

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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meeting date: THURSDAY 28 SEPTEMBER 2023  
title: RIBBLE VALLEY TASTE FEST & CLITHEROE FOOD FESTIVAL  
submitted by: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT &  
PLANNING  
principal author: HASSAN DITTA

### 1 PURPOSE

- 1.1 To provide an update on the Clitheroe Food Festival 2023 and to seek Committee's approval to hold the event again during summer 2024.
- 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 On 26 January 2023, Committee was presented with options for the 2023 food festival. Committee agreed to the recommendation to hold a new event - the Ribble Valley Taste Fest between 5 and 11 August, followed by the one-day Clitheroe Food Festival on the 12 August.

### 3 2023 RIBBLE VALLEY TASTE FEST

- 3.1 The Ribble Valley Taste Fest featured 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.
- 3.2 Thirteen local businesses responded positively to the Council's call for events offering a total of 23 individual events, engaging with over 300 people. Almost all events took place with only two cancelled. A number of the events were sold out. Several new venues have already expressed an interest in participating next year. A list of events held this year is in Appendix 1.
- 3.3 The following conclusions can be drawn from this year's Taste Fest;
  - The concept of taste fest was well received by visitors and local businesses
  - Indoor events were more popular due to the inclement weather
  - Set gourmet style taste group lunches on fixed dates were more popular than general taste menus
  - Interactive events for children were popular
  - Walks followed by food were popular
  - Practical demonstrations were popular

#### **4 2023 CLITHEROE FOOD FESTIVAL**

- 4.1 The culmination of Ribble Valley Taste Fest was Clitheroe Food Festival which was held on Saturday 12 August with over 100 businesses and organisations attending. The festival was the second post covid Food Festival held and was just as large as the 2022 event in terms of businesses involved.
- 4.2 The Food Festival followed a similar model to previous years in that it was a one-day event taking place in Clitheroe town centre on Castle Street, King Street, New Market Street and Clitheroe Market. All available stalls for this year were sold out well in advance of the festival along with a number of sponsorship packages.
- 4.3 The Food Festival drew in a record number of crowds throughout the day with the town being particularly busy during the Red Arrows fly over around 14:00. A high number of stall holders sold out on the day showing the high demand from public visiting Clitheroe on the day.
- 4.4 The event was organised and managed by Council officers with support on the day provided by festival friends. Festival friends provided a friendly welcome to visitors, with a particular emphasis on meeting and greeting people as they arrived by train, coach and bus. Around 30 people volunteered as festival friends, including members of Whalley Lions and Clitheroe Rotary Club together with a number of individual volunteers.
- 4.5 Although there were multiple showers throughout the day, record numbers of people attended this year with crowds being larger than predicted and with the town centre becoming very busy at times. 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.
- 4.6 The increase in visitor numbers this year is down to the extra promotion of the event. Traditional promotional activities were undertaken including press releases and advertising in the local press, however extra emphasis was placed on social media promotion. Online business engagement with those attending was also increased which led to more organic exposure for the event with promotion reaching a much larger audience. The reach and engagement for the social media campaigns were a great success with traffic increasing by 657% to the Food Festival website in the month running up to the festival. The most successful Facebook post had 114,588 impressions. A full breakdown of the statistics can be found in Appendix 2.
- 4.7 This extra promotion was acknowledged by stall holders in the post event survey with many commenting specifically on the greater use of social media to promote the event. The comments from stall holders were very positive with comments about how well the event was organised in the run up to the event and on the day. Many stall holders have shown an interest in booking onto next year's event. A full breakdown of the feedback is available in Appendix 3.
- 4.8 Feedback received online from festival goers has also been very positive with comments on how great and enjoyable the event was and people requesting the date for next year's festival (Appendix 4).

- 4.9 Three organised coach parties came to this year's event, the first for a few years and the number is likely to grow in the years to come. These were accommodated at the interchange but if this increases in future years, coach parking may be required at future events.

