

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

18 MAY 2021

REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

DOGS TRUST TRAIL

1. Purpose of report

- 1.1 The purpose of the report is to request approval to participating in and hosting the Dogs Trust Mini Snoopy Trail in Porthcawl in 2022 and enter into an agreement between the Dogs Trust Trustee Limited and Dogs Trust Promotions Limited and Bridgend County Borough Council (BCBC), and to outline the associated cost for the Local Authority.

2. Connection to corporate well-being objectives / other corporate priorities

- 2.1 This report assists in the achievement of the following corporate well-being objectives under the **Well-being of Future Generations (Wales) Act 2015**:-
1. **Supporting a successful sustainable economy** – taking steps to make the county borough a great place to do business, for people to live, work, study and visit, and to ensure that our schools are focussed on raising the skills, qualifications and ambitions for all people in the county borough.
 2. **Smarter use of resources** – ensure that all resources (financial, physical, ecological, human and technological) are used as effectively and efficiently as possible and support the creation of resources throughout the community that can help to deliver the Council's well-being objectives.

3. Background

- 2.1 Bridgend County Borough Council (BCBC) has been approached by the Corporate Development Team of the Dogs Trust to host a mini trail in Porthcawl to be run as an extension of the main Cardiff Dogs Trail with Snoopy in 2022. The current proposed timeframe is for a 10 week period from March to June 2022 although this may change depending on circumstances nearer the time.
- 2.2 The Dogs Trust is an animal welfare charity that focuses on the well-being of dogs and it is the largest dog welfare charity in the UK. The Dogs Trust has an estimated 750,000 active supporters.
- 2.3 The proposal builds on the Wild in Art trail model and is well-established having, to date, delivered over 50 trails around the world. A recent example was the Cardiff

Snowdogs trails in 2017 which attracted 350k visitors across the 10 week period and generated £10.5m for the local economy.

- 2.4 The project it is looking to expand satellite trails of 6 or more Snoopy sculptures across the region. BCBC is one of a number of Local Authorities that the Dogs Trust have approached to take part.

3. Current situation/proposal

- 3.1 The Dogs Trail proposal fulfils a number of the Council's corporate well-being objectives, especially in relation to supporting the local economy. One of the three overarching priorities in the Bridgend destination Management Plan 2018 – 2022 is to raise the profile and attract more visitors to Bridgend County Borough by promoting Bridgend County Borough through targeted Public Relations (PR) and marketing and develop a diverse portfolio of events to include attracting new events of regional or national significance.
- 3.2 The proposal would be run as an extension of the main Cardiff trail, with easy access for visitors and a minimum of 6 sculptures within the destination. This will be cited so as to create at least a half a day visit.
- 3.3 It is proposed that each sculpture will be painted by artists to create a really attractive display of art across the town. This will support efforts to bring a sense of community to the area, increase tourism and support the local economy.
- 3.4 In addition to the community, tourism and economic benefits there is an extensive Learning programme associated with the project which aims to engage with 130 schools across the South Wales region, many of which will be within Bridgend County Borough. The exact schools are yet to be confirmed.
- 3.5 The Dogs Trail project team would manage all aspects of trail planning and delivery, with no requirement for BCBC to be heavily involved other than to assist in recruiting learning programme participants and facilitating liaison with various Council departments in relation to the trail. Permissions will be sought from Planning and Highways departments and the Destination Management Officer will assist. Advice will also be available as considered appropriate at the time through the Events Safety Advisory Group (ESAG).
- 3.6 Throughout the planning phases of the event the Coastal Partnership Group will be regularly updated. This group includes locally elected representatives, representatives of the business community, local landowners, BCBC, Natural Resources Wales (NRW), Keep Wales Tidy, The Civic Trust and Local Lifeguard clubs.
- 3.7 BCBC is required to enter into a Sponsorship Agreement with Dogs Trust Trustee Limited and Dogs Trust Promotions Limited. Negotiations are currently taking place with the parties over the terms of this Sponsorship Agreement. Therefore, Cabinet approval is sought to approve BCBC's participation and hosting of this Event and entering into the Sponsorship Agreement subject to negotiations on the terms of that agreement taking place between the parties and an agreement being reached. It is recommended that Cabinet delegate authority to the Corporate Director Communities to negotiate and agree the final terms of the Sponsorship Agreement

