

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO COMMUNITY SERVICES COMMITTEE

meeting date: 24 MAY 2022
title: CLITHEROE FOOD FESTIVAL
submitted by: JOHN HEAP, DIRECTOR COMMUNITY SERVICES
principal author: MARK BEVERIDGE, HEAD OF CULTURAL SERVICES

1 PURPOSE

- 1.1 To update members on the preparations for staging this years' event.
- 1.2 Relevance to the Council's ambitions and priorities
 - Community Objectives - To help make people's lives healthier and safer.
 - Corporate Priorities - To sustain a strong and prosperous Ribble Valley.
 - To protect and enhance the existing environmental quality of our area
 - Other Considerations – Staging events which contribute to the economic vitality of the area and provide an entertaining activity for residents.

2 BACKGROUND

- 2.1 The Council has organised the Clitheroe Food Festival for the past 9 events, this year is the 10th staging of it, although because of covid it is not ten years since the first one was held. In that time, it has grown significantly to become a major event in terms of the crowds attending and the scale of the planning and organisation required to stage it. Probably the largest on day event of its type in the region.
- 2.2 The event is free to attend for visitors, so the Council bears the total cost of staging it. The only real income source is from the stall holders and limited sponsorship income. The sponsorship value of the event is limited, because other than being associated with the event there are no celebrity chefs or special events which would add value for a sponsor. For 2022, Committee has already decided not to actively pursue sponsorship for the event this year.
- 2.3 This year the Council has sought a low-key marketing approach, therefore press releases, social media and banners on our own land will be the means of marketing the event, with no paid for advertising.
- 2.4 The event will be one day only for 2022, with the possibility of being extended to two days in 2023, assuming the Council approves the event for future years. In future years the organisation of the event will move from Community Services to Economic Development and Planning, as part of internal changes that have occurred.
- 2.5 Preparations are progressing well, and although some of the previous businesses that attended are no longer trading, over 60% of stalls available have been booked, and a number of new businesses will be offered an opportunity to attend this year.

3 ISSUES

- 3.1 Unsurprisingly the costs this year are going to be higher than in previous years, with the infrastructure, transport and staffing all seeing some significant price rises compared to 2019. The charge for the stalls cannot rise accordingly as the festival is a one-day event and is at the top end of the charging structure, compared to other similar sized events many of which are able to charge an entry fee to visitors. The income from stalls does not cover the cost of staging what is a free to attend event. (A budget breakdown is included as an appendix to this report).
- 3.2 Our previous transport provider for the park and ride is unable to supply vehicles this year due to staff shortages, therefore an alternative company has been sourced, though that will mean using coaches instead of the double decker buses we were previously supplied with. The cost of this is over double what the Council paid in 2019.
- 3.3 The number of non-food stalls has previously been capped at 3 to accommodate an appropriate number of charity stall without diluting the festival theme. Given the Councils concern about/commitment to sustainability issues in our natural environment that produces the food and drink at the festival, it is suggested that a limited number of stalls be allocated for environmental/sustainability themes. If this is acceptable to Committee, it is suggested that the limit on non-food stalls for this year is raised to 10.
- 3.4 This does not mean however that the main thrust of the event is to be diluted with stalls selling other products, such as fashion or crafts. The aim is to give stalls with some association with the festivals' purpose to attend.

4 RISK ASSESSMENT

- 4.1 The approval of this report may have the following implications.
- Resources – The Council financially supports the event by providing the budget for staging it.
 - Technical, Environmental and Legal – The Council staff organise and plan the event, services are bought in for security, infrastructure etc.
 - Political – None in the context of this report
 - Reputation – The Council has run this event successfully for many years and it is generally well received by local businesses, residents, and visitors.
 - Equality & Diversity – the event is open to all.

5 **RECOMMENDED THAT COMMITTEE**

- 5.1 Agree to raise the number of non-food stalls from three to ten for the 2022 event.

MARK BEVERIDGE
Head of Cultural and Leisure Services

JOHN HEAP
Director of Community Services

BACKGROUND PAPERS

For further information please ask for Mark Beveridge 01200 425111

Appendix

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 Requisites	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