## **5 2024 RIBBLE VALLEY TASTE FEST AND CLITHEROE FOOD FESTIVAL**

- 5.1 Given the success of Ribble Valley Taste Fest and Clitheroe Food Festival this year, there is an appetite from businesses, residents, and visitors for the events to be held in 2024.
- 5.2 Some Members have in previous years suggested that consideration should be given to holding a two-day Food Festival however this would require an additional substantial resource commitment from Council Officers working to plan the event and ensure it runs smoothly and safely on the day. Not only would a two-day event be difficult to organize and in particular with reference to staff but also the majority of the stall holders prefer the one-day format.
- 5.3 Ribble Valley Taste Fest ensures that the benefits of the Food Festival are spread over a longer period and across the Borough and builds the anticipation for the Food Festival. This format worked very well this year and looks set to continue to expand in future years.

## **6 BUDGET**

- 6.1 The festival is organised as a free to attend event therefore does not cover its costs. The event is staged to drive footfall into Clitheroe and the Borough and to showcase the fantastic businesses operating in the Borough and promote the tourism offering Ribble Valley has.
- 6.2 To recoup some of the cost to Ribble Valley Borough Council, stalls are sold to businesses attending. All stalls were sold this year. Sponsorship packages were also sold to businesses consisting of three headline sponsors and a stage sponsor. All sponsorship packages were sold to local businesses operating within the Borough.
- 6.3 The total cost for Ribble Valley Taste Fest and Clitheroe Food Festival to the Council for 2023 was £11,686 (some residual costs have still yet to be accounted for) compared to £13,262 in 2022. The original budgeted net cost for the 2023 event was £24,900. This is despite the current inflation rates and the addition of the Taste Fest. Where possible, Officer's worked to reduce costs and raising revenue whilst ensuring the quality of the Food Festival was not impacted. A breakdown of costs to date is provided in Appendix 5.

## **7 RISK ASSESSMENT**

- 7.1 The approval of this report may have the following implications:

**Resources** – The festival is free to attend, with income principally obtained from stall holder fees and sponsorship. Being free to visitors, the Food Festival cannot generate sufficient income to cover the cost of staging it. The council provides a £5,000 grant and absorbs the net cost for the Festival in its economic development role, which was £11,686 this year (although some residual costs have yet to be accounted for). The original budgeted net cost for the 2023 event was £24,900.

**Technical, Environmental and Legal** – The issue of safety is a consideration 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 is made. Emergency services are involved in the planning of the event which is covered by a risk assessment.

Particular consideration is given to food hygiene and safety with stall holders required to provide their food hygiene certificates, public liability insurance and individual risk assessments. These documents are also checked by the Council's Environmental Health team. Stall holders selling alcohol must also apply for a temporary event notice which is checked by the Council's licensing team.

Temporary Road Closure Order will need to be obtained from Lancashire County Council to ensure the safety of Festival goers.

Committee will be aware that part of this year's UKSPF allocation is being used to improve Castle Street. The intention is for this work to be completed in advance of the suggested taste fest and food festival dates however any overrun would put the food festival at risk. This risk will be managed as part of the delivery of the Castle Street project.

**Political** – None. The Food Festival will remain Clitheroe based but Ribble Valley Taste Fest will ensure businesses from all over the Borough can get involved.

**Reputation** – The 2023 Clitheroe Food Festival has been a well-run event which enhances the Council's reputation. The 2023 event together with Ribble Valley Taste Fest was a success. The general feedback from attendees and stall holders was very positive. Continuing with the events will have a positive impact on the Council's reputation. Holding the two events in 2024 will further enhance the Council's reputation.

**Equality & Diversity** – None. Both events are organised in accordance with the Equality and Diversity principles in terms of the accessibility of events and the diversity of participants.

## **8 RECOMMENDED THAT COMMITTEE**

### **8.1 Agrees to hold –**

- The Ribble Valley Taste Fest from Monday 5<sup>th</sup> August to Friday 9<sup>th</sup> August
- The Clitheroe Food Festival on Saturday 10<sup>th</sup> August

### **8.1 Delegates authority to the Director of Economic Development and Planning to organise and deliver both events in 2024, including authorising necessary expenditure.**

HASSAN DITTA  
SENIOR ECONOMIC DEVELOPMENT  
OFFICER

NICOLA HOPKINS  
DIRECTOR OF ECONOMIC  
DEVELOPMENT AND PLANNING

## BACKGROUND PAPERS

None.