in consultation with the Chief Officer - Legal, HR & Regulatory Services and the Interim Chief Officer, Finance, Performance and Change. If, following negotiations, final terms cannot be agreed between the parties or any perceived risks to BCBC exist that cannot be removed or mitigated then BCBC will not be proceeding in taking part in this event.

5. Effect upon policy framework and procedure rules

5.1 There is no direct impact on the Council's policy framework and procedure rules.

6. Equality Act 2010 implications

6.1 An initial Equality Impact Assessment (EIA) screening has identified that there would be no negative impact on those with one or more of the protected characteristics, on socio-economic disadvantage or the use of the Welsh Language. It is therefore not necessary to carry out a full EIA on this policy or proposal.

7. Well-being of Future Generations (Wales) Act 2015 implications

7.1 The Well-being of Future Generations (Wales) Act 2015 Assessment Template has been completed and a summary of the implications from the assessment relating to the five ways of working is below:

- Long-term: The trail will create a very timely opportunity to animate the destination and enhance the visitor experience and understanding of the area. This will foster a longer term understanding of Porthcawl and enable the area to raise awareness. In addition to the community, tourism and economic benefits there is an extensive Learning programme associated with the project which aims to engage with 130 schools across the South Wales region, many of which will be within Bridgend County Borough, which will support wellbeing.
- Prevention: The introduction of a new event into the events calendar for Porthcawl will support the destination to diversify its appeal to a wider range of visitor target markets and thereby support the economic resilience of the visitor economy of the area. Events that support an active lifestyle will assist public bodies in providing opportunities for a greater number of people to take part in physical activity. Supporting the event will give sponsors an opportunity to increase customers, build their profile, engage with stakeholders and engender pride in their workforce.
- Integration: The project will support economic, social, environmental and cultural outcomes through boosting the local economy, raising the profile of the area through media coverage, increasing tourism, fundraising, and overall event experience.
- Collaboration: The project will be delivered by the Dogs Trust and BCBC working together. It will also ensure close working with other, relevant local stakeholders locally. As part of the wider Dogs Trust Trail it will offer the opportunity to develop relationships with other neighboring destinations
- Involvement: Planning of the event will take place in partnership with departments across BCBC and with private and third sector partners.

8. Financial implications

- 8.1 A financial commitment of £30,000 is required from BCBC to undertake the proposal. This will be a one-off contribution to cover all relevant costs. This will be provided through the Tourism Events Fund.
- 8.2 Whilst officers will try and reduce the actual contribution by BCBC through securing business sponsorship so that it becomes less than the £30,000, for the purpose of the report the commitment should be considered to be £30,000.
- 8.3 The potential aspects that may require in-kind staff support from existing staff roles are:
- Event Development support through the Events Safety Advisory Group
 - Facilitation of liaison with various Council departments in relation to the trail such as Planning and Highways for permissions or Tourism and Marketing for assistance promoting
 - Assistance in recruiting learning programme participants.
 - Advice with promotion and ensuring compliance with Welsh Language Standards and other applicable existing policy and framework.

9. Recommendations

- 9.1 It is recommended that Cabinet subject to the terms of the Sponsorship Agreement being agreed as set out in clause 4.7 of this report:-
- approves BCBC participating in and hosting the Dogs Trust Mini Snoopy Trail in Porthcawl in 2022;
 - Approves the use of £30,000.00 of Tourism Events funding as outlined in section 8;
 - Delegates authority to the Corporate Director Communities, in consultation with the Chief Officer - Legal, HR & Regulatory Services and the Interim Chief Officer, Finance, Performance and Change to agree and approve the terms of the sponsorship agreement and to arrange execution of that agreement on behalf of the Council.

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Background documents:

None