

CABINET

Date of Meeting	Tuesday, 22 March 2016
Report Subject	Urdd National Eisteddfod 2016
Cabinet Member	Leader of the Council and Cabinet Member for Finance and Cabinet Member for Education
Report Author	Chief Executive
Type of Report	Operational

EXECUTIVE SUMMARY

This report updates the Cabinet on the progress of plans for the Urdd Eisteddfod to be hosted in Flint between 30 May and 4 June 2016, and the role Flintshire County Council is playing to support the event and the organisers.

RECOMMENDATIONS

1	The Council supports the Urdd Eisteddfod as set out in the report and promotes the County and its attractions with a presence on the Maes site.
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REPORT DETAILS

1.00	EXPLAINING THE NATIONAL EISTEDDFOD
1.01	The Urdd National Eisteddfod is one of Europe's largest cultural youth festivals, attracting thousands of competitors and visitors every year. It is an annual festival of literature, the performing arts and music organised by Urdd Gobaith Cymru. Within the 20 acre festival site or Maes there will also be a funfair, around 80 stalls, an activity field with a climbing wall, quad bikes, trampolines, various workshops as well as live bands performing in the food arena. There will be many activities for Welsh speakers and learners.
1.02	Hosting the Eisteddfod is a major opportunity to celebrate Welsh culture and language locally. There are also opportunities to celebrate and promote the best in Flintshire, with up to 90,000 visitors to the Eisteddfod field, and up to 15,000 young people taking part throughout the week.
1.03	Flint Town Council expressed an interest in hosting the event in the town and in 2011 the Eisteddfod's Board Committee and the Urdd Council announced the decision to hold the event in Flint in 2016. The event will take place on land adjoining Flint High School and the Urdd has been working closely with the school to plan logistics. The Council agreed to support the event following a discussion at the Council meeting held on 13 September 2011. As part of this support the Council will be matching the financial contribution to be made by Flint Town Council.
1.04	The Urdd also works closely with the host county's local authority in the planning and organisation of the festival. In recent months, a Safety Advisory Group has been meeting whose members include representatives from the Urdd, the School, County Council departments such as education, licensing, traffic and waste, the Town Council, Police, Fire and Ambulance.
1.05	Traditionally, the host local authority has a corporate presence on the Eisteddfod field with a marquee. The theme for the marquee will be <i>Explore Flintshire</i> ; this is an opportunity to showcase the many visitor attractions in the locality and wider county to visitors to the Urdd. The Town Council will also have promotional material within the marquee.
1.06	The Urdd works with the Council's Integrated Youth Service who will also have a presence on the Maes in an area designated for young people's activities.
2.00	RESOURCE IMPLICATIONS
2.01	Since 2009 the Welsh Government has provided financial support to the Urdd to help stage the event, which is matched by an equal contribution from Welsh local authorities. Under a long term partnership agreement with the WLGA, local authorities each contribute on an annual basis through 'top sliced' funding rather than the host authority making a one-off

	contribution. As well as reducing the cost placed on individual authorities, this arrangement makes it possible for the Eisteddfod to visit all parts of Wales. This is in line with the funding arrangements adopted for the National Eisteddfod of Wales.
2.02	As host County, the Council is also matching the sponsorship of Flint Town Council to the level of £30,000. This sum has been set aside as a reserve. The cost of the County Council's promotional activity on the Maes of £15,000 will be met by existing promotional budgets. The Council will also need to provide additional financial support to the Streetscene service of up to £10,000 for the daily collection and disposal of recyclable refuse from the site.

3.00	CONSULTATIONS REQUIRED / CARRIED OUT
3.01	The hosting of the Urdd was made in conjunction with Flint Town Council.

4.00	RISK MANAGEMENT
4.01	Risk management plans are in place to support the event.

5.00	APPENDICES
5.01	None.

6.00	LIST OF ACCESSIBLE BACKGROUND DOCUMENTS
6.01	Contact Officer: Barbara Milne, Corporate Communications Manager Telephone: 01352 702111 E-mail: Barbara.milne@flintshire.gov.uk

7.00	GLOSSARY OF TERMS
7.01	Urdd Gobaith Cymru: Urdd Gobaith Cymru's aim is to provide the opportunity, through the medium of Welsh, for the children and young people in Wales to become fully rounded individuals, developing personal and social skills that will enable them to make a positive contribution to the community Urdd National Eisteddfod: One of Europe's largest youth touring festivals. Maes: Eisteddfod field.