For further information please ask for Hassan Ditta, 01200 414424

Ref: NH/ECONOMICDEVELOPMENT/28 September 2023

**APPENDIX 1**  
**RIBBLE VALLEY TASTE FEST EVENTS**

<b>Sunday 6<sup>th</sup></b>	RV Festival Menu	Coach and Horses
	Gin Tasting	Gibbon Bridge
	A Picnic on the Tolkien Trail	Shireburn Arms
	Guess the Match Taste Event	La Locanda
<b>Monday 7<sup>th</sup></b>	A Picnic on the Tolkien Trail	Shireburn Arms
	RV Festival Menu	Coach and Horses
	RV Festival Menu	Artisan
<b>Tuesday 8<sup>th</sup></b>	Pizza Making Workshop	The Emporium
	RV Festival Menu	Coach and Horses
	A Picnic on the Tolkien Trail	Shireburn Arms
	RV Festival Menu	Artisan
	Olive Oil	La Locanda
<b>Wednesday 9<sup>th</sup></b>	A Picnic on the Tolkien Trail	Shireburn Arms
	RV Festival Menu	Coach and Horses
	RV Festival Menu	Artisan
	Taste Tour	Bowland and Bay
<b>Thursday 10<sup>th</sup></b>	Meet the Brewer Night	Bowland Beer Hall at Holmes Mill
	Summer Lunch	Northcote
	A Picnic on the Tolkien Trail	Shireburn Arms
	RV Festival Menu	Coach and Horses
	RV Festival Menu	Artisan
<b>Friday 11<sup>th</sup></b>	A Picnic on the Tolkien Trail	Shireburn Arms
	Champagne & Seafood Dinner	Bar & Grill at Holmes Mill

**APPENDIX 2**  
**SOCIAL MEDIA STATISTICS**

**CFF TWITTER 16 JULY TO 15 AUGUST 2023 - RIBBLE VALLEY BOROUGH**

**Marketing Twitter Summary** Data From Google Analytics

likes	impressions	Record Count	replies	retweets
<b>22</b>	<b>3,282</b>	<b>5</b>	<b>2</b>	<b>16</b>

**Top Pages**

	<b>Tweet text</b>	<b>impressions</b>	<b>engagements</b>	<b>engagement rate</b>	<b>retweets</b>	<b>likes</b>
1.	Check out the festival ...	1,240	111	0.09	6	3
2.	Weather permitting, the ...	992	57	0.06	7	16
3.	Tastebuds at the Ready!...	569	25	0.04	2	3
4.	Motorists and residents...	451	14	0.03	1	0
5.	@TeddWalmsley <a href="#">https://...</a>	30	8	0.27	0	0

# Clitheroe Food Festival 2023 - - All Pages

Jul 16, 2023 - Aug 15, 2023

## Marketing Website Summary

Data From Google Analytics

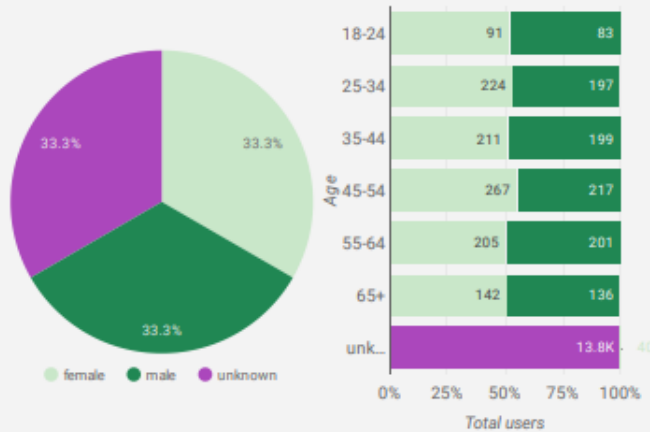
Views	Total users	New users	Sessions	Sessions per user
54,037	15,929	15,686	22,243	1.4
↑ 657.4%	↑ 645.4%	↑ 648.4%	↑ 728.7%	↑ 11.4%

