

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No

meeting date: 28th MAY 2019
title: CLITHEROE FOOD FESTIVAL 2019
submitted by: JOHN HEAP, DIRECTOR OF COMMUNITY SERVICES
principal author: MARK BEVERIDGE, HEAD OF CULTURAL AND LEISURE SERVICES

1 PURPOSE

1.1 To provide an update on the progress to date of the event.

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 approved the 2019 Food Festival following receipt of a report to this committee at your meeting in October, 2018 (minute 377; 30.10.18).

2.2 This Committee agreed to the proposals for previous events based on the condition that the Council would take the lead in organising the event, control the budget and that any future financial concerns were brought back to this committee for consideration.

3 THE 2019 FOOD FESTIVAL

3.1 The 2019 Food Festival will take place on the 10th August, 2019, based on a similar format as previous editions. The event will be organised by Council officers, with help from Council staff who work on the day, undertaking various roles; volunteers; plus external specialist assistance, e.g. first aid.

3.2 The event will be staged in and around the centre of Clitheroe, closing Castle Street, King Street and King Lane, Market Place and the Market car park.

3.3 The Clitheroe Food Festival contributes to our promotion of the area as a tourist destination and in our economic development role. Although there is limited hard evidence to support the economic impact of the event on the town, as there has not yet been a comprehensive study on the event. For some in the local business community it is a boom day and for others possibly one of their quietest of the year.

4 ISSUES

4.1 The amount of sponsorship attracted by the festival has steadily fallen over the past 4 years. In 2015 - £27,900, 2016 - £19,500 and 2017 - £12,500, 2018 - £8,500, and this year the figure is anticipated to be lower still. There is no specific reason for this fall off and it may just reflect a change in the optimism of businesses or the perceived value of the festival to promote individual businesses.

4.2 The event is free to attend and therefore does not generate sufficient income to cover the cost of staging it. That has always been the case and there is no way to change it, other than securing a sponsor large enough that they cover the costs currently borne by the Council. Or if it were possible, relocating it to a site where entry could be controlled and an entry fee applied.

- 4.3 The costs of staging the event this year will be higher than previous years, as there have been substantial rises in the cost associated with it; including park and ride, as well as the other services which are bought in, e.g. security, first aid etc.
- 4.4 Each year it is becoming harder to get staff to work on the event and this may result in having to look at alternative models of delivery for the future if the event continues to be supported by the Council.
- 4.5 The event is only one day, which both concentrates attendance and limits the ability to spread the cost of staging it over two days. The reasons for staging it on one day are; the park and ride facility is only available for a Saturday; the staff resources of the Council would be severely stretched to run it into a second day, without a greater input from external sources and security would be a significant issue with all the stalls set up with produce and consumable items on the open street areas.


5. RISK ASSESSMENT

The approval of this report may have the following implications:

- Resources – a full report showing the financial outturn will be submitted to the Committee following the event.
- Technical, Environmental and Legal - The success of the event in attracting people to Clitheroe makes safety a constant challenge given the limited street space available within the town.
- Political - none
- Reputation - The 2018 Festival was a well-run event which enhances the Council's reputation, it received considerable media coverage and the general feedback from attendees was very positive.
- Equality and Diversity – The festival is located on the streets of the town and all areas are accessible. Demonstrations are located in accessible buildings.

6. CONCLUSION

This updates on the current information for the Food Festival this year.



JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES



MARK BEVERIDGE
HEAD OF CULTURAL & LEISURE SERVICES

BACKGROUND PAPERS – CFF File

For further information, please contact Mark Beveridge 01200 414479

ANNEX 5
Clitheroe Food Festival Budget and Outturn

Clitheroe Food Festival	Actual 2017 £	Original Estimate 2018 £	Actual* 2018 £
EXPENDITURE			
EMPLOYEE RELATED			
Staffing Costs Before, During and After the Event	5,124	6,080	6,944
total employee related	5,124	6,080	6,944
PREMISES RELATED			
Marquees, Stalls and Staging for Town Centre Entertainment	10,248	10,460	8,263
Demonstration Venues	960	980	900
Portable Toilets	475	480	475
Park and Ride Facilities	670	820	670
total premises related	12,353	12,740	10,308
TRANSPORT RELATED			
Park and Ride Coach Hire	1,700	1,730	1,820
Hire of Van	0	50	0
total transport related	1,700	1,780	1,820
SUPPLIES AND SERVICES			
Advertising and Promotions Online and in Print	4,155	3,820	4,034
Printed Leaflets and Posters	2,604	2,620	2,043
Film	0	0	0
Town Crier - To make proclamations in week prior to festival	160	0	0
Postage	77	80	167
Volunteer T-Shirts	201	200	0
Sponsored Banners (Cost of)	1,180	0	0
On Street Entertainment	1,050	1,070	2,165
Two Way Radios for on the Festival Day	435	440	480
First Aid Provision	1,325	1,350	1,568
Festival Site Security	1,835	2,000	1,628
Children's Workshops	1,570	0	0
The Mad Science Funstations	800	820	550
Refreshments	289	300	405
AA Signs within Clitheroe and Perimeter	1,173	1,200	1,284
Traffic Management Signage and Coning	1,946	1,990	1,606
Other Directional Boards/Signage	218	230	0
Competition Prizes and Associated Costs	122	120	0
Other Miscellaneous Items	1,635	340	265
total supplies and services	20,775	16,580	16,193
THIRD PARTY PAYMENTS			
Beats for Cancer 50% Share of Flag Income	473	0	0
Food Festival Marketing - Latitude Studios Limited	4,000	0	0
total third party payments	4,473	0	0

Clitheroe Food Festival	Actual 2017 £	Original Estimate 2018 £	Actual* 2018 £
Total Gross Expenditure	44,425	37,180	35,265
INCOME			
CUSTOMER AND CLIENT RECEIPTS			
Park and Ride Income	-4,201	-4,280	-4,140
Chargeable Events - Demos/Tastings	-639	-650	-432
Charges to Exhibitors	-11,783	-12,020	-14,358
Recharge to Clitheroe Festival of Food re Launch event	0	0	0
total customer and client receipts	-16,623	-16,950	-18,930
GRANTS REIMBURSEMENTS AND CONTRIBUTIONS			
Grant from Ribble Valley Borough Council	-5,000	-5,000	-5,000
Overs/Unders	0	0	75
Fair	0	0	-250
Sponsored Promotional Banners	-2,125	0	0
Total Sponsorship	-12,500	0	-8,500
total grants reimbursements and contributions	-19,625	-5,000	-13,675
Total Gross Income	-36,248	-21,950	-32,605
DEFICIT (to be funded from earmarked reserve)	8,177	15,230	2,660
Opening Balance on Earmarked Reserve	-25,913	-17,736	-17,736
DEFICIT (to be funded from earmarked reserve)	8,177	15,230	2,660
Closing Balance on Earmarked Reserve	-17,736	-2,506	-15,076

**Subject to final invoices being received for estimated value included above.*