

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No. 7

meeting date: TUESDAY, 29 OCTOBER 2019  
title: CLITHEROE FOOD FESTIVAL  
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 2019 event and seek views on the 2020 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

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).

## 3 THE 2019 FOOD FESTIVAL

- 3.1 This was 9<sup>th</sup> year of the food festival and first time that it had rained for the whole day which, although impacting upon numbers attending, was nonetheless successful for the traders who were there.
- 3.2 The 2019 Food Festival took place on 10 August, 2019, based on a similar format to previous editions. The event was planned and organised by Council officers, with help from: Council staff who work on the day, undertaking various roles; volunteers; plus, external specialist assistance, eg first aid.
- 3.3 The Clitheroe Food Festival contributes to our promotion of the area as a tourist destination and in our economic development role. However, there is only anecdotal evidence to support the economic and tourism impact of the event on the town, as there has never been an economic impact assessment of the event.

## 4 ISSUES

- 4.1 The amount of sponsorship attracted by the festival has steadily fallen over the past four years. This year the sum was £4k. The return for sponsors has always been tenuous at best, with links by association through advertising and the web site, plus tickets to tastings or demonstrations. Managing sponsorship has been made difficult in recent years with some sponsors also being producers. Where they have had space at the event to sell their products, there is, of course, an opportunity cost to this space, which otherwise could be sold to other stall holders. This diminishes the value of the sponsorship received by the Council. A copy of the financial statement for this year's event is appended to this report.
- 4.2 The festival is free to attend, with income principally obtained from stall holder fees and a small amount from tastings/demonstrations, whilst the park and ride seeks to break even. Being free to visitors, it cannot generate sufficient income to cover the cost of staging it. That has always been the case and there is no way to change it, unless it was possible to relocate to a site where entry could be controlled and an entry fee applied. The Castle field is an alternative location, but it is not viable due to

the variability of the weather and the impact it has on the surface. This year, for example, the funfair was cancelled due to the rain, the second time in three years this has happened.

- 4.3 The event has relied to date on a substantial number of Council officers working to plan it and, on the day, to serve in various roles. There is a clear downward trend in the number of staff willing to work on the event and it may be necessary to look at alternative models of delivery for the future if the event continues to be supported by the Council. A more reliable and possible safer option would be to use a professional event company to manage the event, but that would be at considerable cost.
- 4.4 Because the event is only one day, attendance is concentrated, but we have no opportunity to spread the cost of staging it over two days. The reason for staging it on one day is mainly that the park and ride facility is only available for a Saturday. However, we also know that 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.
- 4.5 Because the event is free to attend, it brings with it the risks of large crowds with no easily discernible way of controlling numbers. There is an inherent safety risk in managing the crowd, and further work will need to be considered to ensure that public safety is maintained.
- 4.6 The proposed amendments to Clitheroe Market, with the removal of the fixed bull ring stands, will necessitate changes to the format of the Festival in 2020. There were 26 stalls available for traders this year in that area, with 96 others split between the streets and the food court area. The bull ring catered for the smaller operators, as the cost of those pitches was lower than elsewhere. One option would be to install temporary stands; they cost around £170 each. Another would be to allow traders to bring their own; however, that presents logical issues because the space is so small for vehicle movement. How this area will actually be used will need to be considered as part of the planning.

## 5. RISK ASSESSMENT

The approval of this report may have the following implications:

- Resources - At the time of setting the 2019/20 budget, this committee agreed to the inclusion of the net cost of holding the Clitheroe Food Festival within the Council's base budget. This budget assumed that no sponsorship income would be received toward the festival. For 2019, the net budget was a cost of £14,120 and this level of budget will be carried forward with inflation and adjustments for known movements in costs and income for the 2020 event. The Council holds an earmarked reserve for the purpose of supporting the net cost of the event, although funds have diminished in recent years (likely balance following the 2019 event is £6,170).
- 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 2019 Festival was a well-run event which enhances the Council's reputation. The general feedback from attendees was very positive, despite the weather.

