

BRECON BEACONS NATIONAL PARK AUTHORITY

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Plas y Ffynnon
Cambrian Way
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LD3 7HP

Dear Member

A meeting of the **EVENTS COMMITTEE** will be held in the **CONFERENCE ROOM I, PLAS Y FFYNNON, CAMBRIAN WAY, BRECON AT 10.00am ON TUESDAY 22nd NOVEMBER 2005** when your attendance is requested.

Yours sincerely

CHRISTOPHER GLEDHILL
CHIEF EXECUTIVE

Cllr Mrs M Morris
Cllr E T Morgan
Cllr K Pathak
Cllr W Powell
Cllr A Breeze
Cllr A Carrington

Cllr E Williams
Mrs M Taylor
Mrs I Evison
Mrs P Thomas (Chairman)
Mr M Thomas

Fire Evacuation Advice

In the event of a fire, please exit the building via the main staircase, and assemble in the car park at Assembly Point 3

AGENDA

1.0 CORRESPONDENCE

To receive and consider the attached schedule of correspondence and make any recommendations thereon. (Below).

2.0 MEMBERS DECLARATION OF INTEREST

To receive any declarations of interests from members regarding items to be considered on the agenda (***Members' attention is drawn to the Declaration***

of Interests sheet circulated with the Attendance Sheet at the meeting, and the need to record their interests in writing).

3.0 MINUTES

To receive the minutes of the Events Committee held on 24th June 2005, and to authorise the Chairman to sign them as a true record. (**Enclosure I**).

4.0 PUBLIC SPEAKING

To give opportunity for members of the public to address the Committee in accordance with the Authority's Public Speaking Scheme.

5.0 OBJECTIVE SETTING FOR AND EVALUATION OF EVENTS 2005

Peter Tyldesley

5.1 Introduction

A key element of the work of the events team is the setting of objectives for events and monitoring how effectively the events achieve their objectives. By using as an example the three Parks stand at the Royal Welsh Show 2005, this report aims to give members an insight into the reasons for, and the importance of, objective setting and monitoring as tools for delivering more effective events.

5.2 Why Set Objectives for Events?

The second statutory purpose of National Park Authorities is:

"To promote opportunities for the understanding and enjoyment of the special qualities [of the National Park] by the public." Environment Act 1995

We also have a duty to foster the economic and social wellbeing of the local community.

To help BBNPA deliver on its statutory purpose and duty, we have a range of tools at our disposal. Visitor centres, information centres, Wardens, information boards, publications, interpretive displays and events are all means by which we aim to promote opportunities for understanding and enjoyment.

Over time, there is a tendency to forget that these are just tools and for boards, publications, events and the like to become ends in themselves. The use of a structured planning process forces us to go back to first principles by addressing the following questions

- Why are we doing this? (What are our objectives?)
- Who is it for?
- What resources are available?
- What are our themes going to be?

- How will we do it?

What should be noted here is that the decision to use an event, publication, exhibition, etc is the last stage of the process. What tends to happen in reality is that decisions are made as to the medium to use before the other questions have been considered.

5.3 Monitoring and Evaluation

If clear objectives have been set for the event/publication/exhibition, then it is relatively straightforward to evaluate how effectively the intended themes/messages have been put across to the audience. However, the monitoring and evaluation needs to be linked to the original objectives. It is easy to become sidetracked by crude, quantitative measures. For example, if the objective is to maximise visitor numbers, then a straightforward head-count will be sufficient. On the other hand, if the objective is for people to leave the event having learned a particular fact or intending to behave in a particular way, then a more sophisticated monitoring process is required.

5.4 The Royal Welsh Show 2005

Attached at **Enclosure 2** is the evaluation that was undertaken of the three Parks' stand at the 2005 Royal Welsh Show. Appendix A sets out the objectives for the stand and the main body of the report shows how the rationale and methodologies for monitoring and evaluation were developed, together with the results.

- a) **Financial, Staffing and Improvement Implications: The Authority commits significant financial and staff resources to events each year. Rigorous processes for objective setting and evaluation are required to maximise the value obtained for this investment.**
- b) **Equality Issues: A thorough planning process will ensure that equality issues are properly considered.**
- c) **Sustainability Appraisal: Properly planned events will increase the public's awareness of sustainability and environmental issues. Well planned events are themselves sustainable.**
- d) **Human Rights: No implications.**
- e) **Background Paper: None.**
- f) **Corporate Objective: 4 and 5**

Recommendation: To note the contents of the report.

6.1 Large Events

At present, the NPA currently organises between three and four large events each year, all food and craft related, with support from the WDA. These are:

- Hay Food Festival
- Brecon Beacons Food Festival (Brecon)
- Brecon Beacons Summer Fayre (National Park Visitor Centre)
- Christmas Fayre (Brecon)

These are very successful events and popular with residents and visitors. However, when looking at the benefits of these events, the events team have raised the following issues:

Resources: WDA funding may run out either this year or the following year. They take a lot of time to organise by the catering manager, and a large proportion of these hours are not costed to the Authority. The large number of additional hours worked is a health and safety issue for the catering manager and also has an impact on the postholder's main role.

