



Events Strategy 2018-2022

Contents

Foreword	5
Background	7
Context	9
A county with lots to offer	11
Vision	13
How we will work	15
Delivering our vision	17
1 Developing knowledge and skills	17
2 Getting involved	17
3 Encouraging to buy local	19
4 Promoting the area and the events programme	19
5 Partnership working	19
6 A 'Team Conwy' approach	19
7 Evaluating progress	21
8 Income generation	21
A lively events programme	22
An exciting few years	25
Keeping up the good work	31
Event evaluation	33
Moving forward	34

"It was brilliant being able to bring 'BBC Proms in the Park' to Conwy in 2016. Personally, working alongside the dedicated, meticulous guys from Conwy's Events Team, nothing was too much trouble and the team spirit employed by them as event partners to overcome the logistical challenges that inevitably arise on such a large scale event made the whole experience something I shall never forget! Diolch Conwy".
Dan Smith, BBC Cymru Wales Events Lead





Foreword

Events have played a crucial role in making Conwy County a great destination to live in, visit and explore so I am pleased to present Conwy County Borough Council's third Corporate Events Strategy. The work that Conwy County Borough Council has done hosting major events has, I believe, contributed to North Wales being named the fourth best destination to visit in the world as awarded by the Lonely Planet.



Major events are part of the DNA of Conwy County because they are key to our economy and create a lively and dynamic experience for residents and visitors. Over recent years Conwy County Borough Council's events team have attracted numerous national and international events, bringing hundreds of thousands of visitors to the area and tens of millions of pounds into the local economy.

In 2015, this work was recognised when Conwy County Borough Council's Events Strategy 2014-2020 won Local Government Chronicle's Entrepreneurial Council of the Year award, based on the success of the strategy and the entrepreneurial approach driving it forward.

The team and county have hosted and managed numerous events. Below is a small selection of some of the events that have been delivered to date:

- Commonwealth Mountain and Ultra Distance Championship
- Longest section of the Olympic Torch Relay in Wales
- One of only two venues to host the Paralympic Torch Relay
- World Trail Championships
- World Mountain Running and Masters Championships
- Cycling Tour of Britain Finish and Team Presentation
- Annual summer concerts at Eirias, hosting international legends such as Sir Tom Jones, Sir Elton John, Lionel Richie and Bryan Adams, as well as the world's biggest girl band, Little Mix
- BBC Proms in the Park, first time in North Wales
- Red Bull Unleashed and UK Pro Surf Challenge at Surf Snowdonia
- Host county and Rally Village management for the penultimate round of the World Rally Championship - Wales Rally GB