- 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 RECOMMENDED THAT COMMITTEE**

- 6.1 Decides if approval should be granted for the 2020 edition of the event.

MARK BEVERIDGE  
HEAD OF CULTURAL & LEISURE SERVICES

JOHN HEAP  
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS – CFF File

<b>Clitheroe Food Festival</b>	<b>Actual 2018 £</b>	<b>Original Estimate 2019 £</b>	<b>Actual 2019 (as at 15/10/19) £</b>
<b>EXPENDITURE</b>			
<b>EMPLOYEE RELATED</b>			
Staffing Costs Before, During and After the Event	6,821	6,710	5,115
<b><i>total employee related</i></b>	<b>6,821</b>	<b>6,710</b>	<b>5,115</b>
<b>PREMISES RELATED</b>			
Marquees, Stalls and Staging for Town Centre Entertainment	8,583	8,730	8,790
Demonstration Venues	900	920	880
Portable Toilets	475	500	630
Park and Ride Facilities	670	830	1,070
<b><i>total premises related</i></b>	<b>10,628</b>	<b>10,980</b>	<b>11,370</b>
<b>TRANSPORT RELATED</b>			
Park and Ride Coach Hire	1,820	1,950	1,890
<b><i>total transport related</i></b>	<b>1,820</b>	<b>1,950</b>	<b>1,890</b>
<b>SUPPLIES AND SERVICES</b>			
Advertising and Promotions Online and in Print	4,034	4,500	4,966
Printed Leaflets and Posters	2,043	2,080	2,073
Postage	167	170	122
Volunteer T-Shirts	232	200	149
On Street Entertainment	2,165	3,760	3,865
Two Way Radios for on the Festival Day	480	500	480
First Aid Provision	1,568	1,700	1,610
Festival Site Security	1,628	1,800	1,701
The Mad Science Funstations	550	650	940
Refreshments	405	410	220
AA Signs within Clitheroe and Perimeter	1,284	1,400	1,310
Traffic Management Signage and Coning	1,606	1,900	1,727
Other Miscellaneous Items	265	270	642
<b><i>total supplies and services</i></b>	<b>16,425</b>	<b>19,340</b>	<b>19,804</b>
<b><i>Total Gross Expenditure</i></b>	<b>35,695</b>	<b>38,980</b>	<b>38,178</b>

<b>Clitheroe Food Festival</b>	<b>Actual 2018 £</b>	<b>Original Estimate 2019 £</b>	<b>Actual 2019 (as at 15/10/19) £</b>
<b>INCOME</b>			
<b>CUSTOMER AND CLIENT RECEIPTS</b>			
Park and Ride Income	-4,140	-4,490	-2,113
Chargeable Events - Demos/Tastings	-485	-500	-324
Charges to Exhibitors	-14,305	-14,590	-18,265
<b><i>total customer and client receipts</i></b>	<b>-18,930</b>	<b>-19,580</b>	<b>-20,702</b>
<b>GRANTS REIMBURSEMENTS AND CONTRIBUTIONS</b>			
Grant from Ribble Valley Borough Council	-5,000	-5,000	-5,000
Overs/Unders	75	0	0
Fair	-250	-280	0
Total Sponsorship	-8,500	0	-4,000
<b><i>total grants reimbursements and contributions</i></b>	<b>-13,675</b>	<b>-5,280</b>	<b>-9,000</b>
<b><i>Total Gross Income</i></b>	<b>-32,605</b>	<b>-24,860</b>	<b>-29,702</b>
<b>Actual (Potential for 2019) – (SURPLUS)/DEFICIT (added to)/taken from earmarked reserve</b>	<b>3,089</b>	<b>14,120</b>	<b>8,477</b>
<b>Opening Balance on Earmarked Reserve</b>	<b>-17,736</b>	<b>-14,647</b>	<b>-14,647</b>
<b>Closing Balance on Earmarked Reserve</b>	<b>-14,647</b>	<b>-527</b>	<b>-6,170</b>