funding. Sport Wales commented that partnerships in Cardiff are well developed and that there is an opportunity to build on and amplify these. The Chairperson invited questions and comments from Members;

Members noted the principle of focusing resource in the Southern Arc of the city and asked about the other pockets of deprivation right across the City. Members were advised that it would still be possible to respond to these areas, especially as they would now work as one team across the city rather than teams in each area.

Members asked what measures are in place to see what isn't working well and were advised that they measure the process; they evaluate the process of the project from the start, right through from marketing it, through the 6/10 week block and then look at the feedback received at the end, using this knowledge going forward.

Members noted the many benefits, health and others, in participating in sports and physical activity, and asked how people with less access could be encouraged to take part in free activities such as Parkrun. Members were advised that officers work with partners to bring the partners and communities together for access, sustainability and funding and resource to set up activities.

Members were concerned that many activities are volunteer led and asked what support was available to upskill people to take part and help as volunteers especially in the East of the City. Members were advised that the need for volunteers and

training was recognised and new developments were being looked at. There was a need to engage with refugees and asylum seekers, and through family engagement and provide taster opportunities. The Cabinet Member added that peer to peer support was key and there were also Charitable Trusts, information on grant opportunities, and Support from Communities such as use of halls etc.

Walking as a sport was recognised and a discussion took place about the advocacy of this as well as linking it in to travel schools and schools.

Members sought clarification that the guiding principles would be used when allocating funding through Community Chest. Members were advised that was correct, the plan won't come in until September/October but the Community Chest discussion was around the guiding principles. The Cabinet Member added that more resources are needed to cement the relationship between sport and health. Members were advised of the Healthy and Active Fund and collaboration work with partners on schemes for over 50's. It was noted that there was more work to be done and that GP's could do more signposting too but that going forward the Person Centred Approach would be the focus.

RESOLVED: that the views of the Committee would be discussed during the way forward section of the meeting and a letter sent to the Cabinet Member in due course.

7 : ECONOMIC DEVELOPMENT DIRECTORATE DELIVERY PLAN & QUARTER 4/END OF YEAR PERFORMANCE

Members were advised that this item enabled them to explore how the Directorate is supporting delivery of the Council's key priorities and wellbeing objectives, the key challenges facing the Directorate, whether the Delivery Plan is fit for purpose, and the arrangements for monitoring implementation. It also enabled Members to look at Quarter 4 performance, as the results are included in the Plan.

Members were reminded that they have responsibility for scrutinising all the areas in this Directorate apart from: Strategic Asset Management, Property Services and Capital Projects team, which fall under the remit of Policy Review and Performance Scrutiny Committee.

The Chairperson welcomed Cllr Bradbury, Cabinet Member for Culture & Leisure, Jon Maidment, Operational Manager Parks, Leisure & Sport and Neil Hanratty, Director of Economic Development.

Members were provided with a presentation after which the Chairperson invited questions and comments;

Members noted that the Cardiff Story was listed as a Commercial venue and sought clarification on this. Officers advised that it is not a commercial venue but as it falls under Venues/Cultural it falls in the same category – it was considered this category should be renamed Council Building.

Members asked what was driving the Canal Quarter Plans and were advised that it was driven by the decision to locate the indoor arena in the Bay which provided a

significant regeneration opportunity in the area where the Motorpoint Arena currently stands. The Canals are hidden under the pavements in Churchill Way, and the plans have taken on more significance since the discussion around Guildford Crescent.

Members noted that savings targets were ambitious and asked how confident officers were they could be achieved and what impact this would have on the directorate. Officers stated that the figures included a high level of saving from the contract with GLL re the leisure centres. The most challenge would be the New Theatre solution, but plans were going well and officers were confident that they would get a solution to retain and maintain the theatre.

Members made a plea in relation to Climate Change Emergency that when reports are prepared, this is taken into account.

Members noted that getting people to stay longer when they visit is key and asked what was being done to encourage this. Members noted that the Events inquiry found that Cardiff isn't being marketed as well as it could be and that there was very little mention of marketing in the delivery plan. Officers stated that there was an interesting discrepancy with Bristol who get more than 1 day per person longer stay than Cardiff. There were key anchors to attract visitors such as the arena, infrastructure was important too. The Newport ICC would provide good opportunities for Cardiff and its hotels. Shopping was a key attraction for Cardiff, but marketing budgets were extremely limited, best use was made of social media, press and websites.

Members asked how the Directorate works with Transport. Officers advised that they are involved in transport discussions in some schemes such as linking the Bay and the City Centre, traffic management on Major Events for Park and Ride. It was added that Welsh Government have identified a site for park and ride along the A470.

Members noted the average visitor number as 1.7 days and asked if there was a KPI for this. Officers advised that the Directorate Delivery Plan has a Directorate KPI on this. The new Tourism Strategy also had this as a core target. Officers offered to write to Members to give them more information on this.

