

**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.