

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 13th JANUARY 2015
title: MUSIC AND FOOD EVENT IN CLITHEROE CASTLE GROUNDS
submitted by: DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE

1 PURPOSE

1.1 A request has been submitted to hold a music and market event on the Castle Field over the May Day Bank Holiday 2015. This committee approved delegated powers to the Director of Community Services in September, to work with other event operators to provide a range of annual events in the borough, to achieve a positive economic impact and help to promote the area from a tourism perspective (Minute 197, No. 2, September 2nd, 2014). This report is submitted because of the nature of the event proposed and the potential conflict with the Clitheroe Food Festival.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – To sustain a strong and prosperous Ribble Valley
- Corporate Priorities - To encourage economic development throughout the borough, with specific focus on tourism
- Other Considerations – To develop, with relevant partners, measures to support the visitor economy

2 BACKGROUND

2.1 The Ribble Valley Jazz Festival has been successfully grown over the past few years and the organisers have now approached Lancashire Bites to help the Festival extend into the May Day Bank Holiday Monday in 2015.

2.2 This proposal would extend the Jazz Festival until Monday and combine music and a market over the weekend. The plan is to have a temporary fence around the whole of Castle field enclosing around 50 stalls selling artisan food and drink from across the North, food demonstrations, a music tent, a beer tent and additional toilets; there would be a charge for people to get into the area. The charge would include access to the music and the stalls/demonstrations.

2.3 The times proposed are:

Sat 2pm – 10pm (Food Village more than likely shutting at 8.30pm)
Sun 12pm – 10pm (Food Village more than likely shutting at 8pm)
Mon 10 – 4pm (all shuts for breakdown)

2.4 It is hoped that up to 5000 people per day will attend, though it is difficult for the organisers to be accurate as they have not run this type of event previously. The nature of the event is in keeping with raising the profile of the area and working with an established event, in the Jazz festival. The actual peak load is likely to be much

lower than the higher figure stated. The music tent will accommodate only a fraction of the overall capacity.

- 2.5 The standard charge for commercial events is £353 (based on a third of the field area) plus £134 per day of use and a £500 deposit for potential reinstatement of the ground. The sum levied for the fun fair during the Clitheroe Food Festival in 2014 was around 5 times the standard charge. If the event is seen as commercial in nature (which the food element is, though not the music), the fee applicable would be determined by the amount of space it occupies in relation to the overall field area. The music element is a community based event. All money raised goes back into the Jazz festival to cover the cost of staging the event overall. The community events charge for use of park areas is £25.

3 ISSUES

- 3.1 There would be some implications for local residents and users of the Castle:

Music from the jazz tent until curfew at 10pm on Saturday and Sunday and during the day on Monday.

The field area itself would be out of use for the duration with some disturbance in the set up on the Friday and take down on Tuesday of the tents and removal of toilets and fencing.

The footpaths around the field would be available for general use and the rest of the Castle Park will remain untouched.

- 3.2 The Jazz Festival has a positive economic impact for the town and the wider area, in addition to adding to the cultural offer available to residents and visitors alike.
- 3.3 It is not anticipated road closures would be required to stage the event; the number of people would be spread across the day. It is difficult to determine what the largest number in attendance at any one time would be. The event organiser will provide the stewarding and deal with litter arising from the event.
- 3.4 The central location and the impact on local residents is the most significant issue arising from staging the event. The evening curfew would be 10pm each evening. There would be some disruption to Eshton Terrace during the load in/out. In addition there will be the noise of the event for the immediate area when the music is played and for the period when the crowd leave the event on Saturday and Sunday.
- 3.5 The event has not been considered by the RVSAG yet; because the organiser cannot commit further finances to the event planning until a decision is made on whether it can be staged.
- 3.6 The nature of the event is similar in nature to the Food Festival staged in August and in reaching a decision, the Committee is asked to consider the implications for that event in light of this new spring event which is being proposed. It could be seen as complementing the existing food festival in August, though a counter argument would see the food stalls detracting from that event. The stall holders will be from further afield than Lancashire, and in keeping with an American theme, though still of a high quality, which is different to the food festival. It should be noted that there are many food festivals in the area during the course of the year, Stonyhurst for example stage their own within 2 weeks of the Clitheroe event in August.

4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources – The event discussed would not be underwritten by the Council, nor promoted as such, it would be on Council land, if required the Council would charge for any services required.
- Technical, Environmental and Legal – Events by their nature have some impact, this event would need to be considered by RVSAG during the development stage if approval is granted by the Committee
- Reputation – Tourism is an integral part of the Borough's offer and events that are well run and of high quality will help to promote the Borough and the businesses based within it.

5 **RECOMMENDED THAT COMMITTEE**

- 5.1 Consider the request and determine if approval in principle can be granted, subject to the normal licence approvals and confirmation by the Ribble Valley Safety Advisory Group of the event organisers' arrangements.

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HEAD OF CULTURAL AND LEISURE SERVICES

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS

Agenda Item 5, Community Services Committee 2nd September, 2014

For further information please ask for Mark Beveridge, extension 4479.