



Ein cyf/Our ref: WQ85518, WQ85519, WQ85520, WQ85521, WQ85522, WQ85523, WQ85525

Paul Davies MS
Welsh Parliament

Paul.davies@senedd.wales

5 July 2022

Dear Paul,

I am writing to response to the following WQs:

WQ85518: Will the Minister provide an update on whether Event Wales has developed a database of event owners and organisers, venues and locations in Wales?

Event Wales has an established database of event owners, venues, local authority event leads, governing bodies and relevant other public sector bodies which it uses to communicate industry related policy, news and research updates including details of the publication of the new strategy. Our contacts with the industry grew and proved invaluable as we sought to support the sector from the outset of the pandemic. Those contacts allowed us to reach out widely across the sector and provide support of £24m to 218 organisations under the Cultural Recovery fund.

WQ85519: Will the Minister provide an update on the development of a new skills action plan to strengthen Wales's professional event management and production capacity from trainee to graduate level?

The need to develop skills in the sector was a key part of the feedback during the recent consultation on the development of a new Events strategy for Wales, particularly given the fact that the pandemic and Brexit has led to skills shortages across the visitor economy including the events sector.

As part of the implementation plan for the strategy we will work closely with the sector to identify priorities in terms of the skills agenda, but the events sector is clear it should be for them to lead. Event Wales has been working to support the sector develop skills in the industry, for example, we have been working with a number of FE and HE providers including Cardiff Metropolitan, University of Wales Trinity St Davids' and Glyndwr University. As a result, Event Wales has adopted a standard KPI in almost all funding awards made that supports collaboration with FE and HE providers to offer work placements to students.

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:
0300 0604400

Bae Caerdydd • Cardiff Bay
Caerdydd • Cardiff
CF99 1SN

Gohebiaeth.Vaughan.Gething@llyw.cymru
Correspondence.Vaughan.Gething@gov.wales

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Since 2010 over 1,000 work experience and 33,000 volunteer opportunities have been provided by supported events.

WQ85520: Will the Minister confirm whether a growth fund with a ring-fenced budget to create or nurture events outside of Cardiff has been established?

Our funding has always supported events across the whole of Wales. Since 2010 we have provided grant support of almost £3 million to over 100 'Growth' events, 75% of which were held outside Cardiff. Supported events include FOCUS Wales (Wrexham), The Green Gathering (Monmouthshire), Gregynog Festival (Powys), Love Trails (Swansea) and the Steelhouse Festival (Blaenau Gwent). With our support a number of these have developed into Signature events including Machynlleth Comedy Festival (Powys) and the Long Course Weekend (Pembrokeshire) and Pembrokeshire Fish Week.

WQ85521: Will the Minister provide an update on the development of a concept of a green event ticket?

We have focussed our efforts more widely, on how we can support events to be more sustainable in general. Examples include supporting the Volvo Ocean Race to set a new standard for how a major international sporting event could integrate sustainability efforts as a core value and discouraging single-use plastics and working with British Rowing on the World Rowing Coastal Championships and their ambitions to achieve ISO20121, a voluntary international standard for sustainable event management.

WQ85522: Will the Minister confirm whether a biennial international events conference has been established and, if so, what outcomes have been achieved as a result of it?

International Event Conferences were held in 2011 and 2013 following which a series of regional consultations and workshops were implemented as an alternative approach. These had a specific focus on individual areas of interest such as measuring the impact of events, promotion and use of the Welsh language at events and sustainable event management.

A further events conference will be held on 13 July this year to launch our new events strategy.

WQ85523: Will the Minister outline what the Welsh Government is doing to build Wales's event management and production capacity?

We continue to support the delivery of events across Wales and across the sports, cultural and business sectors to enable events organisers to grow their events and businesses in a number of ways. Wider benefits linked to our funding include, for example, work experience placements which have led to direct employment opportunities including one placement which led directly to professional filming commissions and the start of a sports broadcast production career. Another event was engaged by a third party to deliver a similar event in subsequent years in different European cities.

Our focus over the last two years has been helping the sector survive with financial support of nearly £24m to 218 individual businesses in the sector through the cultural recovery fund.

WQ85525: Will the Minister provide an update on whether Event Wales has developed an online toolkit for self-assessment and evaluation of future events?

In partnership with Event Scotland, Tourism NI, UK Sport and London & Partners, Event Wales has developed a free to access, on-line toolkit eventimpacts.com which provides extensive guidance on measuring the economic, environmental, social and media impacts of events and includes an economic impact calculator. The methodology underpinning this toolkit aligns with the [OECD Recommendation on Global Events and Local Development](#), is regarded as an industry standard and has informed the Impacts Guidance of both the International Association of Event Hosts (IAEH) and Association of Summer Olympics International Federations (ASOIF).

I hope this response is helpful.

Yours sincerely,

A handwritten signature in black ink that reads "Vaughan Gething". The signature is written in a cursive style with a large initial 'V'.

Vaughan Gething AS/MS
Gweinidog yr Economi
Minister for Economy