### Top Pages

	Page title	Views
1.	Clitheroe Food Festival	19,524
2.	Red Arrows Fly-Over on the Menu at Popular Food Festival « Clitheroe Food Festival	3,353
3.	Exhibitors « Clitheroe Food Festival	3,120
4.	Festival Map « Clitheroe Food Festival	2,416
5.	Clitheroe Food Festival Interactive Map	2,120
6.	Getting Here « Clitheroe Food Festival	2,079
7.	Tastebuds at the Ready! Top Food Producers to Pitch up at Popular Food Festival « Clithe...	1,909
8.	Save the Date as Food Festival Turns into Week-Long Event « Clitheroe Food Festival	1,611
9.	Taste Fest Events « Clitheroe Food Festival	1,336
10.	Food Festival to Dish Up Huge Dollop of Free Family Fun « Clitheroe Food Festival	1,291
11.	Motorists are Advised of Food Festival Road Closures « Clitheroe Food Festival	1,217
12.	FAQs « Clitheroe Food Festival	1,084
13.	About « Clitheroe Food Festival	998
14.	Music « Clitheroe Food Festival	808
15.	Street Entertainment « Clitheroe Food Festival	659
16.	Call For Stalls as Top Food Festival Gets Bigger and Better « Clitheroe Food Festival	627
17.	Festival Friends « Clitheroe Food Festival	590
18.	Events « Clitheroe Food Festival	582
19.	Road Closures « Clitheroe Food Festival	508
	<b>Grand total</b>	<b>54,037</b>

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### Engagement by Age & Gender



### Top Towns by session

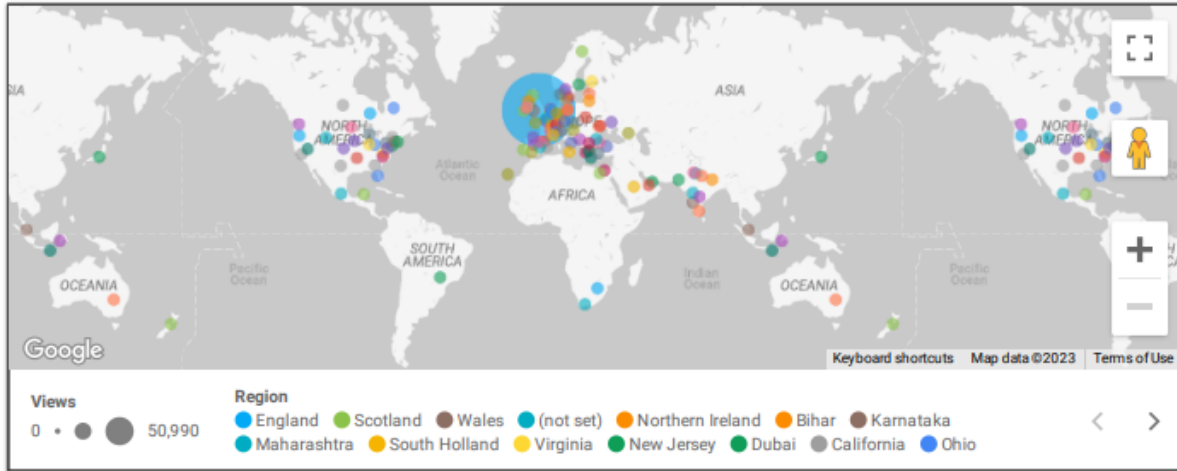
	City	Views
1.	London	15,307
2.	Blackburn	8,057
3.	(not set)	4,535
4.	Preston	2,414
5.	Burnley	1,704
6.	Manchester	1,400
7.	Newcastle upon Tyne	1,113
8.	Bolton	1,028

1 - 100 / 490



# Marketing Website Summary

Data From Google Analytics



Views **54,037** ↑ 657.4%

Total users **15,929** ↑ 645.4%

New users **15,686** ↑ 648.4%

Sessions **22,243** ↑ 728.7%

Sessions per user **1.4** ↑ 11.4%

Region	Views
1. England	50,990
2. Scotland	604
3. Wales	494
4. Northern Ireland	363
5. New Jersey	61
6. (not set)	372
7. Oregon	10
8. Pennsylvania	25
9. Virginia	80
10. New York	10

1 - 100 / 119 < >

City	Views
1. London	15,307
2. Blackburn	8,057
3. (not set)	4,535
4. Preston	2,414
5. Burnley	1,704
6. Manchester	1,400
7. Newcastle upon Tyne	1,113
8. Bolton	1,028
9. Blackpool	811
10. Leeds	808