Meeting NPA Objectives: Despite the large amount of resources that go into the events, they do not help achieve the two statutory purposes or corporate objectives of the Authority. They only partly meet the NPA's duty as only a limited number of businesses in the National Park take part. The rest are from other parts of Wales. This does not take away from the fact that they are successful and draw a large number of people, but the question is asked whether the NPA should be committing large amounts of resources to this.

6.1.1 Future Options

Status Quo: Accept that the events are popular and continue to commit resources, providing the WDA funding is still available.

- Advantage: Events continue and there are no negative PR consequences.
- Disadvantage: Issues with catering manager's hours, resources and not meeting NPA objectives remain.

Modify Existing Events: Look at the existing popular formula of events and try to modify these and use them as an opportunity to promote other messages, where possible.

- Advantage: Popular events continue and they start to become more of a tool for the NPA to achieve its aims and objectives.
- Disadvantage: Will not be overly effective 'tacking on' NPA message and still leaves the issue of resource commitment. Also danger of watering down a popular formula.

Reduce Number of Events Organised: Decide that we run only the Brecon Food Festival and Summer Fayre and work with Hay Town Council and Brecon Town Council to organise their own events, giving support where required. In

addition, the remaining two events could be modified to introduce more NPA messages.

- Advantage: We have worked with Brecon and Hay Town Councils this year in setting up events and have established a good working relationship. This would cut down the NPA's resource commitment, whilst not depriving communities or the public of these popular events.
- Disadvantage: If the councils were not successful in gaining funding or decided not to take on these events, this could lead to negative PR and the loss of two popular events.

6.2 Local Shows

In 2005, a number of shows were attended by area warden teams, some having an enhanced presence with the information trailer and information staff. This enhanced presence was not structured with a particular message or goal and whilst the major aim was to raise the profile of the NPA and interact with local residents, we can be more effective if we have a theme or a message to promote.

It is proposed that for all shows attended by NPA staff there should be a theme of demonstrating the benefits to residents and visitors of the designation and the positive impact the NPA has made to these communities. In addition to the events attended by the area warden teams, it is proposed that an enhanced information and education presence is given to the following:

- Cwmdru Show – 17th June
- Garn Lakes, Blaenavon 26th June
- Brecon Show – 5th August
- Sennybridge Show - 2nd September
- Llandeilo Show - 16th September

6.3 Centre Based Events

The two visitor centres will be organising an events programme in 2006 with a combination of walks, talks and activities. In addition, there is the opportunity for the centre grounds to be hired out again for outdoor theatre performances and there will be a geoweeek based at Craig-y-nos.

6.4 Access For All Events

The visitor services team will be working with community development to host at least one easier access event at each centre. In addition, both sections will work together to integrate easier access events into both the centre based events programme and guided walks programme.

6.5 Forward Planning

Once the priorities are agreed for 2006, it is proposed that small project teams are set up to plan and coordinate each major event, local shows, centre based events and access for all events.

- g) **Financial, Staffing and Improvement Implications:** Staff are already heavily involved in the management of events. The working hours of the Catering Manager are a cause for concern. With the incorporation of the WDA into WAG, there is a risk that funding for the large events may not be continued.
- h) **Equality Issues:** The proposed spread of events aims to reach as large a cross section of the community as possible.
- i) **Sustainability Appraisal:** The large events are dependent on WDA funding. This funding carries conditions which make it difficult for the events to be self-funding. If events deliver on BBNPA objectives then they include an element of education for sustainability and environmental awareness.
- j) **Human Rights:** No implications.
- k) **Background Papers:** None.
- f) **Corporate objective:** 4 and 5

Recommendation: That Members agree the BBNPA commitment to events for 2006.

7.0 BRECON BEACONS NATIONAL PARK 50TH ANNIVERSARY

Peter Tyldesley

Potential Topic: A celebration of the 50 years of the National Park designation.

Potential sub-topics could include:

- The work of the NPA over the last 50 years .
- The changing challenges that the NPA faces e.g. past issues vs. current issues like climate change.
- Changes to the lives of the communities within the National Park.
- The NPA's commitment to the future of the area.
- The NPA is best placed to care for and enhance the environment.
- The past 50 years of the National Park, how the area has changed.

This will need further work and definition and it is recommended that the topics are worked into themes (the messages we want to communicate) and are incorporated into all Anniversary celebrations to ensure their impact is maximised.

A note of activities carried out by other National Park Authorities is attached at **Enclosure 3** for members' information.

7.1 Main ideas to mark the celebration

Branding of Existing Events: As resources are limited for the Authority, it is proposed that we brand the existing work as a celebration of 50 years as a National Park. This would entail:

- Research, design and production of a temporary exhibition that communicated our themes that could be taken to local shows, events, stand in reception when not in use, featured at our centres etc.
- Encouraging our walks leaders to plan guided walks that communicated our themes.