Members asked for more information on the links with the new Newport ICC. Officers advised that there would be partnerships with the Council/For Cardiff/ICC in relation to promoting the ICC internationally and a sales team to attract events etc.

Members noted the increase of 26,000 people in employment and asked if there was any more information around this. Officers explained that this was predominantly growth in population, unemployment had been fairly steady in Cardiff in the last few years.

Members noted the huge success of the Lido in Pontypridd and considered that there could be better marketing of the International Pool and that there was a huge opportunity for open swimming in the Bay. Officers stated that there was an aqua park currently being set up with slides, pontoons, diving boards etc. at Alexandra Head, which would open from late June until the end of September. They would use a predictive water quality model and have a licence for one year. Open swimming is

available in the Cardiff White water Centre but this could be marketed more effectively. There are currently 2 other projects under discussion, the Graving Docks to provide a family Lido type experience in that area – this was at the early stages; a major environmentally friendly swimming/spa experience at Alexandra Head was being worked through, there had been some hurdles with Welsh Government as it is their land.

Members noted that Committee had received the indicators listed as part of the Economic Development Strategy but only 1 was listed in the Delivery Plan. Officers stated they would be included going forward.

Members noted that there were not many challenges listed in the Challenges/Opportunities section. Officers explained that the budget is the biggest challenge and the lack of staff resource, followed by income generation. The service is based predominantly on income coming back in to sustain the service. The service relies on a healthy economy and visitors, sometimes it was necessary to invest in the products you are selling such as St David's Hall. There was also the uncertainty of Brexit to consider as well as demographic pressures. The Cabinet Member added that the challenges had been the same for a number of years, it is a discretionary directorate and visitor numbers would always be a challenge. Staff had done well to drive up income and to meet the pressure that comes from previous success.

RESOLVED: that the views of the Committee would be discussed during the way forward section of the meeting and a letter sent to the Cabinet Member in due course.

8 : CORRESPONDENCE UPDATE

Noted.

9 : WORK PROGRAMMING

Members discussed the meeting dates for November and March, the current meeting dates are two weeks before Cabinet meetings so it was considered that the Scrutiny meetings should move forward by a week.

Members noted that there was no date set for the Budget Scrutiny in February as yet but this would be confirmed as soon as possible. Members noted there is no meeting scheduled in April 2020, as Cabinet is very early in the month; Members decided to wait to see if a meeting would be needed and to call one if this was the case.

Members discussed the approach to scheduling the work programme for the forthcoming year and considered that they would take the same approach as last year and meet in a forum setting before the formal committee meeting in July.

The Chair stated that going forward he would like to see that reports have considered Climate Emergency and Tackling Inequality as a matter of course and show evidence of this. He requested that the Scrutiny Officer email Cabinet Members and Senior Management Team to inform them of this so that they can be prepared ahead of scrutinies.

10 : URGENT ITEMS (IF ANY)

None received.

11 : DATE OF NEXT MEETING

Thursday 4th July 2019 at 4.30pm.

The meeting terminated at 6.50 pm

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**CYNGOR CAERDYDD
CARDIFF COUNCIL****ECONOMY & CULTURE SCRUTINY COMMITTEE**

4 July 2019

**CABINET RESPONSE TO THE REPORT BY THE ECONOMY & CULTURE
SCRUTINY COMMITTEE INQUIRY – ‘EVENTS IN CARDIFF’**

Purpose of report

1. To update Members on the Cabinet response to the recommendations made in the Economy & Culture Scrutiny Committee February 2019 inquiry report ‘*Events in Cardiff.*’

Background

2. During discussions to inform the Committee’s work programme for the municipal year 2018-19, Members received a request to undertake an inquiry into the way forward for the role of the Council re events in Cardiff.
3. The Committee agreed the following membership for this task group: Councillor Gordon; Councillor Henshaw; and Councillor Parkhill. The Inquiry had the following terms of reference:
 - i) To explore with key stakeholders what the programme of events in Cardiff should look like, taking into account the following factors:
 - Role of events re economy of city and region
 - Impact of events on citizens, the council and the city.
 - ii) To explore with key stakeholders what the Council’s role should be re events, looking in particular at:
 - Role of the Council and Partner organisations re attracting, promoting, delivering, managing and retaining events
 - How much Council resource should be focused on events?
 - How other Councils manage similar programmes of events
 - iii) To make evidence based recommendations to Cabinet on a future events strategy for Cardiff and the role of the Council re events in Cardiff.

