

# RIBBLE VALLEY BOROUGH COUNCIL

## REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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meeting date: THURSDAY, 3 NOVEMBER 2022  
title: CLITHEROE FOOD FESTIVAL  
submitted by: DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING  
principal author: NICOLA HOPKINS, DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

### 1 PURPOSE

1.1 To update Members on the Clitheroe Food Festival.

1.2 Relevance to the Council's ambitions and priorities:

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

### 2 BACKGROUND

2.1 The Food Festival was staged on Saturday, 30 July 2022, and around 100 businesses and organisations attended. In size it was as large as the 2019 event, with even more entertainment this year.

2.2 Although the weather on the day was generally wet, large crowds visited the event and stall holders reported brisk business, many sold out of their products and at least one town centre business told the Council it had been their busiest ever trading day.

2.3 This was the first event staged follow a break of two years following the pandemic, but the absence appeared not to have diminished the demand by residents and visitors alike for the mixture of food, drink, and entertainment on offer.

2.4 The event is organised and managed by Ribble Valley Borough staff and together with volunteers on the day from Rotary and the Lions. Because it is a free to attend event it is not intended to cover its costs, it is staged to attract people to the Borough as well as providing a day out for residents to attend.

2.5 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. Many stall holders regard the event as the best organised of the ones they attend, which is testament to the planning and work of Council staff that goes into staging the event.

2.6 The above, notwithstanding the organisation of the event, was not without it challenges which are summarised as follows:

- Problems in getting suppliers for the services used to stage the event
- Increasing costs
- The requirement for a split Park and Ride facility
- Marquee company pulling out 1 week before the event was due to happen

### 3 WAY FORWARD

3.1 The festival is free to attend, with income principally obtained from stall holder fees. Being free to visitors, it cannot generate sufficient income to cover the cost of staging it. A copy of the financial statement for this year's event is appended to this report.

3.2 Members have made it clear that following the success of this year's event the event should be held next year and it is proposed to hold the Food Festival on the weekend of 12 August.

3.3 Members have also suggested that consideration should be given to holding a two-day event. Further consideration by the Economic Development Team is currently underway to enable suggestions to come back to Member on how the festival could look next year.

3.4 Members should note the following matters which are key to considerations when assessing how the event looks:

3.4.1 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. 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.

3.4.2 Staging the event over two days would involve:

- two days of Park and Ride facilities which may be an issue
- greater staff resource
- greater security requirements

### 4 RISK ASSESSMENT

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

- Resources - At the time of setting the 2022/23 budget, this committee agreed to the inclusion of the net cost of holding the Clitheroe Food Festival within the Council's base budget, £22,610 and this level of budget will be carried forward with inflation and adjustments for known movements in costs and income for the 2023 event. The Council holds an earmarked reserve for the purpose of supporting the net cost of the event, however the balance will be fully used in 2022/23. See Appendix 1.
- Technical, Environmental and Legal - Although the weather was damp the crowds attending were higher than would have been predicted in advance. The issue of safety was not a concern this year, but that will be a consideration in future years especially if the event is held during fine weather. Because it is free to attend no tickets are sold and therefore predictions of crowd density cannot be made in advance, although provision for crowd safety must be made.
- Political - None
- Reputation - The 2022 Festival was a well-run event which enhances the Council's reputation. The general feedback from attendees was very positive, despite the weather.

- Equality & Diversity – The festival is located on the streets of the town, and all areas are accessible.