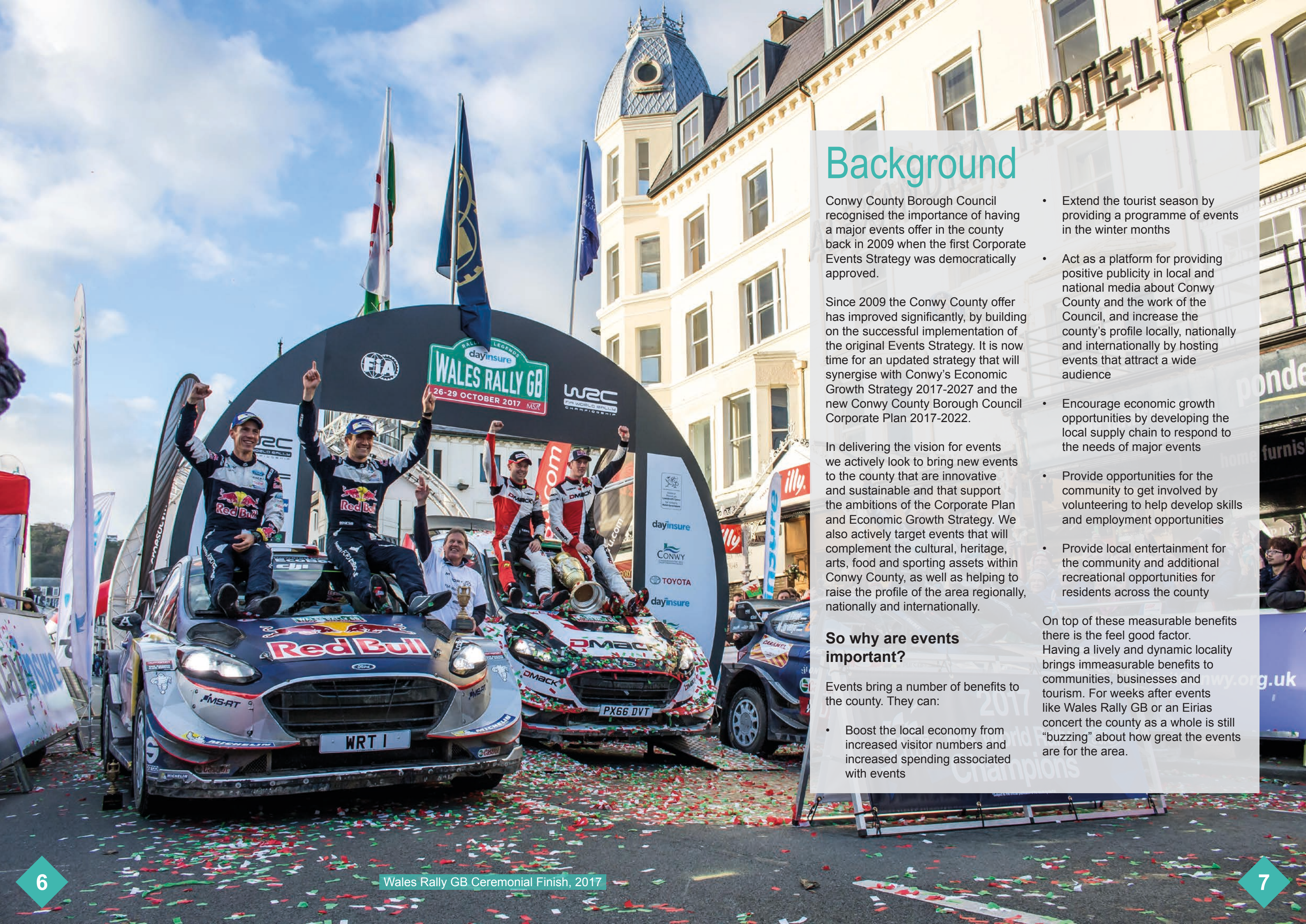
These events have been key in promoting the area and all the wonderful things people can enjoy whilst visiting the county.

For local residents they have provided recreational opportunities that help to build strong and resilient communities through participation and involvement, as well as increasing economic and social benefits.

They help raise the profile of the area at a national and international level, whilst providing visitors to the area with a lively and dynamic experience at any time of year.

2018 will be the biggest year yet! On top of the events programme we have some amazing events planned that will put Conwy County well and truly on the map across the world.

Cllr Louise Emery
Cabinet Member for Economy



Background

Conwy County Borough Council recognised the importance of having a major events offer in the county back in 2009 when the first Corporate Events Strategy was democratically approved.

Since 2009 the Conwy County offer has improved significantly, by building on the successful implementation of the original Events Strategy. It is now time for an updated strategy that will synergise with Conwy's Economic Growth Strategy 2017-2027 and the new Conwy County Borough Council Corporate Plan 2017-2022.

In delivering the vision for events we actively look to bring new events to the county that are innovative and sustainable and that support the ambitions of the Corporate Plan and Economic Growth Strategy. We also actively target events that will complement the cultural, heritage, arts, food and sporting assets within Conwy County, as well as helping to raise the profile of the area regionally, nationally and internationally.

So why are events important?

Events bring a number of benefits to the county. They can:

- Boost the local economy from increased visitor numbers and increased spending associated with events

- Extend the tourist season by providing a programme of events in the winter months
- Act as a platform for providing positive publicity in local and national media about Conwy County and the work of the Council, and increase the county's profile locally, nationally and internationally by hosting events that attract a wide audience
- Encourage economic growth opportunities by developing the local supply chain to respond to the needs of major events
- Provide opportunities for the community to get involved by volunteering to help develop skills and employment opportunities
- Provide local entertainment for the community and additional recreational opportunities for residents across the county

On top of these measurable benefits there is the feel good factor. Having a lively and dynamic locality brings immeasurable benefits to communities, businesses and tourism. For weeks after events like Wales Rally GB or an Eirias concert the county as a whole is still "buzzing" about how great the events are for the area.



Context

When determining our role and approach we have considered how the Events Strategy complements the Corporate Plan, Economic Growth Strategy, county's Destination Management Plan and the Conwy Arts Strategy.

Regionally, we have considered how the strategy supports the North Wales Tourism ambitions and the work of the Economic Ambition Board.

