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**RHONDDA CYNON TAF**  
TREFTADAETH GADARN | DYFODOL SICR

## **CABINET STATEMENT**

**TITLE: PONTYPRIDD'S BIG WEEKEND**

**DATE: 22<sup>nd</sup> April 2009**

**BY: Councillor Paul Cannon, Cabinet Member for Economic Development and Housing**

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I would like to update Members on the Council's recent announcement in relation to Pontypridd's Big Weekend.

As you will be aware, last year's event was extremely successful and as a result the Council has been working throughout the winter months to attract high profile artists and make this event bigger and better.

This Council, following the formation of the Strategic Events Team now has a strong track record for delivering high profile events and securing the SugaBabes as the headline artist is testimony to this.

This event will take place on Saturday 18<sup>th</sup> and Sunday 19<sup>th</sup> July and there has already been a strong demand for tickets.

On this side of the Chamber, we have a clear vision for Pontypridd, which wants to see the town promoted on every level and it is estimated that the Council's investment nets a whopping £400,000 worth of income for businesses over the course of the weekend. With the higher profile of this year's event we are set to improve this figure and this income generation will offer a real boost within the current economic climate.

For the record, Members will not be receiving free tickets.

This is a major positive for Rhondda Cynon Taf against a backdrop of difficult times. It is important to remember that we are the only County outside Cardiff and Swansea to facilitate such events and I hope all Members will join me in supporting and recognising the strategic importance of the Big Weekend.