

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

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Agenda Item No 12

meeting date: 8 NOVEMBER 2011  
title: CLITHEROE FOOD FESTIVAL  
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES  
principal author: CHRIS HUGHES, HEAD OF CULTURAL & LEISURE SERVICES

## 1 PURPOSE

1.1 To ask members to consider a request from the Clitheroe Festival of Food Company Limited for support in organising the August 2012 Food Festival event.

1.2 Relevance to the Council's ambitions and priorities:

- To sustain a strong and prosperous Ribble Valley, encompassing our objective to '*encourage economic development throughout the borough with a specific focus on tourism*'

## 2 BACKGROUND

2.1 In March this year, this Committee agreed to support the provision of the 2011 Clitheroe Food Festival through the provision of a range of items 'in kind', namely:

- Providing the market site, car parks, council chamber and castle field
- Officer time on event management and health and safety before and after the event
- Financial management before and after the event
- Office accommodation with IT support and general administration

2.2 The running of the event was funded from a mixture of income from stall hire, wristband and programme sales and also park and ride income. However, the majority of funding was from grants and sponsorship, notably through the Performance Reward Grant and also other funding from the council's Regeneration and Housing Service.

2.3 As reported to you in September, there is no doubt that the event was a resounding success, and Clitheroe Festival of Food Limited is keen to take this forward to next year.

## 3 CLITHEROE FOOD FESTIVAL 2011 – REVIEW OF COUNCIL SUPPORT

3.1 Much of the council's support for the 2011 event was through 'in kind' support. This was through the provision of officer time and also through the provision of the council's infrastructure at no charge and also with the surrender of any income that would have been generated, for example, from the normal use of the council's car parks.

### **Officer Support**

3.2 Whilst most staff time on the day was charged to the Clitheroe Food Festival, the largest provision of officer support was through officer time redirected to assisting in the successful planning, preparation, and running of the festival. Indeed some officer time on the Clitheroe Food Festival has continued past the event.

3.3 Bearing in mind that the Council does not have an event management team, supporting events such as this relies on the goodwill of a small number of staff before and during the period of the festival in preparing work fitted around their normal duties. Therefore, our capacity to support large-scale events in the future may need some consideration.

**Use of Infrastructure**

3.4 Shown below are the council sites that were utilised by the Food Festival in 2011, without charge from the council. Use of the car park sites also resulted in an estimated loss of parking income for the council of approximately £400

- the car parks at the Market and at Chester Avenue
- use of the Castle Field
- use of the Council Chambers, including Committee Rooms 1 and 2
- Office accommodation

**Financial Support**

3.5 Having limited capacity to raise funds through sponsorship, the festival company were challenged in meeting the cost of what was a much more ambitious event to the previous year.

3.6 Therefore, a heavy reliance was placed on grant funding. Much of this support was sourced through the council, such as Performance Reward Grant and support from the Regeneration and Housing Section. It is likely that some level of grant support would be required for the Clitheroe Food Festival 2012, but it is uncertain as to whether the sources used this year will continue to be available.

**Reputation**

3.7 It should be noted that the event has potential, in conjunction with the Ribble Valley Food Trail, to give the Borough a regional and even national reputation as a food destination and so help support the Council's regeneration and tourism aspirations. However, this is unlikely to be achieved in the short term without the continued support of the Council. This may be through the direct provision of grant, the provision of officer support, the provision of infrastructure, or a combination of all.

**4 CLITHEROE FOOD FESTIVAL 2012**

4.1 Whilst the festival provision grows and becomes more independent, a request has been made for the continued support of the council for the 2012 festival.

4.2 The functions that Clitheroe Festival of Food Company Limited have asked for support with for the 2012 event are summarised in the table below. Also shown are proposals for how the council may choose to help in the provision of these items.

Request	Financial Implications if provided 'in kind'
Use of the market and market car park for Friday 3 and Saturday 4 August 2012	Lost car parking income of approximately £230
Provision of event safety planning	Proposed provision within existing council resources
Food hygiene advice and inspections	Proposed provision within existing council resources

Request	Financial Implications if provided 'in kind'
Site management for the market	Proposed provision within existing council resources
Staff time in implementing road closure for Castle Street	Proposed provision within existing council resources
Use of Chester Avenue car park on 4 August for exhibitor parking	Lost car parking income of approximately £160
Use of half of Edisford Road car park for Park and Ride	Lost car parking income of approximately £100
Use of 25% of Railway View Car Park for VIP parking	This would be spaces beneath and behind the council offices, which would not normally be in use, therefore no loss of income.
Staff time in implementing possible road closure of Moor Lane	Proposed provision within existing council resources
Use of Castle Field	Use of the Castle Field for events is not always chargeable. A charge is normally made if there is likely to be damage to the field surface.
Use of Council Chamber	Charge would normally be made of £150
Financial Management	Proposed provision within existing council resources
General administration assistance	Proposed provision within existing council resources
Office accommodation and IT support	Proposed provision within existing council resources

- 4.3 Should members not wish to assist in all of the requests, members may choose to offer assistance through a combination of selected areas.
- 4.4 As previously mentioned, members should be mindful of the limited officer capacity of the council in the provision of assistance in the planning, management and running of the event.
- 4.5 As financial support for the 2011 event was largely through the Performance Reward Grant and grant from the Regeneration and Housing Section, the Clitheroe Festival of Food Company Limited are keen to maximise support from sponsorship, in addition to exploring other income generating opportunities.
- 4.6 Whilst Clitheroe Festival of Food Company Limited are seeking other funding mechanisms, Committee may also need to consider how it would deal with an application for grant funding, should Clitheroe Festival of Food Company Limited make such an application in the future.

## 5 RISK ASSESSMENT

### 5.1 Approval of this report may have the following implications:

**Resources** – Members should be aware that, if Committee wishes to support the development of the festival, it will require the continuation of in-kind officer support. It should also be noted that the request for next year's event includes a greater donation of car parking resources. This will have an effect on both car parking income and displacement of car park users. Committee may also need to consider how it would deal with any potential future application for financial support.

**Technical / Legal** – there will be a number of technical matters to deal with, such as road closures, and a clearer understanding of the relationship between the Council and Food Festival company.

**Political** – it must be made clear that this is an independent event supported, rather than led, by the Council.

**Reputation** - the support of the Council is key in supporting the growth of the event into one of regional / national significance.

## 6 RECOMMENDED THAT COMMITTEE

6.1 Confirms the council's support for the 2012 food festival in principle.

6.2 Considers the level of officer, infrastructure and financial support the Council should offer in facilitating next year's event.

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DIRECTOR OF COMMUNITY SERVICES

For further information please ask for Chris Hughes 01200 414479