Authority Branding: We should brand Authority note paper, website and consider free merchandise such as bookmarks, preferably sustainably sourced to demonstrate our commitment to the future of the area. Some NPAs have also branded their staff cars – a cost which needs to be investigated.

Focus on communities: Not all residents in the National Park will be glad to celebrate the existence of the Authority and, learning from other NPAs, it is important that we don't appear to be spending a lot of money congratulating ourselves. Events based with and around communities are popular and will help us to form a link with residents. Suggestions include planting 50 trees in each locality, or enhancing community woodlands. We should also begin working with communities to help them plan their own events, with a special website area designated to the celebrations.

Key Project: Many staff members have suggested having one key project which will be a lasting benefit not only for the Authority but for communities as well. The main suggestion has been an Oral history project. Oral history is the method of recording people's experiences and memories of the past. The advantages of Oral history are:

- It is a people centred process focusing on the human stories of the National Park, a powerful element of the area that we tend to overlook.
- It is interactive by nature and could involve all communities across the Park. It is considered a standard method of community outreach.
- It is democratic providing a wide breath of valuable information that could be a fantastic resource for future work like books (e.g. the walls of Llangyndir book), Education packs, Listening posts at Interpretative exhibitions, videos, community websites etc.
- It is proactive, and generally speaking, people enjoy reminiscing.

However, the proposal of an oral history project comes with a health warning. It is easy to do badly and hard to do well. It would be resource intensive and would require enough budget to employ skilled facilitators to carry out the research. It is suggested we further investigate the feasibility of this idea.

Members & Staff: We need to get the NPA members and staff involved, hear their ideas for celebrations and help them feel ownership of the year. We should consider a social event for all including family members, maybe inviting

past members and staff. All departments should be encouraged to get involved with competitions such as a building design competition.

Children's Activities: Children are an important factor in the celebrations and we can design education activities around the theme of the 50 years and the future 50 years to take to shows and to run at our centres. We should also develop an education project working with local schools which could be presented either on the designation day at a reception or as a separate event. Ideas have included a patchwork quilt or a mural.

Press and PR: This will be a good opportunity to maximise our Press and PR work. Some NPAs have been featured on National programmes such as Countryfile and we can explore links with local programmers, as well as regional media. A number of potential local producers have also tentatively suggested they would be willing to help celebrate with special packaging on products such as Brecon Carreg, Penderyn Whisky and Brecknock Brewery. The use of celebrities helped some NPAs raise the profile.

Main Reception: There is the option to hold a reception on 17th April. This can be as big as we want to take it. One suggestion has been that we hold it at the Theatre in a similar way to the ANPA reception. The disadvantage to this is that it can be expensive and exclusive. However, we could make it a celebration of local produce of the National Park, with entertainment from local children, plus invites sent to those who have been influential in the area in the last 50 years.

Frequency: Most NPAs aimed for one event per month for their celebrations. This was thought to be enough, even for those who had a dedicated organiser.

7.2 Resources

This is dependent on the amount of resource the NPA wishes to dedicate to the Anniversary year. Some NPAs have spent £5000 on the year and others have spent considerably more and had a dedicated project officer.

If a project officer is not an option, it is suggested that we form a member-officer project team to take the event forward.

7.3 Immediate Action Points

- Develop theme, sub themes and objectives for the celebrations
- Develop a 50th Anniversary brand
- Engage communities through community development team and consultative forums for ideas
- Engage Area Managers and Ecologist to develop community conservation projects
- Begin research on 50 years of the National Park Authority for exhibition design
- Investigate scope and potential funding for oral history project
- Begin consultation with staff and members on ideas for specific community based events

- Develop education project proposals with education team and local teachers
- Identify costs for a large reception
- Communications team to start negotiations with companies and media for sponsorship opportunities
- Identify costs for additional branding of the Authority
- Through staff, identify any events which occur in 2007 that could be branded as a celebration of 50 years as a National Park

By 31st January identify provisional list of events and budget needed.

- a) ***Financial, Staffing and Improvement Implications: There are a range of options with differing degrees of financial and staff commitment.***
- b) ***Equality Issues: The proposed spread of events aims to reach as large a cross section of the community as possible.***
- c) ***Sustainability Appraisal: This depends on the options taken up: some are more sustainable than others.***
- d) ***Human Rights: No implications.***
- e) ***Background Papers: Enclosure 3 contains a summary of ideas from other National Parks 50th anniversary celebrations.***
- f) ***Corporate objectives: 4 and 5***

Recommendation:

- a) ***That Members note the contents of the report.***

8.0 OTHER BUSINESS

Such other business as is, in the opinion of the Chairman of such urgency as to warrant consideration.

SCHEDULE OF CORRESPONDENCE

1. To receive apologies for absence
2. Such other correspondence as, in the opinion of the Chairman, is of such urgency as to warrant consideration.