4. The task group heard evidence from a number of internal and external witnesses, including relevant Cabinet Members, senior officers, Welsh Government representatives, event organisers and providers, FOR Cardiff BID, South Wales Police, Cardiff & Vale UHB, Cardiff Hoteliers Association, a consultant working for Sound Diplomacy, and Stevens Associates. Members also invited written submissions and received evidence from Artes Mundi, Pontcanna & Riverside Residents, Public Health Wales and South Wales Fire & Rescue Services.
5. As part of the Inquiry, Members visited the Principality Stadium to hear their views on events in Cardiff, the role of the Council and the future programme of events in Cardiff.
6. In order to inform the Inquiry, desk-based research was undertaken into approaches used elsewhere by the following local authorities, in terms of resourcing and managing events: Belfast, Leeds, Liverpool, Monmouthshire and Bristol. High-level desk-based research was also carried out into recent developments regarding an 'events levy' and 'tourism tax'.
7. The task group Members used the evidence to identify findings and to develop recommendations. The report for this task and finish inquiry was taken to the Cabinet meeting held on 21 March 2019. The full report for this inquiry is available at:

<http://cardiff.moderngov.co.uk/ieListDocuments.aspx?CId=151&MId=3545&LLL=0>

Cabinet Response to Recommendations

8. The Cabinet agreed their response at their meeting on 13 June 2019. Attached at **Appendix 1** is a full copy of the Cabinet paper, outlining the recommendations made and the Cabinet response to each recommendation.
9. Overall, the Committee made **twelve** recommendations to the Cabinet. The Cabinet response shows that:
 - **6** of the recommendations are accepted – *R3, R4, R6, R9, R10, R11*;
 - **5** of the recommendations are partially accepted – *R1, R2, R7, R8, R12* ;
 - **1** of the recommendations is not accepted– *R5*.

10. Of the recommendations **partially accepted**:

- *R1 –to develop a catalogue of event spaces and specify which types of events are suitable for each space, in order to promote large spaces with clear escape routes and avoid spaces that funnel and tunnel attendees.* The Cabinet Response lists the main event spaces in Cardiff and outlines the current process of meetings with event promoters/organisers and presentations to the Events Liaison Panel to ensure events are planned appropriately. The Response states that *‘whilst we welcome the recommendation and will investigate the value and resource involved in creating and sustaining a catalogue we would not wish to lose the invaluable relationships forged through current engagement processes.’*
- *R2 – to investigate whether it is feasible to replace the cobbled road divider on Boulevard de Nantes with a safe, flexible alternative that would allow the area to be opened up to provide a wider space for major events.* The Cabinet Response states there is a proposal to upgrade Boulevard de Nantes, in 2021-22, including removing the central reservation but that this proposal is subject to funding and consultation.
- *R7 – to develop a standardised consistent approach to communicating and involving communities involved in events.* The Cabinet Response explains the existing processes for communicating and involving local communities impacted by major events and states that officers welcome the opportunity to consider the recommendation to improve and standardise practices where possible.
- *R8 – contains 4 elements re maximising marketing possibilities of events, including: registering with the International Congress and Convention Association (ICCA); meeting the costs to televise Cardiff Triathlon 2019 in English; ensuring Visit Cardiff includes business events in Cardiff; and whilst promoting sporting, cultural and community events signpost to major attractions in Cardiff.* The Cabinet Response details that the recommendations re registration with the ICCA and

promoting events and signposting to major attractions are accepted. The recommendation to meet the costs to televise Cardiff Triathlon 2019 in English is not accepted for the following reason *'Decisions regarding event funding were taken as part of the budget process and a decision has already been given to Always Aim High with regard to their request for support. Cabinet cannot allow budget considerations to be overturned by specific scrutiny recommendations'*. The recommendation to ensure Visit Cardiff includes business events is also not accepted for the following reason *'Most business events are closed events and accordingly event owners would not normally require them to be publicised on an event listing. However, any business event owner that asks for support in promoting their events would be supported to do so.'*

- *R12 - to explore the options to boost hostile vehicle mitigation and cut long-term costs. The Cabinet Response is 'Officers will continue to work with statutory partners to consider HVM requirements, but for clarity, this would need to include the identification of partnership funding to support such investment. The financial burden for such investment cannot fall on the Council alone.'*

11. Recommendation 5 is **not accepted**, for the following reasons:

- *R5 –to work with partners to proactively plan more events in the current downtime, including accessible and inclusive events that allow local people to benefit from Cardiff's role in hosting events. The Cabinet Response states that the recommendation is not accepted. The narrative states that the Council works proactively to plan events, with a strategy to attract more events throughout the year, and that officers will continue to work with partner venues to ensure the city operates effectively and yield is maximised. It also states the Event Focus Group will be re-established to draw together key organisations, venues and attractions to ensure wider, collaborative development of the event calendar.*

Way Forward

12. Councillor Peter Bradbury (Cabinet Member – Culture & Leisure), Neil Hanratty (Director – Economic Development) and Kathryn Richards (Head of Culture, Venues, Tourism and Events) have been invited to present the response to the inquiry and present any progress made in addressing the issues raised and recommendations approved.