Supporting the implementation of the Welsh Government's Major Events Strategy 2010-2020 at a local level is essential. Their Mission Statement "*Developing a balanced and sustainable portfolio of major events which enhances Wales' international reputation and the wellbeing of its people and communities*" underpins our entire strategy. The support and help we, as Conwy, have received from colleagues in the Major Events Unit has been a key factor in the county's success and has been invaluable in helping to attract world events to Conwy and North Wales. The Events Strategy also helps support the Welsh Government's Strategy for Tourism: Partnership for Growth, by using events to help develop people, promoting the brand of Wales and creating a sense of place.

Events that we run and support in the county also support the implementation of the Arts Council for Wales Strategy; Imagine - Our Vision for the Arts in Wales 2013-2018 by encouraging more people to enjoy and take part in the arts.

Cross-boundary working is essential and we will continue working with our neighbouring Local Authorities to bid successfully for regional events and build on regional partnerships such as the model developed to deliver a North Wales wide approach to the event - Tour of Britain in 2013-2016.



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As well as the built assets across the county, Conwy has the most wonderful natural resources available for the staging of events. From the east of the county to the west of the county there are many stunning backdrops that can be used as host locations for major events. To ensure that the events programme

benefits as many communities as possible across the County Borough, event organisers are made aware of what the whole county has to offer. We also actively encourage a geographical spread of events and **Diagram 1** highlights the spread of events across the county in 2017.



A prosperous Wales
A resilient Wales
A healthier Wales
A Wales of cohesive communities
A Wales of vibrant culture and thriving Welsh language

Vision

The vision for events within Conwy County moving forward is:

Conwy County, the right environment for hosting and developing great events.

In delivering the vision, we will need to prioritise our resources. In order to do this strategically the following categories will be used:

Winter events - In line with the Conwy County Economic Growth Strategy ambition to grow winter tourism, we will enhance and strengthen existing events between October and February and actively attract new events during this period. We will utilise a growth fund to seek out events that can be run in these months which fit best with our built and natural assets.

Economic return - Major events of national and international significance that, in addition to media profile, bring millions of pounds into the local economy across the county of Conwy.

National and international profile - Events that create significant media coverage across the UK and the world providing a platform for promoting Conwy as a great place to visit and do business.

Regeneration - Events that act as a platform for supporting the regeneration of an area. We will utilise these events to build confidence in an area, as well as to attract potential inward investors via use of business-to-business networking linked to the event.

Cultural experience - Events that celebrate the language and culture of the area and promote what is unique and special about the county. These events are also key in helping to support the community "feel good factor" and can bring communities together.

Catalyst - Events that need the Authority to act as a catalyst to get the idea up and running, but then have the potential to be self-sustainable and run by the private sector with minimal or no support from the Authority in the future.

All the above events categories have a positive impact on the well-being of residents and visitors to the area. They help create prosperity and provide opportunities to get involved as well as bringing communities together. They provide a vibrant cultural experience and promote the use of the Welsh language.





How we will work

The following event principles will drive the way we work, invest and support the event programme, using the categorisation as highlighted earlier.

Creating the right environment to nurture and support events

Providing a supportive environment which facilitates the effective creation, production and development of events is an essential part of the success factor of this strategy. Conwy County's Destination Management Plan has been put in place to tackle all the infrastructure and people issues that can make a real difference to the experience a *potential* visitor may have when visiting Conwy County. The Plan is already in its second cycle and has largely achieved its aim of being the catalyst to ensuring that a holistic approach is taken to the development of the tourism offer across the county.

Support, either with sponsorship or relevant advice/guidance, key existing events that enhance the quality of life in Conwy and contribute to making Conwy the right environment to live in, work in and visit

Major events and those with growth potential within this strategy will be the funding priority, but consideration will also be given to those events that create a sense of community

and have the potential to promote the history and heritage of an area to its community. Events can create a feel good factor that is immeasurable and is a great platform to support the regeneration of an area.

Maximise the potential of our key venues, Parc Eirias, Venue Cymru, Porth Eirias and Theatr Colwyn

As well as the great outdoors Conwy County has tremendous built assets. These key venues provide the county with a competitive edge and will be used to promote the county to event organisers, promoters, conference organisers, governing and sporting bodies. By working together, the venues will provide a unique offer to event organisers and enable the county to continue to be one of the best destinations in Wales to visit and to host major events.

Continue to be the lead authority on event management and organisation in North Wales

Working in conjunction with Welsh Government's Major Event Unit, governing and sporting bodies, promoters and event organisers, we will continue to strengthen our existing position as the most active, dynamic and pro-active Authority and work tirelessly to continue to attract major events to Conwy and North Wales.



Delivering our vision

The Strategic Director for Economy and Place, Cabinet Member for Economic Development and Corporate Events, Communications, Customer and Marketing Manager will oversee the implementation of the strategy. Progress will be reported on an annual basis through the Economy and Place Scrutiny Committee.