1 - 100 / 490 < >

Page title	Views
1. Clitheroe Food Festival	19,524
2. Red Arrows Fly-Over on the Menu at Popular Food Festival « Clithe...	3,353
3. Exhibitors « Clitheroe Food Festival	3,120
4. Festival Map « Clitheroe Food Festival	2,416
5. Clitheroe Food Festival Interactive Map	2,120
6. Getting Here « Clitheroe Food Festival	2,079
7. Tastebuds at the Ready! Top Food Producers to Pitch up at Popul...	1,909
<b>Grand total</b>	<b>54,037</b>

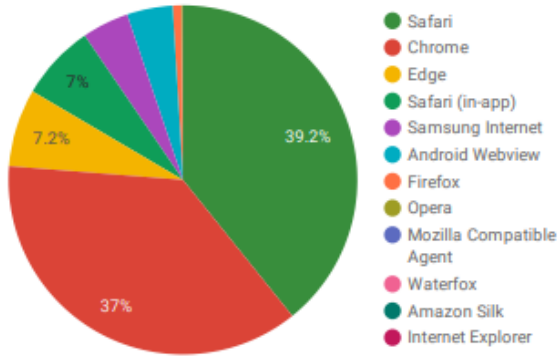
# Clitheroe Food Festival - Technical

Jul 16, 2023 - Aug 15, 2023

## Marketing Website Summary

Data From Google Analytics

Views **54,037** ↑ 657.4%  
 Total users **15,929** ↑ 645.4%  
 New users **15,686** ↑ 648.4%  
 Sessions **22,243** ↑ 728.7%  
 Sessions per user **1.4** ↑ 11.4%



Browser	Views
1. Safari	21,190
2. Chrome	20,016
3. Edge	3,893
4. Safari (in-app)	3,793
5. Samsung Internet	2,341
6. Android Webview	2,292
7. Firefox	426
8. Opera	63

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Device category	Views
1. mobile	36,334
2. desktop	14,479
3. tablet	3,224
Grand total	54,037

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Operating system	Views
1. iOS	22,222
2. Android	17,332
3. Windows	9,177
4. Macintosh	4,833
5. Linux	2,503
Grand total	54,037

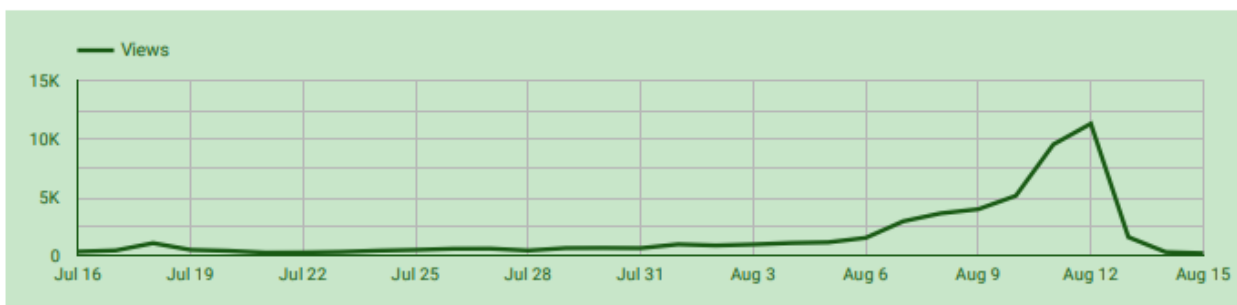
1 - 6 / 6

Screen resolution	Views
1. 390x844	6,904
2. 414x896	4,312
3. 1920x1080	3,010
4. 375x667	2,790
Grand total	54,037

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OS version	Views
1. 16.6	9,248
2. 10	7,567
3. 13.0.0	6,172
4. 16.5.1	5,109
Grand total	54,037

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# Clitheroe Food Festival 2023 - Events

Jul 16, 2023 - Aug 15, 2023

## Marketing Website Summary

Data From Google Analytics

Views	Total users	Sessions	Sessions per user
<b>3,954</b>	<b>1,709</b>	<b>1,992</b>	<b>1.18</b>
↑ 163.1%	↑ 272.3%	↑ 257.6%	↓ -3.7%