**5 RECOMMENDED THAT COMMITTEE**

- 5.1 Members confirm whether they approve a 2023 Food Festival to be held on the weekend of the 12 August 2023.
- 5.2 Further suggestions on how the event looks will be brought back to next Committee



NICOLA HOPKINS  
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

<b>Clitheroe Food Festival</b>	<b>Actual 2019 £</b>	<b>Original Estimate 2022 £</b>	<b>Actual 2022 (as at 20/10/22) £</b>
<b>EXPENDITURE</b>			
<b>EMPLOYEE RELATED</b>			
Staffing Costs Before, During and After the Event	5,064	8,730	5,213
<b>Total employee related</b>	<b>5,064</b>	<b>8,730</b>	<b>5,213</b>
<b>PREMISES RELATED</b>			
Marquees, Stalls and Staging for Town Centre Entertainment	8,790	12,260	11,124
Portable Toilets	630	680	800
Park and Ride Facilities	1,070	1,260	1,128
<b>Total premises related</b>	<b>10,490</b>	<b>14,200</b>	<b>13,052</b>
<b>TRANSPORT RELATED</b>			
Park and Ride Coach Hire	1,890	2,100	5,000
Hire of Van	0	100	127
<b>Total transport related</b>	<b>1,890</b>	<b>2,200</b>	<b>5,127</b>
<b>SUPPLIES AND SERVICES</b>			
Advertising and Promotions Online and in Print	4,966	6,280	1,607
Printed Leaflets and Posters	2,273	2,910	2,306
Postage	122	180	0
Volunteer T-Shirts	149	0	0
On Street Entertainment	3,935	5,250	4,364
Two Way Radios for on the Festival Day	480	580	272
First Aid Provision	1,610	1,780	1,880
Festival Site Security	1,701	1,780	2,814
Refreshments	227	440	41
AA Signs within Clitheroe and Perimeter	1,310	1,400	1,441
Traffic Management Signage and Coning	1,727	2,800	5,125
Temporary Road Closure			809
Event Consultants			500
Other Miscellaneous Items	792	380	565
<b>Total supplies and services</b>	<b>19,292</b>	<b>23,780</b>	<b>21,724</b>
<b>Total Gross Expenditure</b>	<b>36,736</b>	<b>48,910</b>	<b>45,116</b>
<b>INCOME</b>			
<b>CUSTOMER AND CLIENT RECEIPTS</b>			
Park and Ride Income	-2,113	-4,810	-1,588

<b>Clitheroe Food Festival</b>	<b>Actual 2019 £</b>	<b>Original Estimate 2022 £</b>	<b>Actual 2022 (as at 20/10/22) £</b>
Chargeable Events - Demos/Tastings	-324	-540	0
Charges to Exhibitors	-18,265	-15,640	-19,618
<b>Total customer and client receipts</b>	<b>-20,702</b>	<b>-20,990</b>	<b>-21,206</b>
<b>GRANTS REIMBURSEMENTS AND CONTRIBUTIONS</b>			
Grant from Ribble Valley Borough Council	-5,000	-5,000	-5,000
Fair	0	-310	0
Total Sponsorship	-4,000	0	-6,000
<b>Total grants reimbursements and contributions</b>	<b>-9,000</b>	<b>-5,310</b>	<b>-11,000</b>
<b>Total Gross Income</b>	<b>-29,702</b>	<b>-26,300</b>	<b>-32,206</b>
<b>Actual (Potential for 2022) - SURPLUS/DEFICIT</b>	<b>7,034</b>	<b>22,610</b>	<b>12,910</b>
<b>(Funded from)/added to earmarked reserve</b>	<b>-7,034</b>	<b>-8,533</b>	<b>-8,533</b>
<b>Total after transfers to/ (from) Earmarked Reserve</b>	<b>0</b>	<b>14,077</b>	<b>4,377</b>
<b>EARMARKED RESERVE SUMMARY</b>			
<b>Opening Balance on Earmarked Reserve</b>	<b>-14,646</b>	<b>-8,533</b>	<b>-8,533</b>
<b>(Added to)/taken from earmarked reserve</b>	<b>7,034</b>	<b>8,533</b>	<b>8,533</b>
<b>Closing Balance on Earmarked Reserve</b>	<b>-7,612</b>	<b>0</b>	<b>0</b>