The Corporate Events, Communication, Customer and Marketing Team will provide advice and guidance to event organisers on health and safety, general event management, marketing and funding.

Day-to-day responsibility for the delivery of the actions in support of the strategy ambitions will lie with service areas and will be addressed in their Annual Operational Plans.

Our approach to delivering events will be characterised by some key principles:

1 Developing knowledge and skills

Being able to match and complement the level of expertise that major events organisers bring with them when they put on events in Conwy is important. Having the knowledge within the area to put on events is equally as important as bringing expertise into the area when events arrive. We will continue to support the development of appropriate skills and the capacity to develop events in recognition that there is a shortage of event management skills, as well as knowledge about how to commercialise ideas and create sustainable events.

Working with our key venues we will build on the bank of volunteers who support event delivery as well as working with voluntary bodies to promote volunteering opportunities. We will also work with higher education to provide opportunities for graduates who are learning about event management and provide placements and shadowing opportunities.

2 Getting involved

As a county we are well accomplished at hosting disability sport and inclusive events, both on a local and national level. Each year the county hosts a range of events for local disabled people including swimming galas, football festivals and boccia tournaments. Added to these more localised events we regularly host the annual regional athletics and swimming championships for the North Wales Sports Association for People with Learning Disabilities.

Venues like Surf Snowdonia have opened up new opportunities for disability sport championships and we were pleased to support, in its first year, the Adaptive Surf Championships which attracted over 20 competitors from around the UK.

Unwavering in our pledge to develop the range of events for disabled people, with Disability Sport Wales' Insport programme, we are further facilitating an inclusive approach to all events and programmes.

Conwy is committed to ensuring that all events such as Conwy's Sports Awards remain inclusive while also supporting events and initiatives such as the development of a centre of excellence for wheelchair basketball.



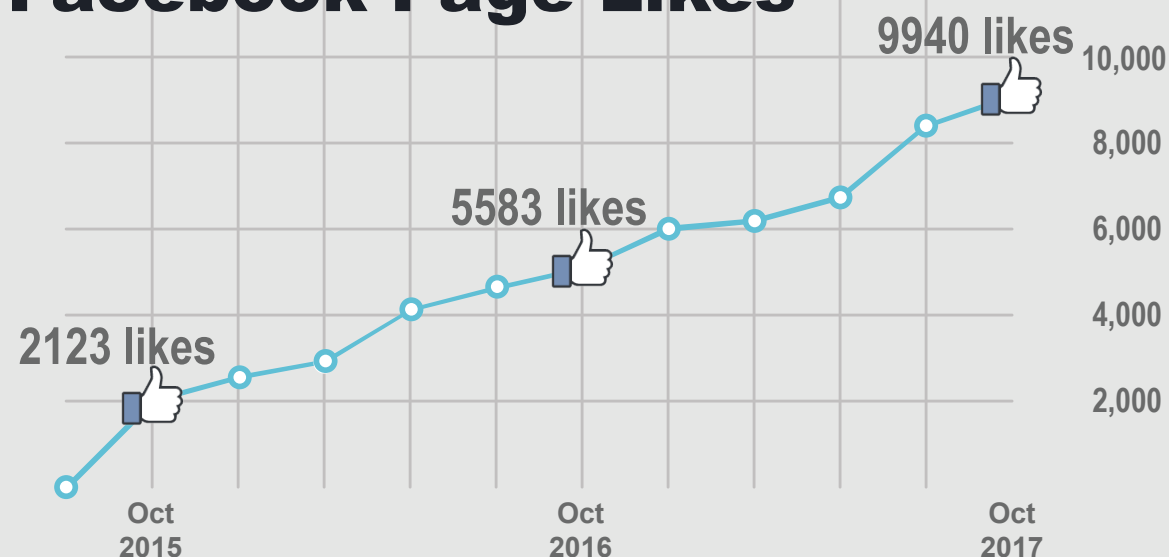
EVENTS CONWY OVER 2 YEARS

Diagram 2

**GONE UP BY
OVER
7800
PAGE
LIKES**

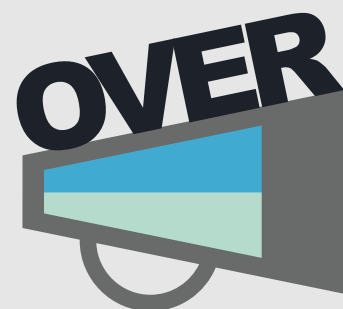


Facebook Page Likes



**OVER
3.7 MILLION REACH**

(Number of people that have seen posts)



**OVER
9 MILLION
IMPRESSIONS**

(Number of times appeared on news feed)

**241,916 VIDEO
VIEWS**



3 Encouraging to buy local

A key part of the funding relationships with major event organisers is their ability to maximise the working relationship with local businesses that provide services of value to the event. Working with local businesses we will support them to ensure they are equipped to deal with the demands of event organisers so that, where possible, economic benefit is maximised locally.

