

**CABINET SUPPORT OFFICE
SWYDDFA CYMORTH Y CABINET**

My Ref / Fy Ref: CM27178

Date / Dyddiad: 28th April 2014

Cllr Craig Williams
County Hall
Atlantic Wharf
Butetown
Cardiff
CF10 4UW

Dear / Annwyl Craig

Economy And Culture Scrutiny Committee - Euro 2020 Championships

Firstly I wish to thank you and your committee colleagues for your congratulations and kind words. As you are aware, I greatly valued my time spent on the Economy and Culture Scrutiny Committee and genuinely believe that my experience on the committee will serve me well in my new role.

I am grateful for the Committee's support for the EURO 2020 bid, and understand your request to be afforded greater time to absorb future proposals. Historically, it has not been the policy of this authority to bring major event bids to Scrutiny for consideration. The main reason for this has been that, as you recognise in your letter, the financial, commercial, reputational and wider stakeholder negotiations involved in securing a multi-agency bid for such major events are complex and extremely time-sensitive. As such they impact on our ability to share the information in a timely fashion in order to fit with the formalised scrutiny and cabinet timetable. The reality of this challenge has been born out by both the recent World Half Marathon 2016 and EURO 2020 bid process.

That said, I wish to stress the importance I personally place on Scrutiny's role in this process. You have my assurance that I will continue to afford you the opportunity to scrutinise all future bid submissions but I ask Committee's continued patience and understanding of the complex timescales we are working to. However, I would like to suggest the committee's experience could be hugely beneficial in respect of the development of the Council's Major Event Strategy and, subject to the approval of the strategy, the associated proposed annual report that will be published in April of each year. The Cardiff Major Event Annual Report will seek to capture the economic, cultural and media impact of the Capital's event calendar. This would allow the committee greater time to scrutinise outcomes on an annual basis and to make valuable observations and recommendations that would help inform the future strategic direction of the capital's event strategy.

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In respect of your specific recommendations and observations:

- Regarding your concerns about the erosion of the Corporate Initiatives Fund. I share your concern and as part of the development of the Council's Major Events Strategy we will be reviewing the funding of the Capital's Major Event Calendar, and this will include the future role and scope of the Corporate Initiatives Fund. In the interim parallel discussions are ongoing with finance colleagues to ensure that our current commitments are effectively addressed.
- I note your request to bring written proposals that will outline how the authority might maximise income to the Council in lead up to the events staged in Cardiff as part of the EURO 2020. I believe that Kathryn explained that the opportunity for the authority to realise income directly from the event was minimal as much of the Council's support for the bid was tied up in providing our key assets such as our venues, parks and street dressing inventory. That said, subject to the successful outcome of the bid, Kathryn will be working closely with FAW, WG and the Millennium Stadium to identify and ensure that every income opportunity is exploited and she would be very grateful for the opportunity to share and discuss those plans with you at a future date.
- In respect of any potential Millennium Stadium IT compliance investment, I note and concur with the Committee's request and will ensure that the authority gets best value from any investment in respect of this element of the bid.
- The authority has received guarantees from all partner bodies in respect of all associated costs including policing. With regard to the Committee's concerns in respect of the cleansing of the Fanzone, camping areas etc and trading standards protection these costs are included in the initial estimates but we of course recognise the committee's concerns and will be monitoring the position closely in the lead up to the event as part of the ongoing event management plan.
- I am pleased to provide a confidential appendix to this letter which details the anticipated economic development as provided by the FAW. I also concur with the Committee's sentiments regarding post-event analysis, indeed this is a requirement in respect of most major events that the authority has supported in the past with analysis of the outcomes proving invaluable in informing our continued support of major events as a key economic, social and community driver for the Capital City. I also believe that our proposed plans to develop an annual report, which I hope that the Scrutiny Committee will play a vital role in, will also go a long way to demonstrating the value of our continued investment in the events going forward.

I am grateful for the committee's constructive recommendations and observations and look forward to engaging with you in the future regarding the delivery of EURO 2020 in Wales' Capital City.

Yours sincerely

Yn gwyr

Councillor / Y Cynghorydd Councillor Peter Bradbury
Cabinet Member for Community Development, Co-operatives and Social Enterprise
Aelod Cabinet dros Datblygu Cymunedol, Mentrau Cydweithredol a Mentrau Cymdeithasol