

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO COMMUNITY SERVICES COMMITTEE

INFORMATION

meeting date: 11 JANUARY 2022
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 event and the preparations being made for 2022.

1.2 Relevance to the Council's ambitions and priorities:

- Corporate Objectives – To sustain a strong and prosperous Ribble Valley.
- Community Objectives - Provide an opportunity for local businesses to develop their market share with exposure to new consumers.

2 BACKGROUND

2.1 The food festival is being planned for Saturday, 30th July 2022, this report provides an update on the progress since the last Committee Meeting in October 2021.

3 ISSUES

3.1 A response from Clitheroe Auction Mart about the availability of their site for the park and ride has been received. They have accepted the Council's request for use of their car park, however, there is a caveat. Depending upon the scale of their machinery sales which will be taking place shortly after the event, we may only have access to around 50% of the rear car park, which is the larger of the 2 areas they have. The machinery sales are something which the Auction have successfully developed in recent times, and this resulted in a loss of space in 2019 when a permanent fence was installed in the rear car park, to accommodate the machinery lots for their sales, this saw a reduction of around 200 car spaces at the time. If around 50% of that available space were to be lost, the capacity would be further reduced to perhaps 400 cars. Unfortunately, because the Auction Mart will not know until within a few weeks of the sale the size of space that they need, the Food Festival will not know what will be available for car parking until shortly before the event. Alternative options have been considered in the past for overflow parking, though nothing viable was an option then and no further large area of hard standing has been created in the meantime. One option which will be explored will be to find a field which could be prepared to act as the primary car park, however it needs to have good access from the A59 and provide a safe entry and exit point. Weather conditions would then be a significant factor if a field were used as the primary car park and if this option is chosen it may be necessary to lay temporary matting to provide a weatherproof surface to the ground for cars and pedestrians.

3.2 Following Committees' recommendation to seek prices for external assistance for running the event, due to the limited staff resources now available for this major undertaking. Discussions have taken place with two companies who provide expertise in running other food festivals and events. Prices are being obtained from them for the cost of their help with the 2022 event.

- 3.3 The use of Event Owl as the portal for managing exhibitors has been agreed, enabling the Council to use that software tool for those interested in applying to use. The portal will be opened towards the end of January early February for a period of several weeks and then a selection made of the stalls which will be accepted for the event.
- 3.4 Whilst some other events operators in the borough fly post the area with banners and signs on fences and street furniture without permission, this is illegal and so is not something the Borough Council can condone for its' own event. In recent years the use of banners has been restricted to the Council's own car parks and buildings in the run up to the event that will happen again for 2022.
- 3.5 The marketing of the event will focus on some limited paid for advertising in Lancashire Life and the Clitheroe Advertiser and the Lancashire Journal. The primary channel will be social media, which will be generated by the Councils' own I.T and communications staff.
- 3.6 Ninety-six per cent of event organisers are suffering from staff shortages, according to a survey by the National Outdoor Events Association (NOEA), on behalf of the Department for Culture Media and Sport (DCMS). The report also found that, of this number, 51 per cent said they struggled to find staff, with a further 38 per cent reporting that trained staff was the primary issues.
- 3.7 This survey was undertaken by NOEA following requests from Government departments to understand the nature of difficulty the industry is currently experiencing when it comes to staffing. As well as struggling with existing shortages, 83 per cent of respondents also predict that the issues will plague the whole of 2022. This situation is likely to impact the Food Festival, which is why officers are being proactive now to try and put in place measures to help mitigate this situation.

4. RISK ASSESSMENT

4.1 The approval of this report may have the following implications:

- Resources – To date the Council has underwritten the cost of staging the Food festival. With limited sponsorship and being free to attend, the event cost has risen sharply is likely to rise further as the demands of staging it safely increase. The budget for 2022 is attached (appendix 1), however it is likely that the costs incurred will rise as prices are sought from suppliers, plus no account has yet been made for the costs which might be incurred from the use of an external company to help with aspects of 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. The Council as the event organiser is legally obliged to run a safe event and would be held accountable by the Health and Safety Executive if an incident occurred leading to injuries or worse.
- Political – none in the context of the report
- Reputation - The Council has a high reputation for delivering an excellent event according to the feedback from stall holders and many attendees. That is based on the professional approach taken to the planning and delivery of previous food festivals, The Tour of Britain Cycle Race and The Freedom of the Borough March.

- Equality and Diversity – The festival is located on the streets of the town and all areas are accessible. Demonstrations if staged, are in accessible buildings.

5. RECOMMENDED THAT COMMITTEE

5.1 Note the report.

MARK BEVERIDGE
HEAD OF CULTURAL & LEISURE SERVICES

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS – CFF File

Clitheroe Food Festival 2022

CRFDF	0100	Salaries	2,280
CRFDF	0108	National Insurance Salaries	190
CRFDF	0130	Temporary Staff	4,680
CRFDF	2402	Repair & Maintenance - Buildings	1,580
CRFDF	2446	Rent of Buildings	1,260
CRFDF	2636	Hire of Transport	2,100
CRFDF	2637	Hire of Plant	12,250
CRFDF	2881	Purchase of Equipment & Materials	790
CRFDF	2885	Plastic Sacks	80
CRFDF	2895	First Aid Requisitesities	1,780
CRFDF	2942	Refreshments	440
CRFDF	2961	Protective Clothing	30
CRFDF	2981	Postages	180
CRFDF	2991	Communication Equipment	580
CRFDF	3267	Signage	4,200
CRFDF	3277	Promotional Activities	14,710
CRFDF	3305	Security	1,780
CRFDF	8420n	Car Park Charges	-4,810
CRFDF	8576z	Contributions & Donations	-5,000
CRFDF	8724n	Masterclasses and Tutored Tastings - VAT	-540
CRFDF	8805l	Land Rents	-310
CRFDF	8827n	Food Festival Stalls (VATable)	15,640

Total

22,610