

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

6 SEPTEMBER 2016

JOINT REPORT OF THE CORPORATE DIRECTOR SOCIAL SERVICES & WELLBEING AND THE CORPORATE DIRECTOR, COMMUNITIES

THE POTENTIAL DEVELOPMENT OF THE URDD NATIONAL RUGBY FESTIVAL AT PENCOED

1. Purpose of Report

1.1 The purpose of this report is:

- To provide information on the benefits of developing a large scale schools rugby event at Pencoed; and
- To seek Cabinet approval to work with partners to deliver the event.

2. Connection to Corporate Improvement Plan / Other Corporate Priority

2.1 The report links to the following priority in the Corporate Plan:

- Supporting a successful economy;
- Smarter use of resources.

3. Background

3.1 The Urdd has traditionally supported a large scale schools rugby festival as an annual calendar event. The interest in this event has grown progressively and an opportunity has been identified to work in partnership with the Welsh Rugby Union (WRU) to increase the profile and participation at the event.

3.2 Similar types of events and festivals have been operated in the Pencoed area previously due to the accessibility and infrastructure in terms of playing fields. The Urdd Eisteddfod is also scheduled to take place during 2017 at Pencoed.

4. Current Situation / Proposal The Partners

4.1 The key partners involved in the organisation, marketing and management of the festival would be the Urdd and the Welsh Rugby Union.

4.2 Within the Council there would potentially be roles for the Parks and Playing Fields service and the Active Young People's department. This would range from preparation of playing fields to promotion of the event to local schools and engagement of volunteers.

4.3 At a community level, the support of Pencoed Town Council, Pencoed RFC and Pencoed Comprehensive School has been established in principle but would subsequently need to be formalised.

- 4.4 There is an opportunity identified to engage with the local community who would support a central hub for the event and potentially benefit commercially.
- 4.5 There is also the potential to engage Bridgend College and its sports academy structure in supporting the programme.

Event Details

- 4.6 This event would be the largest schools sevens rugby tournament in Wales and would be endorsed by the Welsh Rugby Union.
- 4.7 The Urdd and WRU would launch the event in September and include rugby personalities and partners raising the profile of Bridgend County Borough.
- 4.8 The event will be bilingual and include opportunities for Welsh medium and English language schools. The event will also provide opportunities for boys and girls over a 3 – 4 day period promoting gender equity.
- 4.9 It is anticipated that there would be 3,000 players participating and distributed across 3 sites including Felindre Road, Pencoed Comprehensive School and Woodlands playing fields over the duration of the event.
- 4.10 There would be schools attending from across Wales and media coverage through TV, social media and press.

Additional Benefits

- 4.11 Although this is a pilot project approach, there is the potential for it to evolve into an annual event that raises the profile of Bridgend County Borough.
- 4.12 Pencoed Comprehensive School will benefit from installation of some improved equipment and also be provided with free access/entry for teams.
- 4.13 There will also be the opportunity for young people to volunteer and develop project coordination skills as part of the programme linked to academic studies.

Conclusions

- 4.14 The proposed event provides the opportunity to work in partnership with national organisations and to establish a profile event for young people within Bridgend County Borough.
- 4.15 The event is a positive response to promotion of the Welsh language amongst young people in Bridgend County Borough and builds positive relations with a National organisation promoting the Welsh language to young people.

5. Effect upon Policy Framework and Procedure Rules

- 5.1 There is no impact on the policy framework and procedure rules.

6. Equality Impact Assessment

- 6.1 An equality impact assessment will be conducted during the project planning phases of the event if supported. Sport and leisure is an area of focus within the strategic equalities plan.
- 6.2 The event would be the responsibility of the Urdd and WRU with BCBC providing a supporting role only.

7. Financial Implications

- 7.1 The Urdd and WRU confirm that they are responsible for costs in respect of the event and related staffing, equipment and marketing costs.
- 7.2 There is a potential for the local authority to support elements of the organisation of the event and its development as an in-kind contribution.

8. Recommendation

- 8.1 It is recommended that Cabinet
- notes the content of this report; and
 - approves that Bridgend County Borough Council work in partnership with local and national partners to deliver this event.

Susan Cooper
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10. **Background documents**
None