### Top Pages

	Page title	Full page URL	Views...
1.	Taste Fest Events « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/">clitheroefoodfestival.com/events/</a>	1,263
2.	Events « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/">clitheroefoodfestival.com/events/</a>	554
3.	Clitheroe Food Festival « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/clitheroe-food-festival/">clitheroefoodfestival.com/events/clitheroe-food-festival/</a>	375
4.	A Picnic on the Tolkien Trail « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-picnic-on-the-tolkien-trail/">clitheroefoodfestival.com/events/a-picnic-on-the-tolkien-trail/</a>	163
5.	A Taste of Lancashire Ramble « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-taste-of-lancashire-ramble/">clitheroefoodfestival.com/events/a-taste-of-lancashire-ramble/</a>	159
6.	Summer Lunch with Lisa Goodwin-Allen « Clitheroe Food ...	<a href="https://clitheroefoodfestival.com/events/summer-lunch-with-lisa-goodwin-...">clitheroefoodfestival.com/events/summer-lunch-with-lisa-goodwin-...</a>	130
7.	RV Festival Menu « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/rv-festival-menu/">clitheroefoodfestival.com/events/rv-festival-menu/</a>	121
8.	A Lancashire Lunch « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-lancashire-lunch/">clitheroefoodfestival.com/events/a-lancashire-lunch/</a>	95
9.	Taste Ribble Valley and Meet the Growers « Clitheroe Food...	<a href="https://clitheroefoodfestival.com/events/taste-ribble-valley-and-meet-the-...">clitheroefoodfestival.com/events/taste-ribble-valley-and-meet-the-...</a>	93
10.	Champagne & Seafood Dinner « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/champagne-seafood-dinner/">clitheroefoodfestival.com/events/champagne-seafood-dinner/</a>	73
11.	Bowland & Bay Taster Morning Tour « Clitheroe Food Festi...	<a href="https://clitheroefoodfestival.com/events/bowland-bay-taster-tours/">clitheroefoodfestival.com/events/bowland-bay-taster-tours/</a>	65
12.	GUESS THE MATCH (GAME) « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/guess-the-match-game/">clitheroefoodfestival.com/events/guess-the-match-game/</a>	55
13.	Gin Tasting at Gibbon Bridge « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/gin-tasting-at-gibbon-bridge/">clitheroefoodfestival.com/events/gin-tasting-at-gibbon-bridge/</a>	47
14.	Extra Virgin Olive Oil Tasting « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/extra-virgin-olive-oil-tasting/">clitheroefoodfestival.com/events/extra-virgin-olive-oil-tasting/</a>	40
15.	Bowland & Bay Taster Afternoon Tour « Clitheroe Food Fes...	<a href="https://clitheroefoodfestival.com/events/bowland-bay-taster-afternoon-to-...">clitheroefoodfestival.com/events/bowland-bay-taster-afternoon-to-...</a>	38
16.	Meet the Brewer Night « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/meet-the-brewer-night/">clitheroefoodfestival.com/events/meet-the-brewer-night/</a>	34
17.	Food Fest « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/categories/food-fest/">clitheroefoodfestival.com/events/categories/food-fest/</a>	33
18.	Pizza Making Workshop « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/pizza-making-workshop/">clitheroefoodfestival.com/events/pizza-making-workshop/</a>	25
19.	A Lancashire Lunch « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-lancashire-lunch-2/">clitheroefoodfestival.com/events/a-lancashire-lunch-2/</a>	17
20.	A Lancashire Lunch « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-lancashire-lunch-4/">clitheroefoodfestival.com/events/a-lancashire-lunch-4/</a>	17
21.	A Lancashire Lunch « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-lancashire-lunch-3/">clitheroefoodfestival.com/events/a-lancashire-lunch-3/</a>	11
22.	A Lancashire Lunch « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-lancashire-lunch-5/">clitheroefoodfestival.com/events/a-lancashire-lunch-5/</a>	3
23.	Events   Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/">clitheroefoodfestival.com/events/</a>	2
24.	Taste Fest Events   Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/">clitheroefoodfestival.com/events/</a>	1
25.	Taste Fest Events – Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/">clitheroefoodfestival.com/events/</a>	1
26.	A Lancashire Lunch « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/a-lancashire-lunch/?preview_id=...">clitheroefoodfestival.com/events/a-lancashire-lunch/?preview_id=...</a>	1
27.	Page not found « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/clitheroe-food-festival/parking">clitheroefoodfestival.com/events/clitheroe-food-festival/parking</a>	1
28.	Page not found « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/taste-ribble-valley-and-meet-the-...">clitheroefoodfestival.com/events/taste-ribble-valley-and-meet-the-...</a>	1
29.	Wydarzenia « Clitheroe Food Festival	<a href="https://clitheroefoodfestival.com/events/">clitheroefoodfestival.com/events/</a>	0
<b>Grand total</b>			<b>3,418</b>