4 Promoting the area and the events programme

Promoting things to do in the county is essential and we actively promote 'What's On' in the county. A listing of events happening throughout the year will be available on the tourism website (visitconwy.org.uk). Listed events will focus on those that attract significant visitor numbers and have an economic benefit to the area and North Wales. Promotion will also be done via press releases, posters and leaflets as well as e-mail newsletters and specific marketing campaigns.

Social media is a hugely important tool in promoting and marketing the area and our presence on social media has grown significantly over the last two years. **Diagram 2** shows what has been achieved on the Events Conwy Twitter and Facebook platform.

5 Partnership working

Working in partnership continues to be a crucial factor in ensuring the success of events hosted in the county. Each event will bring with it a different number of partners who will have an interest in ensuring the event attracts significant visitor numbers. Partners at a strategic level will include: WG Major Events Unit, other Local Authorities, sporting, arts and governing bodies, Visit Wales, commercial event organisers, town and community councils, tourism and business associations, third sector, charitable trusts and the Emergency Services.

Work will also continue with the Safety Advisory Group (SAG), which is a committee brought together as and when needed to look at some of the larger events taking place within the county. It consists of Council officers from various departments as well as representatives of all the Emergency Services. The SAG allows all parties to give their views on an event and means that the safety of an event can be assessed more quickly and thoroughly and that, if necessary, changes are made.

6 A 'Team Conwy' approach

Delivering events in Conwy Council continues to be a real team effort and the "Team Conwy" ethos is at the forefront of our working practices. As well as the Corporate Events Team, staff in our key assets: Parc Eirias,





Venue Cymru, Porth Eirias and Theatr Colwyn are all actively involved in delivering the dynamic events programme highlighted in this strategy.

The dedicated resources of Conwy's Events Team is responsible for delivering and supporting the major events that the county hosts but they couldn't do it without the army of support from colleagues across the Council.

7 Evaluating progress

Our approach will be to ensure that the Events Strategy delivers against the County Council Corporate Plan. It will be re-evaluated in 2021 in line with the development of the Corporate Plan 2022-2027. All core funding will be reviewed in line with the financial planning cycle to ensure affordability.

On a rolling basis events are evaluated using Sheffield Hallam University's Methodology to discover their economic worth to Conwy County. See the table below for a list of evaluated events:

Event	Date	Attendance	Additional economic benefit
North Wales Choral Festival	Nov 2013	3,350	£295,000
U20s Six Nations Rugby	Jan-Mar 2014	10,100	£120,000
Forties Festival	Apr 2014	10,000	£250,000
Tom Jones and Jessie J	Jul 2014	20,200	£675,000
Wales Rally GB	Nov 2014	61,000	£10,644,000
U20 Six Nations Rugby	Jan-Mar 2015	10,200	£150,000
Elton John and The Vamps	Jun 2015	16,200	£350,000
U20 Six Nations Rugby	Feb-Mar 2016	11,226	£235,000
Lionel Richie	Jun 2016	14,000	£350,000
BBC Proms in the Park	Sept 2016	5,300	£145,000
Wales Rally GB	Nov 2016	65,000	£9,500,000
Little Mix and Bryan Adams	Jul 2017	26,000	£440,000

8 Income generation

The events programme showcased in this strategy is underpinned by the need to secure sponsorship and external/internal funding to help deliver events within the county. During the duration of this strategy we will be working closely with national and local businesses to secure their support and this will be done by building relationships and promoting the benefits of being involved in such high profile events.

We will continue to seek support, where appropriate, from WG Major Events Unit for those events that meet their grant criteria. For cultural events we will continue to seek support from Arts Council of Wales and other associated bodies. In order to further develop key assets such as Parc Eirias, Venue Cymru, Porth Eirias and Theatr Colwyn we will look to external funding through Visit Wales, European programmes and Welsh Government where appropriate. We will work with businesses across the area to secure essential sponsorship support as well as maintaining existing working relationships with existing sponsors.