Legal Implications

13. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

14. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

Recommendation

The Committee is recommended to receive the Cabinet response and agree the way forward for receiving progress reports on the work required to implement the agreed recommendations.

DAVINA FIORE**Director of Governance & Legal Services****28 June 2019**

The following Appendix is attached:

Appendix 1: Cabinet Response to the Report by the Economy and Culture Scrutiny Committee entitled “Events in Cardiff”

**CABINET RESPONSE TO THE 'EVENTS IN CARDIFF' REPORT
OF THE ECONOMY & CULTURE SCRUTINY COMMITTEE**

CULTURE & LEISURE (COUNCILLOR PETER BRADBURY)

AGENDA ITEM: 4

Reason for this Report

1. To present the Cabinet response to the 'Events in Cardiff' report published by the Economy & Culture Scrutiny Committee in February 2019.

Background

2. In the autumn of 2018 a task force comprising of Members of the Economy & Culture Committee was established to conduct an inquiry into 'Events in Cardiff'.
3. The purpose of the inquiry was to make evidence based recommendations to the Cabinet on a future events strategy for Cardiff and to consider the Council's future role in events.
4. Key stakeholders and event delivery partners were invited to contribute to the inquiry over a period of 2 months to ensure that all sectors were able to contribute and inform the outcome of the inquiry process.
5. The inquiry considered the future programme of events in Cardiff taking account of their role in the economy of the city and wider region and balancing that with the impact on citizens, the Council and the City. It also considered the role of the Council and its partners in attracting, promoting, delivering, managing and retaining events; including how much Council resource should be allocated to events and how other Council's manage similar programmes of events.

Issues

6. Over the last 20 years, Cardiff has aggressively pursued a strategy of using major events to project itself on the world stage. Today, Cardiff is widely recognized and enjoys an enviable and highly respected reputation as a city that excels in hosting both sporting and cultural events and festivals. This reputation has been built over many years

and has been a major factor in shaping not only the growth of the city's economy but also its physical planning and its cultural credentials as the Capital City of Wales.

7. This hard earned reputation has not been built in isolation. It has been built through a strong Team Wales approach through collaborative and focussed partnerships across the city. However, our Capital City is now at a crossroads and is facing important challenges if it is to continue to harness the potential of events to drive forward its visitor, creative and cultural economy and its reputation and positioning as a global city.
8. The global competition to host major events is fierce and to ensure that we are able to continue to build and sustain our event calendar a new strategic approach is essential. This strategy will be a mixed economy of global cultural and sporting events and home-grown events that can develop into national and international standing. This step change will be facilitated by the Council in close liaison with its key partners and stakeholders, notably Welsh Government's Visit Wales and Major Events Unit but crucially, our aspiration is that it will be driven by the operators of the main event venues across the city and the wider cultural, creative and tourism sector.
9. Indeed, The Cardiff Tourism Strategy and Action Plan 2015-2020 published in 2016 highlighted the need for the city to develop its own signature events – events that are created, curated and developed, nurtured and importantly owned by the city. In addition in December 2017 the Council commissioned the consultancy 'Sound Diplomacy' to develop a live-music strategy for Cardiff. It is clear, therefore, that live-music needs to be a strong platform in the city's cultural and tourism appeal with a strong element of music flowing through our future event strategy.
10. The Cabinet recognises the value of events, not only to the city, but also the wider region, and Wales as a whole. This recognition is reflected in the Council's Corporate Plan 2019-2022 which undertakes to develop a sustainable events portfolio that builds on Cardiff's event hosting credentials. This will include the development of a 'Signature Event' as well as seeking to establish Cardiff as a Music City over the next 5 years. The Cabinet is grateful for all those partner agencies and event promoters that took part in the Scrutiny review. The response to the scrutiny recommendations are tempered by the considerable funding challenges faced by this authority and the difficult decisions that have already impacted on the city's existing event portfolio in the 2019/20 budget round. However, our aspiration and commitment to events as a pivotal driver for our economy remains; which makes it all the more important for all sectors to support this commitment and ensure that short term return, such as inflated costs, does not exploit the investment made and undermine the reputation of the city, impacting on our ability to attract events to the capital.
11. The report makes twelve recommendations. Six of which are accepted; five partly accepted and one rejected.

Reason for Recommendations

12. To enable Cabinet to respond to the 'Events in Cardiff' report published by the Economy & Culture Scrutiny Committee in February 2019.

