

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

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Agenda Item No.

meeting date: 21 MAY 2013  
title: CLITHEROE FOOD FESTIVAL  
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES  
principal author: CHRIS HUGHES, HEAD OF CULTURAL & LEISURE SERVICES

## 1 PURPOSE OF REPORT

- 1.1 To bring members up-to-date with preparations for this year's festival.
- 1.2 Relevance to the Council's ambitions and priorities:
  - **Community Objectives** - to sustain a strong and prosperous Ribble Valley, encompassing our objective to encourage economic development throughout the Borough, with a specific emphasis on tourism.

## 2 BACKGROUND

- 2.1 In January, members received a report on proposals for this year's event, taking into consideration the issues associated with the previous year.
- 2.2 Committee agreed to support this year's event, on the basis that stronger budget controls were in place, and the Council more closely involved in the decision-making process for the festival.

## 3 CURRENT SITUATION

- 3.1 Preparations are well underway for this year's event, which will take place on Saturday 10 August 2013.
- 3.2 The event will follow a similar format to last year, but has expanded to include road closures on King Street and Market Place, extending the number of exhibitions to around one hundred.

## 4 ISSUES

- 4.1 Expanding the festival has meant that an external traffic management company will be brought in to deal with the road closures.
- 4.2 The Park & Ride scheme will be co-ordinated by Council staff, rather than a private company, to both reduce costs and provide better co-ordination.
- 4.3 The overall costs have gone up from the previous draft budget, but are balanced through additional sponsorship income, which is being secured by the Food Festival Company.
- 4.4 The relative roles of the Council and Food Festival Company have complemented each other well, with the Council focussing on event management issues, while the Food Festival Company has prioritised sponsorship and event promotional activity.

## 5 RISK ASSESSMENT

The approval of this report may have the following implications:

- **Resources** – As members can see (in the appendix), the overall net cost of the festival has not changed from when it was reported in January. Although costs have increased, so has income, and there is a greater confidence that income targets will be achieved this year, although open to the influence of the weather on the day.
- **Technical, Environmental and Legal** - none
- **Political** – the report demonstrates that the Council is taking a responsible attitude towards the organisation of this year's event.
- **Reputation** – the Council's support for the Food Festival boosts the area as a visitor destination.
- **Equality & Diversity** - none

## 6 RECOMMENDED THAT COMMITTEE

Notes the contents of the report and agrees the revised draft budget.

JOHN C HEAP

DIRECTOR OF COMMUNITY SERVICES

CHRIS HUGHES

HEAD OF CULTURAL & LEISURE SERVICES

For further information, please ask for Chris Hughes 01200 414479

Community Services 21 May 2013 / Clitheroe Food Festival / Chris Hughes / IW

**Clitheroe Food Festival  
Actual Summer 2012 and Estimated Summer 2013**

	Summer 2012 Food Festival <b>ACTUAL</b> £	Summer 2013 Food Festival <b>ESTIMATE</b> £	Summer 2013 Latest Forecast £
<b><u>Expenditure</u></b>			
Direct Staffing Costs	2,470	3,600	3,600
Premises Costs (i.e. Marquees etc)	7,430	7,280	7,950
Transport Costs	950	900	1,200
Supplies and Services	27,450	14,220	17,395
Event Coordination	15,340	10,000	10,995
Event Coordination - Website Redesign	4,010	0	0
<b>Total Expenditure</b>	<b>57,650</b>	<b>36,000</b>	<b>41,140</b>
<b><u>Income</u></b>			
Brought Forward from previous Festival	-2,230	0	0
Launch Event Income (associated costs shown under Supplies and Services)	-1,080	0	0
Stall Hire	-10,040	-12,000	-12,000
Chef Demonstrations	-2,930	-3,000	-3,500
Park and Ride	-2,820	-3,000	-3,000
Programme Sales and Advertising (associated costs shown under Supplies and Services)	-4,130	0	0
Sponsorship	-11,480	-13,000	-18,250
Grant from Ribble Valley BC Regeneration	-5,000	-5,000	-5,000
	<b>-39,710</b>	<b>-36,000,</b>	<b>-41,750</b>
<b>(Surplus) or Deficit</b>	<b>17,940</b>	<b>0</b>	<b>(610)</b>
<b>FUNDED FROM: Use of Performance Reward Grant</b>	<b>-17,940</b>	<b>0</b>	<b>0</b>

