

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 22 MAY 2018
title: UPDATE ON CLITHEROE FOOD FESTIVAL 2018
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE, HEAD OF CULTURAL AND LEISURE SERVICES

1 PURPOSE

1.1 To provide Committee with an update on progress for the planning of the Clitheroe Food Festival 2018.

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 The Council became the principal sponsor and organiser of 2018 Food Festival after approval by Members following your meeting on 9 January 2018 which notified of the Food Festival Board being dissolved.

2.2 At that meeting, the budget was set by Committee with reductions on 2017 budget figure (minute 486 (2)), principally in the marketing spend and advertising as well as other items, such as the children's cookery demonstrations and use of the town crier.

2.3 The Committee approved that a working group of the Leader, Chair of Community Services, and the Chief Executive, be established to seek sponsorship for 2018 event (minute 486 (4)). Notes of the two meetings are appended.

3 THE CURRENT POSITION

3.1 The number of stallholders who have signed up from 2017 is around 70, which is an improvement on the same time last year. We provide them with a time window in which to sign up early and commit to the event, which is incentivised with a small discount on their site pitch.

3.2 Sponsorship from Fort Vale Engineering, Deli Solutions, Lloyd BMW Colne, has been obtained, each paying £2,000 to be an associate of the festival. A number of other companies are considering taking a pitch at the festival to promote their products and services, these companies would pay a few hundred pounds for such a presence.

3.3 The marketing budget has been reduced this year; consequently, social media will form the primary basis for ensuring the message is communicated. A limited amount of paid for advertising will take place in selected magazines. However, the wide spread use of posters on LCC infrastructure will be stopped, owing to the request by the County for us to help them remove posters and banners which appear on the road side around the Borough, and are a distraction to drivers by creating a potential hazard. We may choose to use some of our own car park railings as the site for some banners.

3.4 The logistical aspects are being worked through to ensure the infrastructure and other aspects necessary to run this large one-day event are in place. The reason for it being one day only is the absence of a suitable site from which to run the Park and Ride on a Sunday.

- 3.5 The event was considered by the Ribble Valley Safety Advisory Group. Comments and requests for additional information were received from the members, and responses were provided.
- 3.6 2017 was the first year when we had additional security from a specialist company, who supplied personnel used to dealing with large crowds. This came both because of the experience in 2016, when crowd density on Castle and King Street caused concerns, and following consultation with the police following the Manchester and London attacks in early 2017. Although the food festival is seen as a low risk event, the Council, as event organiser, needs to ensure that we try as far as is practicable to plan for the safe management of the crowds, which flock to it. Therefore, we will be using security personnel again this year.
- 3.7 In previous years, a large marquee has been constructed in Market Place, which required a Friday road closure. This will not happen this year, so traffic flow will be less disrupted until Saturday, when the full road closures are put in place. However, the Market car park and New Market Street will be closed during Thursday, before the event, to ensure the delivery and build of the marquees for the Festival Food Court.

4 RISK ASSESSMENT

The approval of this report may have the following implications:

- Resources – As the Council is now fully responsible for delivering the event, all aspects of the operation have to be resourced from within the existing Council staff. This will inevitably lead to staff, at some points, having to reprioritise their existing workload to accommodate the demands for the Food Festival.
- Technical, Environmental and Legal – The safety of visitors, staff, and exhibitors remains the highest priority, especially given our legal duty as event organiser.
- Political – No implications identified.
- Reputation – The 2017 Festival was a well-run event which enhances the Council's reputation. It received considerable media coverage, and the general feedback from visitors and traders was very positive
- Equality & Diversity – No implications identified.

5 RECOMMENDED THAT COMMITTEE

Notes the progress made to date.

MARK BEVERIDGE
HEAD OF CULTURAL AND LEISURE SERVICES

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS – None

For further information, please contact Mark Beveridge 01200 414479

Community Services Committee 22 May 2018 / MB / IW