Financial Implications

13. The attached report provides a formal Cabinet response to a scrutiny report in respect of the Future Events Strategy in Cardiff. The scrutiny report makes 12 recommendations, 11 of which are accepted either fully or in-part. In all instances, consideration will need to be given to any budgetary implications arising from the implementation of each recommendation and whether this can be accommodated within existing budgets held within the Economic Development Directorate. Where this is not the case, then a formal bid will need to be submitted as part of the annual budget setting process, for consideration and approval. It is important that the budget position is fully understood and the required level of resources have been identified before entering into any commitments.

Legal Implications

14. In considering its response to the recommendations of the Economy & Culture Scrutiny Committee in relation to 'Events in Cardiff', the Cabinet should be mindful of the Council's statutory duties under:
 - (i) The Equalities Act 2010 – requiring the Council to give due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations, in relation to groups having 'protected characteristics' (namely Age; Gender reassignment; Sex; Race – including ethnic or national origin, colour or nationality; Disability; Pregnancy and maternity; Marriage and civil partnership; Sexual orientation; and Religion or belief – including lack of belief); and
 - (ii) The Well-Being of Future Generations (Wales) Act 2015 – requiring the Council to consider how its decisions will contribute, and to take all reasonable steps, towards meeting its well-being objectives, which are set out in Cardiff's Corporate Plan 2019-22 and are aimed at achieving 7 national wellbeing goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language, and is globally responsible. The Council is also obliged to act in accordance with the 'sustainable development principle'. This principle requires the Council to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. Put simply, this means that Council decision makers must take account of the impact of their decisions on people living their lives in Wales in the future.

15. Further legal advice will be provided as specific proposals are progressed.

RECOMMENDATIONS

Cabinet is recommended to approve the response to the 'Events in Cardiff' report of the Economy & Culture Scrutiny Committee as set out in Appendix A.

SENIOR RESPONSIBLE OFFICER	NEIL HANRATTY
	Director Economic Development
	7 June 2019

The following appendix is attached:

Appendix A: Cabinet response to the 'Events in Cardiff' report published by the Economy & Culture Scrutiny Committee in February 2019.

CABINET RESPONSE TO THE 'EVENTS IN CARDIFF' REPORT OF THE ECONOMY & CULTURE SCRUTINY COMMITTEE

Recommendation 1

Task officers to develop a catalogue of available event spaces in Cardiff, which specifies which type of events are suitable for each space, avoiding the use of narrow spaces that funnel and tunnel attendees and promoting the use of larger spaces with clear escape routes, such as the civic centre and Callaghan Square.

RESPONSE: The recommendation is partially accepted

As a result of focused infrastructure investment over the last 20 years, the city now boasts an enhanced range of event spaces, these include Live Nation's Motorpoint Arena, Glamorgan Cricket Club's Sophia Gardens Stadium, The Cardiff City Stadium, The Leckwith Athletics Stadium, The Principality Stadium, The National Ice Rink of Wales, The Wales Millennium Centre, The Royal Welsh College of Music and Drama, The New Theatre, St. David's National Concert hall of Wales, The Sherman Theatre, Cardiff University's Great Hall and numerous smaller, specialist venues such as Chapter, The Tramshed, Clwb Ifor Bach; and parks and open spaces, including: Cardiff Castle, Bute Park, Cooper's Field, The Oval Basin, Llandaff Fields, City Hall Lawn, Civic Centre the new events area at Alexandra Head and the open waters of the Severn Estuary and the enclosed waters of Cardiff Bay. This will shortly be further complimented by the additional of a multi purpose arena.

Given the scale, ownership, commercial demand and varied use of these venues the current practice is for officers to meet with event promoters to understand their event requirements and to advise on the best location having cognisance of what else is scheduled in the city at that time. It also affords officers with the opportunity to outline what is expected in terms of neighbourhood consultation and to build a relationship with the event organiser so that the wider interest of the city is considered at all stages of the planning process. This process is further supported by the requirement of all event organisers to present to the Events Liaison Panel to ensure all relevant legislative and blue light agencies are aware of and can inform the development of event plans. The value of this approach appeared to resonate with and be valued by event promoters in Scrutiny's findings so whilst we welcome the recommendation and will investigate the value and resource involved in creating and sustaining such a catalogue we would not wish to lose the invaluable relationships forged through current engagement processes.

Recommendation 2

Task officers to investigate and report back on the feasibility of removing the existing cobbled road divider on Boulevard de Nantes and replacing it with safe, flexible alternative that would allow the are to be opened up to provide a wider space for major events.

RESPONSE: The recommendation is partially accepted

There is a proposal to upgrade Boulevard De Nantes scheduled for 2021-22. This will include the removal of the central reservation to significantly improve pedestrian accessibility between the City and Civic Centre, enhancing the existing Kingsway Square and enabling further public realm improvements between key attractions in the city. However it should be noted that such works (including design), are subject to funding and consultation with potential for the work programme to slip into 2022/2023.

