

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: 15 JUNE 2023
title: CLITHEROE FOOD FESTIVAL
submitted by: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING
principal author: HASSAN DITTA – SENIOR ECONOMIC DEVELOPMENT OFFICER

1 PURPOSE

- 1.1 To provide an update on the Clitheroe Food Festival 2023
- 1.2 Relevance to the Council's ambitions and priorities
 - Community 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 customers.

2 BACKGROUND

- 2.1 The Clitheroe Food Festival was last held on Saturday 30 July 2022 with over 100 businesses and organisations attending. The festival was the first post covid Food Festival held and was just as large as the 2019 event.
- 2.2 At the meeting of this committee in November 2022 it was agreed that the food festival would be held again this year on 12th August. At a subsequent meeting of this Committee in January 2023, it was agreed to hold a new event – 'Ribble Valley Taste Fest' which would be held on the run up to the Food Festival. A week of events of rom 5th August will be held across the Borough with Clitheroe Food Festival concluding the week. It was considered that this would increase the benefits of the Food Festival and allow them to be felt throughout the Borough.

3 FOOD FESTIVAL

- 3.1 As of 18th May 2023, there have been 85 trader applications for stalls at this year's Food Festival. This is a stronger position than at this stage last year. In addition to completed applications received, numerous enquiries have been received from traders wishing to apply but who have not yet done so. These enquiries will be followed up with a call in the coming weeks.
- 3.2 Officers will also be contacting food and drink producers trading from Clitheroe town centre who have not yet applied, encouraging them to be involved in this year's Festival. Officers will also contact popular traders from last year's festival what not yet applied.
- 3.3 The 'Bullring' area of Clitheroe Market is now fully allocated with pitches still available on the street and in the Market Car Park.

- 3.4 The music acts for this year's event are once again being arranged by Duncan Sykora and Ivana Douglas. They are both involved in Ribble Valley Arts so are well placed to suggest local talent.
- 3.5 In previous years, there has been a music stage on Castle Street and a stage outside Harry Garlick, where King Street meets Railway View Avenue. Due to pavement widening works on King Street, there is no longer enough space to fit a stage whilst still allowing emergency vehicles to pass through. As a result, for this year's Festival, audio equipment will play music in this area to maintain the atmosphere.
- 3.6 There are numerous sponsorship opportunities available for this year's Food Festival (Appendix 1). All three headline sponsorship packages have been sold.
- 3.7 Marketing for the Food Festival has commenced consisting of a marketing campaign in Lancashire Life and on social media.
- 3.8 Given the size of the festival, there are many elements that need procuring. Procurement of traffic management for road closures, security and first aid, marquee and table hire, and signage has been completed.

4 TASTE FEST

- 4.1 Taste Fest will take place in the lead up to Clitheroe Food Festival. Taking place from 5th – 11th August, Taste Fest will feature a series of themed 'walks with taste' - incorporating cheese-making demonstrations, brewery tours and gin-tasting sessions - at farms and food venues throughout the borough.
- 4.2 Numerous businesses from throughout the Borough have now signed up for Taste Fest which will spread the positive economic impact of the Food Festival beyond Clitheroe. Various social media posts on the businesses taking part in Taste Fest will be published in the coming weeks.

5 CONCLUSION

- 5.1 Note the report.

HASSAN DITTA
SENIOR ECONOMIC DEVELOPMENT
OFFICER

NICOLA HOPKINS
DIRECTOR OF ECONOMIC
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BACKGROUND PAPERS

None.

For further information please ask for Hassan Ditta, extension 4424

APPENDIX 1

Main Sponsorship Package (x3)

£2,500

- Opportunity to promote your company to all our exhibitors directly via Clitheroe Food Festival website and press releases with photographs out to local press
- Company logo on all materials produced including Clitheroe Food Festival map (5,000 copies produced and distributed) and banners
- Company logo on social media promotion
- Company logo and narrative on Clitheroe Food Festival website
- Car park passes for the Food Festival
- Reception with the Mayor

Stage Sponsorship (x2)

£500

- Stage named after company
- Stage name on map (5,000 copies produced and distributed)
- Opportunity to promote your company to all our exhibitors directly via Clitheroe Food Festival website and press releases with photographs out to local press.
- Promotion on social media posts related to entertainment
- Reception with Mayor

Producer of the Festival

£500

- Opportunity to promote your company to all our exhibitors directly via Clitheroe Food Festival website and press releases with photographs out to local press
- Company logo and narrative on Clitheroe Food Festival website
- A trophy presented to the winner of the 'Producer of the Year Award'
- Reception with the Mayor

Car Park sponsorship

£500

- Car park named after company
- Company name and logo on banner outside car park (used by 376 vehicles last year).
- Company name on map (5,000 copies produced and distributed)
- Company logo on Clitheroe Food Festival website
- Reception with Mayor