A lively events programme

Conwy County has so many events to offer they can't all be mentioned as there are well over 400 events that happen across Conwy County. Private sector and communities in Conwy County play an integral role in providing the event offer and numerous events happen throughout the year as part of keeping Conwy County a lively and dynamic county. A selection of the events is showcased in this strategy.



January
Take pART, Venue Cymru



February
Cambrian Rally, Conwy County



March
Conwy Seed Fair



May
Llandudno Victorian Extravaganza



May
Quest Adventure Race, Betws-y-Coed



May
Snowdonia Half Marathon, Llanrwst



June
OVO Energy Women's Tour, Conwy County



June
All Wales Boat Show, Conwy



June
National Armed Forces Day, Llandudno



February - March
Under 20s Six Nations, Colwyn Bay



March
World Snooker Players Championships, Venue Cymru



April
Colwyn Bay 1940s Festival



May
Llandudno Transport Festival



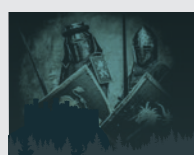
May
Prom Xtra, Colwyn Bay



June
Pirate Festival, Conwy



June
Three Castles Trial, Conwy County



June
The Tournament, Conwy



July
Eirias Concert, Colwyn Bay



July
Conwy Classical Music Festival



August
North Wales Cricket Festival, Rhos-on-Sea



August/ September
Agricultural Shows - Eglwysbach, Llanrwst and Cerrigydrudion



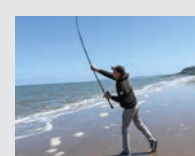
September
Conwy Honey Fair



September
Gorjys Secrets, Conwy Valley



October
Year of the Sea Spectacular, Llandudno



October
World Shore Angling Championships 2018



October
Wales Rally GB, Conwy County



November
Llandudno Christmas Fayre



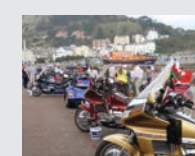
December
Medieval Christmas Event, Conwy



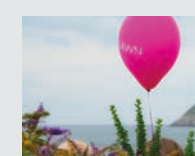
August
Snowman Triathlon, Capel Curig



August
Conwy River Festival



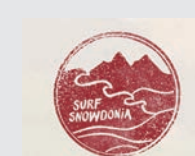
September
Goldwing Light Parade, Llandudno



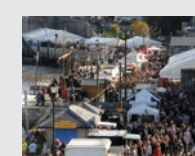
September
LLAWN - Llandudno Arts Weekend



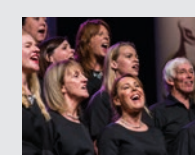
September
Snowdonfest, Llanrwst



October
UK Pro Surf Tour, Surf Snowdonia



October
Conwy Feast



November
North Wales Choral Festival, Llandudno



November
Conwy Half Marathon

"We are looking forward to next year and are confident it will be another successful event. Thank you to you and your team for all the help over the past 12 months. We have worked with lots of local councils over the years and by far Conwy Council is the most event progressive we have worked with. It has been a pleasure to work with you all".

Oliver Kirwan, Elite Events

Quest Adventure Race Organiser

An exciting few years

The next few years will see the county's existing events portfolio go from strength to strength.

Legacy events

As part of the 2014-2020 Events Strategy we made a clear statement to ensure we would maximise the benefits of hosting world events such as the World Trail Championship, World Mountain Championships and Red Bull Unleashed.

Quest Adventure Race

Irish company, Elite Events were inspired to bring their successful sporting event to Wales. Having developed their event in hometown Killarney, they now run events in Austria, Scotland and England and launched in Betws-y-Coed in May 2017. Their combination of tough trail running, demanding kayaking and challenging biking attracted the country's adrenaline junkies, who are proven to be high spending. We're positive that now they've experienced Conwy they'll revisit to play in our outdoor adventure playground.

Snowdonfest

In our role as catalyst, we have been working to develop a legacy on the back of hosting the World Trail Running Championships in Llanrwst in 2013 and the World Mountain Championships in 2015. Bringing together established event organisers, Always Aim High Events, Gorjys Events and TAPE Community Music and Film, Snowdonfest will launch in September 2018 as an annual event combining sport, music and film in Llanrwst. The event is expected to attract high spending visitors over the two day festival with its draw of stunning trails, challenging bike route, and mix of local musical talent and outdoor cinema screenings.

Surf Snowdonia

The world's first publicly accessible Wavegarden®, began powering up its consistent 6ft waves in its 300m lagoon in 2015. That year Surf Snowdonia engaged Red Bull to take advantage of the revolutionary development by hosting Red Bull Unleashed - a one-off showcase of some of the world's leading surfers. The following year we worked with the venue team and UK Pro Surf Tour, to support a Pro Surf Challenge - a competition between the best surfers in the UK. We're now working with Surf Snowdonia to secure it as an annual fixture and expect to see the future Olympic Team GB practising amongst them.