Suitability of the space for major events would be made on a case by case basis and after consideration of the events operational requirements.

Recommendation 3

Continue to work to deliver an Indoor Arena in Cardiff, thus enabling Cardiff to host a wider range of sporting, cultural and business events.

RESPONSE: The recommendation is accepted

Work to deliver a new Indoor Arena for Cardiff is progressing.

Recommendation 4

Task officers to develop a short precise Events Strategy, no longer than four A4 pages, that sets out the vision, aims and objectives of the Council re events. This should commit Cardiff Council to work to make Cardiff a world leader in major sporting and cultural events and in hosting business events and seek to boost the positive legacy and impact of events.

RESPONSE: The recommendation is accepted

Cardiff has an established and enviable reputation as a world leader in hosting global sporting events.

The council's investment and focus on its event strategy has seen the delivery of a diverse and high profile event programme, ranging from a host of global music stars, Motorsports, Football Finals, the 2012 Olympics to the more recent UEFA Champion's League Final.

We have hosted the Ashes, international test match and World Cup cricket. The streets of the City have been successfully used to stage the final stages of the RAC World Motor Rallying Championships, The Velothon, and the Tour of Britain Cycle Race together with a growing number of well attended mass participation events such as The Cardiff Half Marathon and the Cardiff 10K road races and a very successful one-off event to celebrate Roald Dahl – The City of the Unexpected.

In the diplomatic arena the city has welcomed a European Summit and a meeting of NATO. The National Urdd Eisteddfod and The National Eisteddfod of Wales have both visited the city on several occasions whilst Welsh language heritage and culture is annually celebrated in the city through the annual Taffwyl Festival.

There are also several other annual, or biennial, arts events such as Artes Mundi, Cardiff Singer of the World, The Welsh Proms, Diffusion – The International Photography Festival, The Sŵn Music Festival, The Inside Out Festival, The Wales International Film Festival and, the recently established, Festival of Voice. Gastronomy has been celebrated through The Cardiff International Food and Drink Festival, The Street Food Circus and numerous farmers' markets.

In 2018 Cardiff welcomed the global Volvo Ocean Race to the City, harnessing the location and assets of Cardiff Bay for a three-week period as one of the major stop-over destinations in the circumnavigation of the world. This was followed in August by the National Eisteddfod of Wales with a primary focus in the Bay area but utilizing other venues across the City – the annual event delivered its first free to enter urban festival.

Whilst not an exhaustive list, these events sit alongside the regular program of events activity that have become an established feature of the city's calendar – such as Winter Wonderland - as well as the myriad of smaller, local and community events that make a vital contribution to the vibrancy, community feeling and quality of life for the city's residents as well as enhancing the visitor offer.

Over the last 12 months much work has been undertaken to build and expand on this legacy through developing Cardiff's credentials as a Music City in parallel with the development of new initiatives to expand the city's share of the business event market. The Meetings, Incentives, Conferences and Exhibitions markets (MICE) is regarded as a key component of Cardiff's existing events program and, will play an even more important role in our future strategy. A revised Events Strategy will seek to capture this progress and build on this administration's stated Capital Ambition commitment to 'continue to attract major sporting, cultural and business events into Wales, ensuring that we make the most of our cultural assets and to support the best Welsh talent to emerge onto the world stage'.

Recommendation 5

Task officers to work with partners to proactively plan an events programme that smooths out the event calendar, by increasing events in the downtime, providing a variety of events, including accessible and inclusive events that enhance the quality and variety of life for Cardiff citizens, allowing local people to benefit from Cardiff's role in hosting events.

RESPONSE: The recommendation is rejected

The Council works proactively to plan the city's annual events programme with an engaging calendar of events throughout the year, our strategy is not to limit the number of events at any given time but to attract more events throughout the

year. The legacy of the city's event success places the city in much demand with promoters and event organisers. The city is proud to be able to host such a rich diversity of events, and indeed, has become adept at accommodating the full range of event requirements. Commercial consideration of all of the city's key venues will always take primacy over calendar considerations but officers will continue to work with partner venues across the city to ensure that the city can operate effectively and event schedules are influenced to maximise the yield to the city where possible. In parallel, and reflecting the development of our new event strategy the Council will re-establish its Event Focus Group to draw together the key organisations, venues and attractions in the city to assist in the wider and collaborative development of the city's event calendar.

Recommendation 6

Continue with its plans to develop a signature event that draws on the strengths of Cardiff and heeds the advice garnered by this inquiry with regard to timing, location, content, structure and length.

RESPONSE: The recommendation is accepted

Cardiff Council has been discussing with its partners options for developing and delivering a signature event(s). An event(s) that is Cardiff owned, created, curated and delivered by Team Wales. That builds on our international best practice, showcases the extraordinary creative range of talent and expertise in the city and across the Welsh nation and helps to grow business investment and entrepreneurship. In short the event(s) will be both a catalyst and gateway to the best of Cardiff and Wales. Extensive consultation has already taken place in respect of timing, location, content, structure and length, all of which will inform the final proposal that will be reported to Cabinet in due course.