## CFF 2023 FACEBOOK 16 JULY TO 15 AUGUST - RIBBLE VALLEY BOROUGH COUNCIL

### Marketing Facebook Summary

Data From Google Analytics

Total clicks	Impressions	Record Count	Engagements	Shares
22,534	353,552	43	4,040	388

#### Top Pages

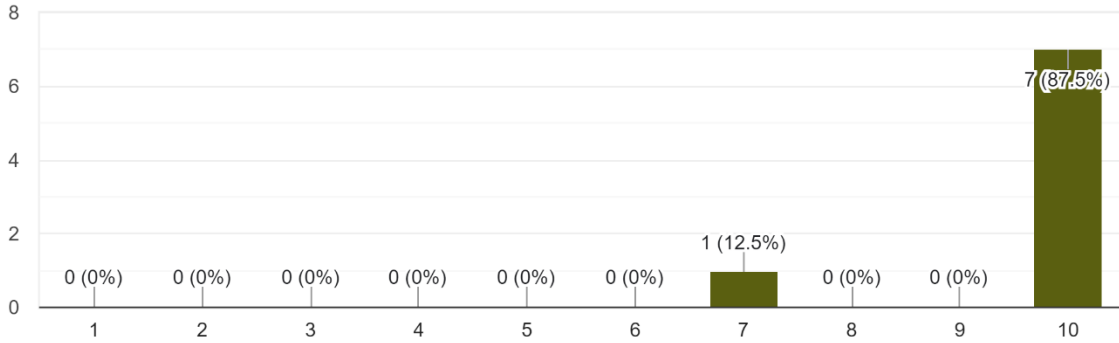
	Description	Permalink	Impressions...	Likes	Comments
1.	Red Arrows Fly-Over on the Menu at Popular Food Festival The world's most famo...	<a href="https://ww...">https://ww...</a>	114,588	322	50
2.	Fingers crossed for a fine day on Saturday, as subject to weather, the Red Arrow w...	<a href="https://ww...">https://ww...</a>	26,719	840	138
3.	'Best Ever' Clitheroe Food Festival Attracts 20,000 Visitors Over 20,000 food enth...	<a href="https://ww...">https://ww...</a>	25,566	332	39
4.	Take a look at the Hitcher's Kitchen food festival menu! A delicious selection of th...	<a href="https://ww...">https://ww...</a>	21,623	179	31
5.	Introducing Porcua! A small Farm nestled on the valley side above the incredibly E...	<a href="https://ww...">https://ww...</a>	19,183	176	28
6.	Check out the festival map to find your favourite stalls. <a href="https://clitheroefoodfestiv...">https://clitheroefoodfestiv...</a>	<a href="https://ww...">https://ww...</a>	16,654	121	52
7.	Fantastic turnout for the festival this year happy traders happy visitors happy day...	<a href="https://ww...">https://ww...</a>	14,891	424	28
8.	null	<a href="https://ww...">https://ww...</a>	7,734	139	13
9.	Today's the big day! Take a look at the interactive festival map to see where all yo...	<a href="https://ww...">https://ww...</a>	7,641	90	34
10.	The Spread Eagle, Sawley, would love for you to join them for their Taste Fest even...	<a href="https://ww...">https://ww...</a>	5,915	36	1
11.	Who are you looking forward to seeing at the food festival? We spoke to some of t...	<a href="https://ww...">https://ww...</a>	5,201	99	7
12.	Grab a slice of the action during Taste Week at The Emporium Pizza Making Work...	<a href="https://ww...">https://ww...</a>	5,201	19	0
13.	Great photo by Elaine Parkinson	<a href="https://ww...">https://ww...</a>	4,248	59	4
14.	Gin Tasting at Gibbon Bridge Hotel & Restaurant is the latest event to be added to '...	<a href="https://ww...">https://ww...</a>	3,917	12	0
15.	Sounds delicious! Cake Up North	<a href="https://ww...">https://ww...</a>	3,738	18	4
16.	Get in the Taste Week spirit and meet the team behind Bowland Brewery's award-w...	<a href="https://ww...">https://ww...</a>	3,713	13	3
17.	Another great event lined up for Taste Fest at Freemasons at Wiswell! They would ...	<a href="https://ww...">https://ww...</a>	3,492	15	2
18.	Come and see The Cook Truck tomorrow at stall 2!	<a href="https://ww...">https://ww...</a>	3,491	27	1