Developing existing key events

Glamorgan Cricket Festival

"During 2017 the England and Wales Cricket Board announced exciting plans to introduce a new domestic t20 tournament that is looking to drive greater interest and participation in cricket throughout the UK. The competition which will be played in a six week block in the height of summer each year will see eight new city based teams created to include the world's best players in a tournament which will rival the Indian Premier League and the Big Bash in Australia. Glamorgan CCC and the SSE SWALEC are bidding to become a host venue and if successful there will be an opportunity for increased Glamorgan one day matches to be played at venues outside Cardiff and throughout Wales. North Wales and Conwy Council have a long tradition of partnering with Glamorgan CCC in hosting successful cricket matches and from 2020 onwards the possibility of increasing top class cricket being staged



Armed Forces Day, 2015

in the county is a great opportunity for businesses and cricket fans alike”
- Dan Cherry, Head of Operations, Glamorgan County Cricket Club.

Eirias concert

A cornerstone of the development of the Eirias facility has been the annual concert sponsored by Conwy County Borough Council and the Bay of Colwyn Town Council and organised by an external promoter. These events have helped generate more than £2.3m for Conwy businesses since the first event in 2012. For Conwy County Borough Council and the Bay of Colwyn Town Council's financial investment it has meant that for every £1 invested a return on investment (ROI) of £3.75 per year has been achieved.

On top of the considerable economic benefit there is the profile that the event brings to the area. Due to these benefits we have recognised that continuing to support the event with sponsorship will be a priority of this strategy.

Wales Rally GB Closed Road Race 2018

Conwy County Borough Council has been instrumental in supporting the development of Wales Rally GB over the last several years. Every year working in partnership with International Motorsports the organisers of the event, we try to push the event further and do something different as the host county. No better example of this was the Special Stage held in Tir Prince in October 2017. 2018 brings new opportunities to be explored due to the change in the Road Traffic Act which allows for closed road races to take place in the UK. Plans are evolving with the aim of holding the first world street race in the UK as part of the Wales Rally GB programme in 2018 in Llandudno. This would be a game changer focusing the world's media on Llandudno over the period of the event.

New events to the county

OVO Energy Women's Tour

Conwy County will welcome for the first time in 2018, in its fifth year, this leading women's professional cycling race. Fusing together nail biting action and nations together as the world's highest calibre teams will compete to secure this prestigious title. Colwyn Bay promenade will provide the perfect backdrop for the competitive race finale as it comes to its climax on the beautiful seafront.

National Armed Forces Day 2018

National Armed Forces Day, which has been running for the last nine years and is held in June, is a chance for communities to show support for the men and women who make up the Armed Forces community: from currently serving troops to service families, veterans and cadets. The event is very high profile with a member of the Royal Family normally attending along with a VVIP from the UK Government. The event which will celebrate its 10th year in Llandudno, is likely to draw huge crowds and previous hosts have seen audiences of up to 250,000 with an estimated economic benefit of £6m to the local economy. It will be the biggest and most prestigious event ever to be held in the county and will raise the profile of the county across the UK.

Year of the Sea Spectacular 2018

Celebrating the majestic Orme, an event is being planned that will be the visually spectacular culmination of Wales' Year of the Sea in 2018. Taking place in Llandudno, it will be a once-in-a-lifetime event that will launch the county's winter tourism offer.

A series of planned activities will build anticipation and excitement ahead of the event which will take place in October 2018. Over two days, there will be a wide range of exciting, engaging, interactive activities, supported by food events in hotels and restaurants throughout the



town. The pinnacle will be an unforgettable audio-visual performance in the bay of Llandudno with dramatic digital projections and pyrotechnics.

The aim of the event is to support the delivery of one of the five big ambitions of the Conwy Economic Growth Strategy by:

- Raising the profile of the area as a winter tourism destination
- Launching the new inter tourism offer and creating a legacy for future years

World Shore Angling Championships 2018

Conwy is proud to be the host county of the World Shore Angling Championships in October 2018. The week-long competition will attract up to forty countries with teams of seven for both male and female disciplines. Research tells us many of the competitors like to arrive at least a week before the competition to practise and they like to bring their families. The value to Conwy's economy is estimated to be £500k and the hope is that this world event will inspire legacy competitions in the county moving forward.