Recommendation 7

Enhance the appeal and effectiveness of major events for local residents by tasking officers to develop a standardised consistent approach to communicating and involving communities involved in events.

RESPONSE: The recommendation is partially accepted

The Council has established processes for communicating and involving local communities impacted by major events in the city. This includes transport advice through local media and websites, direct mail drops, social media and public meetings. The demands of each major event can be very different and due to the scale and scope of events scheduled in the city at any given period a one-size fits all approach is not always possible. In addition, each event promoter may have different requirements, community engagement criteria and budgets. However, as part of the development of the event strategy and consideration of the event space catalogue officers welcome the opportunity to consider the recommendations put forward in the report to improve and standardise current practices where possible.

Recommendation 8

Seize the opportunities highlighted by this Inquiry regarding increasing the return on investment by maximising the marketing possibilities of events, as follows:

- a. Register with the International Congress and Convention Association (ICCA) at a cost of circa £3,500 per annum and reap the benefits of global marketing and exposure of Cardiff's ability to host business events.
- b. Liaise with Always Aim High to ensure that the Cardiff Triathlon 2019 is televised to a global audience via the medium of English, at a cost to Cardiff Council of circa £8,000, and thus capitalise on the ability to promote Cardiff to a worldwide audience.
- c. Improve the events listing service provided in Cardiff by ensuring that Visit Cardiff includes business events taking place in Cardiff as well as sporting and cultural events.
- d. Work to promote sporting, cultural and community events in the city and develop ways of signposting to the City's attractions

RESPONSE: The recommendation is partially accepted

- a. *Cardiff Convention Bureau has registered for the International Congress and Convention Association (ICCA) as part of the new Cardiff Business Events Partnership initiative. (Accepted)*
- b. *Decisions regarding event funding were taken as part of the budget process and a decision has already been given to Always Aim High with regard to their request for support. Cabinet cannot allow budget considerations to be overturned by specific scrutiny recommendations. However, the Council will work with Always Aim High to support the promotion and marketing of the event through its established Visit Cardiff marketing channels. (Not Accepted)*
- c. *Most business events are closed events and accordingly event owners would not normally require them to be publicised on an event listing. However, any business event owner that asks for support in promoting their events would be supported to do so. (Not Accepted)*
- d. *Visit Cardiff and Visit Wales already work in partnership with major event promoters to promote the attractions of the city and the nation with the objective of attracting people to either lengthen their stay or to revisit at a later date. In addition, there are often lead up campaigns such as the UEFA Road to Cardiff campaign for which marketing and promotional collateral is developed and promoted in advance of the event to ensure that the widest possible audience is reached to raise the profile of Wales and its capital city. (Accepted)*

Recommendation 9

Lobby UK government, via Core Cities and other appropriate mechanisms, for additional monies to meet costs to the local

authority and statutory partners that come from hosting events, which benefit the local economy and are much needed but are an additional pressure on our limited resources.

RESPONSE: This recommendation is accepted

The future sustainability of hosting major events is an ongoing discussion with partner agencies and national and UK governments.

Recommendation 10

Task officers to continue their efforts to increase the sponsorship of events.

RESPONSE: This recommendation is accepted

Whilst officers will continue to seek funding support for Council run events, it should be noted that major event promoters come with their own sponsors and accordingly there can be limited opportunities for the Council to exploit opportunities. Where there are opportunities, these are discussed with the event owner and sponsorship is and will continue to be sought. However, it should be noted that the cost of seeking and managing any sponsorship support needs to be balanced against the level of income realised to support the delivery of the event.

Recommendation 11

Hold meetings at all levels with the International Convention Centre Wales (ICCW) to ensure Cardiff accommodates and attract ICCW attendees and spin-off events.

RESPONSE: This recommendation is accepted

Dialogue is ongoing with ICCW at both Member and officer level across the Council to ensure that the opportunities afforded by both the capital city and ICCW are fully exploited.

Recommendation 12

Work with statutory partners to explore the options to boost hostile vehicle mitigation and cut long-term costs, by investing in permanent infrastructure solutions that have low community impact.

RESPONSE: This recommendation is partially accepted

Officers will continue to work with statutory partners to consider HVM requirements, but for clarity, this would need to include the identification of partnership funding to support such investment. The financial burden for such investment cannot fall on the Council alone.

