

# BRIDGEND COUNTY BOROUGH COUNCIL

## REPORT TO TOWN AND COMMUNITY COUNCIL FORUM

11 JANUARY 2016

### REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

#### URDD GOBAITH CYMRU NATIONAL EISTEDDFOD 2017

##### **1. Purpose of Report.**

The purpose of this report is to inform Town and Community Councils of the decision by the event organisers to hold the Urdd Gobaith Cymru National Eisteddfod in Bridgend County Borough in 2017 and to provide further information about the event.

##### **2. Connection to Corporate Improvement Objectives/Other Corporate Priorities**

This report and proposal links to the following Corporate Priorities:

- Working together to develop the local economy
- Working together to raise ambitions and drive up educational achievement

The report also links directly to the Council's Welsh Language Scheme and the Welsh Education Strategic Plan 2014-17 to:

- promote the wider development of pupils' Welsh language skills through specific activities and projects, in association with a wide range of partners

##### **3. Background.**

- 3.1. At a strategic level hosting the Eisteddfod fulfills a number of the Council's aims with regard to young people, developing the tourist economy and the promotional aspects of its Welsh Language Scheme.
- 3.2. The Urdd National Eisteddfod is estimated to contribute over £6m to the host's local economy and generates wall-to-wall media coverage of the host area for a whole week. It should be noted that many of the 100,000 visitors will be staying locally and also visiting other attractions in the county borough, using local transport and shopping locally. This is therefore a unique opportunity to promote Bridgend County Borough to a national audience and strengthen the local economy.
- 3.3. The support of local people will be paramount to the fund-raising effort with a broad indication that around £300,000 in funding would be required from this source and associated activities.

##### **4. Current situation / proposal.**

- 4.1 Details relating to the planning and delivery of the event are attached as Appendix 1, which will form the basis of a presentation by the organisers of the event.

## **5. Effect upon Policy Framework& Procedure Rules.**

5.1 This report has no effect upon Policy Framework and Procedure Rules

## **6. Equality Impact Assessment**

6.1. There are no equalities issues associated with this report although the proposal would have a positive impact on the promotion of the Welsh Language.

## **7. Financial Implications.**

7.1 The full costs of the event are highlighted in Appendix 1.

7.2 Town and Community Councils may wish to consider funding options in relation to the local fund-raising expectations outlined in paragraph 3.3.

## **8. Recommendation.**

8.1 It is recommended that:

8.1.1 Town and Community Councils note the contents of this report; and

8.1.2 Town and Community Councils receive the presentation by the Urdd organisers as set out in Appendix1, regarding the Urdd National Eisteddfod being held in the County Borough of Bridgend from 29th May to 3rd June 2017.

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**Corporate Director Communities**  
**11 January 2016**

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**Background documents**  
Appendix 1 – presentation