National Eisteddfod 2019

The National Eisteddfod of Wales continues to be staged annually alternately in North and South Wales. The Eisteddfod has been staged within the county boundary on 6 occasions since the first National Eisteddfod in 1880:

- | | |
|-------------------|-------------------|
| • 1896 Llandudno | • 1910 Colwyn Bay |
| • 1941 Old Colwyn | • 1947 Colwyn Bay |
| • 1989 Llanrwst | • 1995 Abergele |

Conwy County has seen the benefits, both culturally and economically, of staging a National Eisteddfod when it hosted the Urdd National Eisteddfod in 2000 and 2008.

So we are pleased that in 2019 the county will see the National Eisteddfod return. Work has already started with the organisers providing them with information about potential sites. Once the Eisteddfod have confirmed the location of this prestigious cultural event officers from across the Authority will be working closely to ensure the event is a great success.

Curtis Cup 2020

In 2020 Conwy Golf Club will host the prestigious Curtis Cup. Established in 1932 by sisters Harriot and Margaret Curtis and often referred to as the Ladies 'Ryder Cup', the Curtis Cup is played every two years and alternates between a GB/Ireland and a USA venue.

The event is organised by the United States Golf Association and the Ladies Golf Union. Historically spectators stay for a number of days on either side of the Championship. Attendance is also open to the general public and attracts golf enthusiasts from all over the world to the area.

National Urdd Eisteddfod 2021-2025

Conwy has put in an expression of interest to host the Urdd National Eisteddfod during the period of 2021-2025. If successful this would be a key event as the Urdd National Eisteddfod is one of Europe's largest youth touring festivals with over 15,000 children and young people competing. The Eisteddfod is a competitive festival with children and young people under the age of 25 competing during the Eisteddfod week in various competitions such as singing, dancing and performing. They are the elite few from around 40,000 competitors across Wales who have won their place following local and regional rounds held in the spring months leading up to the Eisteddfod.



Keeping up the good work

As well as the new events and developments highlighted in this strategy, we will continue supporting existing signature events that have boosted the economy of Conwy County and North Wales.

Funding will be prioritised to ensure sponsorship is provided to the following key events that have proven to be of significant economic and media worth:

- PromXtra
- Glamorgan Cricket Festival
- North Wales Choral Festival

- Under 20s Rugby Internationals
- IRB matches

We will be working closely with the organisers of these events and, where appropriate, colleagues in Welsh Government Major Events Unit. Consideration will also be given to the further development of the key venues: Parc Eirias, Venue Cymru, Porth Eirias and Theatr Colwyn to ensure that they are able to cope with the demands put on them. To do this the Authority will look to external funding sources.



Event evaluation

On a rolling basis, events are evaluated utilising an evaluation model developed in partnership with Sheffield Hallam University so that their value to the area is understood and promoted.

Major events like Wales Rally GB and Tour of Britain are evaluated at a regional level by the organisers. The value of Wales Rally GB to North Wales has been identified as £10m and £2m for Tour of Britain. So events of this scale are hugely important to the economy of North Wales.

The following table highlights those events over the last two years that have been evaluated by our research team and the value they have brought to the economy of the county:

Event	Date	Attendance	Additional economic impact
U20s Six Nations Rugby	Feb-Mar 2016	11,226	£235,000
Lionel Richie	Jun 2016	14,000	£350,000
BBC Proms in the Park	Sept 2016	5,300	£145,000
Wales Rally GB	Nov 2016	65,000	£9,500,000
Little Mix and Bryan Adams	Jul 2017	26,000	£440,000
Glamorgan Cricket Festival	Aug 2017	2,634	£250,000
North Wales Choral Festival	Nov 2017	2,477	£394,000

Moving forward

None of what has been achieved within Conwy County would have been possible without a cast of hundreds within the Authority and within the county and it would be hard to list everyone individually. Particular thanks must go to all the businesses, locally and nationally, that have invested in events and provided sponsorship support.

As well as the communities who welcomed events and the hundreds of volunteers who participate every day to ensure that events happen, as well as Chambers of Trades and community groups for their support, key partners like Mostyn Estates for their ongoing support and proactive approach in creating events in Llandudno, and town and community councils, particularly the Bay of Colwyn Town Council, who have been integral in the success of the major concert in Eirias due to their generous financial support and commitment to make it work.

The Emergency Services especially North Wales Police who are extremely supportive and willing to engage in the events programme to ensure attendees have a safe and great experience. We look forward to working with everyone again over the next few years to build on the successes already seen over the last three years.

For more information on events happening in Conwy County why not follow us:



If you are interested in your business getting involved in sponsoring the high profile events programme run by Conwy Events Team please contact:

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