



Llywodraeth Cymru
Welsh Government

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Event Wales: Assessment Criteria

Major, Signature and Growth Events

The Welsh Government launched its Major Event Strategy 'Event Wales' in September 2010. In light of the challenging economic climate, the strategy has been reviewed to ensure that we are able to respond effectively to changing needs and circumstances.

In line with the Welsh Government's drive to strengthen the conditions that will enable business to create jobs and sustainable economic growth, the assessment criteria and Key Performance Indicators (KPIs) for all categories of supported events have been refined, and strengthened, to place a greater emphasis on support for those events which demonstrate the ability to stimulate new enterprise and business growth, significantly raise Wales' international profile and/or generate longer term reputational gains.

The revised criteria and KPIs are set out on the following pages, along with event definitions, and should be read in conjunction with the accompanying Event Wales Funding Application Guidance Note.

Major Events

These are peripatetic events defined by their scale and appeal to attract and influence large scale international audiences and extensive media coverage, and to deliver economic impact and significant visitor numbers for the host destination. They can command global TV audiences and involve major international sponsors. They can have a positive impact in influencing specific market segments and in changing attitudes and behaviours. These international events are not "owned" by Wales and would have to choose Wales in the face of international competition. Examples include an Ashes Test Match, rugby's Heineken Cup Final, golf's Senior Open Championship and WOMEX.

Signature Events

These events can also have a strong international dimension but unlike the category of major events described above they are recurring. They are also either unique to Wales or distinctively Welsh in flavour, and reflect our culture, traditions and values. They enhance the image and cultural identity of Wales and provide a high quality experience for the people of Wales and for visitors. Successful Signature Events continuously re-invigorate and replenish their audiences. Examples include established events such as the Hay Festival, the Llangollen International Music Eisteddfod, Cardiff Half Marathon and the Green Man and Wakestock festivals.

Major and Signature Event KPIs

Impact Area	Criteria	Key Performance Indicators (KPIs)
Economic	<ul style="list-style-type: none"> • Generates substantial economic benefits for Wales through new enterprise and business growth • Enables people to develop the life skills to support a modern creative economy • Promotes tourism in key markets • Attracts substantial UK and international visitors to Wales • Positions or promotes Wales as a credible host of major (international) events 	<ul style="list-style-type: none"> • Number of new FTE jobs created (or sustained) in Wales • Net additional contribution (£s) to the Welsh economy (using the Event IMPACTS economic calculator) including economic benefits to local area/suppliers • Engagement and interaction with appropriate businesses in relation to, or at, events via networking opportunities • Number of quality internship or student placements opportunities created • Number of volunteer opportunities created • Other private and public sector investment leveraged • Number of visitors from outside Wales (UK and overseas), and duration of stay
International profile and reputation	<ul style="list-style-type: none"> • Promotes the Wales brand in key UK and overseas target markets and business sectors • Positions and promotes Wales as a world class destination for major events • Provides opportunities for Welsh athletes/artistes to participate in major international events and/or to 	<ul style="list-style-type: none"> • Wales, UK and international TV and/or radio coverage (Advertising Value Equivalent measured in hrs/mins on UK and overseas networks) • Wales, UK and international print media coverage, including digital platforms (measured by no of articles/column inches/audience reach); • UK and international internet audience reach, including use

	<p>perform to international audiences</p> <ul style="list-style-type: none"> • Provides Welsh audiences with world class experiences 	<p>of social media (measures by number of unique visitors to website and their geographic location)</p> <ul style="list-style-type: none"> • Extent to which the event impacts positively on Wales' Brand value
Socio-Cultural	<ul style="list-style-type: none"> • Widens access to, and encourages participation in, the arts or sport 	<ul style="list-style-type: none"> • Number and nature of outreach programmes and linked mass participation events
Statutory policies	<ul style="list-style-type: none"> • Promotes and supports equality of opportunity • Promotes, supports and makes use of the Welsh language • Promotes and supports sustainability management and minimises waste through reduction, reuse and recycling 	<ul style="list-style-type: none"> • Implementation of an Equal Opportunities Policy (covering employment, event access and engagement with under-represented groups) • Implementation of a Welsh Language Policy (covering event activities/performances, marketing ad communications and event access) • Implementation of a Sustainable Events Policy (including steps taken to follow BS ISO 20121 guidelines, or to achieve formal accreditation)

Growth Events

These are typically smaller, often new, events with a footprint and focus that is regional, local or sector led and which demonstrate the ambition and potential to evolve and grow to become Major or Signature Events for Wales. These events can also act as milestones in growing the capacity, experience and credibility of destination Wales, acting as a necessary precursor to the hosting of targeted major events. An important dimension of MEU investment is nurturing home grown events, thereby supporting efforts to build a strong and sustainable events industry in Wales.

A slightly different set of criteria, and weighting system, will be used for assessing Growth events. This is because smaller events, by their very nature, will usually not have the same level of economic impact or international profile. However, they will still be expected to deliver volunteer, training and other skills-related impacts which, in turn help to create an environment which stimulates and assists new enterprise and growth. Examples include Focus Wales, Beyond the Border Storytelling and Machynlleth Comedy Festivals.

Growth Event KPIs

Impact Area	Criteria	Key Performance Indicators (KPIs)
Economic	<ul style="list-style-type: none"> • Stimulates new enterprise and business growth including support of long-term, high-quality jobs • Enables people to develop the life skills to support a modern creative economy • Supports the development of a strong and sustainable events industry in Wales • Demonstrates the capacity to significantly grow visitor numbers from UK, and wider, markets 	<ul style="list-style-type: none"> • Number of new business start-ups or FTE jobs created (or supported) in Wales • Net additional contribution (£s) to the Welsh economy (using the Event IMPACTS economic calculator) including economic benefits to local area/suppliers • Number of quality internship or student placements opportunities created • Increase/growth in number of visitors from outside Wales (UK and wider)

<p>International profile and reputation</p>	<ul style="list-style-type: none"> • Promotes the Wales brand in key domestic target markets • Provides high profile opportunities for Welsh athletes/artistes to showcase and develop their talents 	<ul style="list-style-type: none"> • Wales and UK TV and/or radio coverage (hrs/mins) • Wales and UK media coverage (including digital platforms) (no of articles/column inches/audience reach); • UK and international internet audience reach (and use of social media) (unique visitors to website and their geographic location) • Extent to which the event impacts positively on Wales' Brand value
<p>Socio-Cultural</p>	<ul style="list-style-type: none"> • Widens access to, and encourages sustainable participation in, the arts or sport • Promotes and supports local voluntary action and volunteering 	<ul style="list-style-type: none"> • Number and nature of outreach programmes and linked mass participation events • Number of volunteer opportunities created
<p>Statutory policies</p>	<ul style="list-style-type: none"> • Promotes and supports equality of opportunity • Promotes, supports and makes use of the Welsh language • Promotes and supports sustainability management and minimises waste through reduction, reuse and recycling 	<ul style="list-style-type: none"> • Implementation of an Equal Opportunities Policy (covering employment, event access and engagement with under-represented groups) • Implementation of a Welsh Language Policy (covering event activities/performances, marketing ad communications and event access) • Implementation of a Sustainable Events Policy (including steps taken to follow BS ISO 20121 guidelines, or to achieve formal accreditation)