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**CYNGOR CAERDYDD
CARDIFF COUNCIL****ECONOMY & CULTURE SCRUTINY COMMITTEE**

4 July 2019

CORRESPONDENCE REPORT

Background

1. Following most Committee meetings, the Chair writes a letter to the relevant Cabinet Member or officer, summing up the Committee's comments and recommendations regarding the issues considered.
2. At the Committee meeting on 6 June 2019, Members received a report detailing the correspondence sent and received up to that meeting. Correspondence was sent following that Committee meeting. The current position is set out below:
 - i. *Response Received* – from Councillor Bradbury to the Chair's letter regarding Sport in Cardiff, considered at Committee on 6 June 2019;
 - ii. *Response Awaited* – from Councillor Bradbury to the Chair's letter regarding the Economic Development Delivery Plan, considered at Committee on 6 June 2019.
3. Copies of the Chair's letters and responses received can be found on the Council's website page for the relevant Committee meeting, with a hyperlink provided at the top of the page, entitled '*correspondence following the committee meeting*'.

Way Forward

4. During their meeting, Members will have the opportunity to reflect on the correspondence update.

Legal Implications

5. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

6. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATIONS

The Committee is recommended to reflect on the update on committee correspondence.

Davina Fiore

Director - Governance and Legal Services

28 June 2019

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**CYNGOR CAERDYDD
CARDIFF COUNCIL**

ECONOMY & CULTURE SCRUTINY COMMITTEE

4 July 2019

COMMITTEE FORWARD WORK PROGRAMME: UPDATE

Purpose

1. This report calls on Members to agree the Committee's Forward Work Programme for the next scheduled meeting, together with an indicative list for the following month.

Background

2. As part of the Council's response to the Wales Audit Office report '*Overview and Scrutiny - Fit for the Future?*' (July 2018), the Head of Democratic Services has introduced publication of Scrutiny Committees "Forward Work Plans" (FWP) on the Council's internet site.
3. The FWP normally covers a 4 monthly period; however, the Committee is developing its work programme over the summer months, with a view to formally agreeing the programme at Committee in September. Given this, the Head of Democratic Services has requested that each Scrutiny Committee agree a list of items proposed for the scheduled September meeting and an indicative list of items proposed for the scheduled October meeting.

Way Forward

4. At this meeting, Members are asked to consider the information set out in **Appendix A** and agree for this to be published, subject to any amendments agreed at this meeting.

Legal Implications

5. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

6. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATIONS

The Committee is recommended to consider the contents of the updated Forward Work Programme attached at **Appendix A**.

DAVINA FIORE

Director of Governance and Legal Services

28 June 2019

ECONOMY & CULTURE SCRUTINY COMMITTEE – FORWARD WORK PROGRAMME

September and October 2019

If you would like to share your experiences or views regarding the items being considered please contact:
Scrutinyviewpoints@cardiff.gov.uk

19 September 2019 – Proposed Items	Invitees
<p>New Theatre Operating Model To carry out pre-decision scrutiny of a report to Cabinet on the proposed operating model for the New Theatre, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Culture & Leisure • Director of Economic Development • New Theatre volunteers representative(s)
<p>Library Strategy To carry out pre-decision scrutiny of the draft Library Strategy, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Housing & Communities • Assistant Director – Housing & Communities • Lead Library & Strategy Manager
<p>Dumballs Road To carry out pre-decision scrutiny of the report to Cabinet on the Dumballs Road regeneration proposals, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Investment & Development • Director of Economic Development
<p>International Sports Village & Cardiff Bay Regeneration To carry out pre-decision scrutiny of the report to Cabinet on the next stages of ISV and Cardiff Bay regeneration proposals, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Investment & Development • Director of Economic Development
<p>City Centre & Cardiff Bay linkages To explore how various proposed developments, such as Dumballs Road, ISV & Cardiff Bay regeneration and the Indoor Arena, fit together to improve linkages between the City Centre and Cardiff Bay.</p>	<ul style="list-style-type: none"> • Cabinet Member, Investment & Development • Director of Economic Development

3 October 2019 – Indicative List	Invitees
<p>Cardiff East Industrial Strategy To carry out pre-decision scrutiny of the draft Cardiff East Industrial Strategy, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Investment & Development • Director of Economic Development
<p>Music Strategy To carry out pre-decision scrutiny of the draft Music Strategy, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Leader • Cabinet Member, Culture & Leisure • Director of Economic Development • Operational Manager, Investment & Tourism • Visual Arts Manager
<p>Securing the future of Council Heritage Buildings To carry out pre-decision scrutiny of a report to Cabinet on the next phase of work to secure the future of Council heritage buildings, prior to its consideration by the Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Culture & Leisure • Director of Economic Development
<p>Llanrumney Regeneration/ Redevelopment To carry out pre-decision scrutiny of proposals to redevelop a site in Llanrumney, prior to consideration by Cabinet.</p>	<ul style="list-style-type: none"> • Cabinet Member, Investment & Development • Director of Economic Development