

ENVIRONMENT COMMITTEE

WEDNESDAY 20th October 2021

WALES IN BLOOM AWARD CEREMONY FRIDAY 13TH SEPTEMBER 2024

1. PURPOSE OF THE REPORT

1.1 To consider the request to host the Wales in Bloom Award Ceremony in Abergavenny in 2024.

2. BACKGROUND

2.1 The Town Council has been approached by John Woods from the Wales in Bloom Committee to ask if we will consider hosting the awards in 2024.

2.2 Cllr Tony Konieczny and Sandra Rosser met with John Woods on 21st September 2021 to gather information on the requirements for hosting the awards.

2.3 For the first time, Abergavenny was awarded a Gold in the competition in 2021, missing out on the overall win by three marks. John Woods recognised the improvements that have been made and feels Abergavenny would be an ideal host.

2.4 Monmouthshire has hosted the awards three times so far – twice in the Glen yr Afon House Hotel in Usk, and once in the Drill Hall in Chepstow. The last occasion the awards came to the county was in 2014.

3. PROPOSAL

3.1 Appendix 1 is a check list detailing the requirements that must be provided by the hosts.

3.2 Numbers of attendees expected will be around 140-150 people. Venues which could currently host that number for the awards ceremony and a buffet reception would be The Angel Hotel, Abergavenny Leisure Centre, or the Priory Centre. By the end of next year, the Borough Theatre may also be a possibility depending on their new layout.

3.3 John Woods has suggested that part of the hosting could involve a walking tour to showcase the Community Orchard, and that we can utilise part of the “Exploring Nature in Abergavenny” route.

3.4 The event will attract not just local sponsors but also national sponsorship due to it being a pan-Wales event. Sponsorship can be utilised for a souvenir programme, arrival refreshments, and a goody bag for attendees.

3.5 Due to the distance some will be travelling to attend, it is expected the event will bring additional tourism to the area before and after the event, with attendees making the most of their visit, staying in and around the local area.

RECOMMENDATIONS

4.1 To agree in principle to host the Wales in Bloom Awards Ceremony on Friday 13th September 2024.