19.	Tastebuds at the Ready! Top Food Producers to Pitch up at Popular Food Festival...	<a href="https://ww...">https://ww...</a>	3,487	24	6
20.	Looking forward to seeing Wrap Nirjas Street Food!	<a href="https://ww...">https://ww...</a>	3,169	20	7
21.	During Taste Fest Week pick up your picnic box for a mid-walk pick-me-up from th...	<a href="https://ww...">https://ww...</a>	3,147	9	0
22.	Find Pudalicious on stall 40!	<a href="https://ww...">https://ww...</a>	3,090	12	4
23.	Delicious, authentic Hyderabadi curries, chutneys and sauces from Tosha Dibba - ...	<a href="https://ww...">https://ww...</a>	2,982	14	0
24.	Get in the Taste Week spirit with a dinner celebration of the best Lancashire seafo...	<a href="https://ww...">https://ww...</a>	2,871	7	0
25.	Welcoming @[100063544605171:2048:The Milking Parlour] to Clitheroe! Make su...	<a href="https://ww...">https://ww...</a>	2,863	38	4
26.	null	<a href="https://ww...">https://ww...</a>	2,862	6	0
27.	Come and see Olive Tree Brasserie this Saturday at stall B15! Check the festival m...	<a href="https://ww...">https://ww...</a>	2,714	10	3
28.	Find these delicious pies and pasties at stall 14 on the market! The Cornish Bakery	<a href="https://ww...">https://ww...</a>	2,682	7	1
29.	Tastefest's final event! The Spread Eagle, Sawley invites you to join them on a 'Tas...	<a href="https://ww...">https://ww...</a>	2,552	3	0
30.	Looks amazing! It's been a great week of events celebrating Tastefest! La Locanda...	<a href="https://ww...">https://ww...</a>	2,520	13	0
31.	See you tomorrow Abbey Ice Cream!	<a href="https://ww...">https://ww...</a>	2,388	8	0
32.	Motorists and residents are advised that there will be a series of road closures an...	<a href="https://ww...">https://ww...</a>	2,388	7	2
33.	Come visit Crumbs bakery this Saturday	<a href="https://ww...">https://ww...</a>	2,230	10	0
34.	Tonight's Tastefest event: Extra Virgin Olive Oil tasting at La Locanda of Gisburm w...	<a href="https://ww...">https://ww...</a>	2,170	6	0
35.	See you on Saturday Jeni	<a href="https://ww...">https://ww...</a>	2,054	6	0
36.	One of the great performers playing this Saturday	<a href="https://ww...">https://ww...</a>	2,011	6	0
37.	null	<a href="https://ww...">https://ww...</a>	1,993	7	1
38.	Looking forward to seeing you Bee Natural Wraps!	<a href="https://ww...">https://ww...</a>	1,991	1	0
39.	Ribble Valley Tastefest's events continue with 'A Lancashire Lunch.' Foxfields Coun...	<a href="https://ww...">https://ww...</a>	1,969	0	0
40.	Another great taste week event at The Spread Eagle, Sawley	<a href="https://ww...">https://ww...</a>	1,926	7	0
	<b>Grand total</b>		<b>353,552</b>	<b>3,180</b>	<b>472</b>

1 - 43 / 43 < >

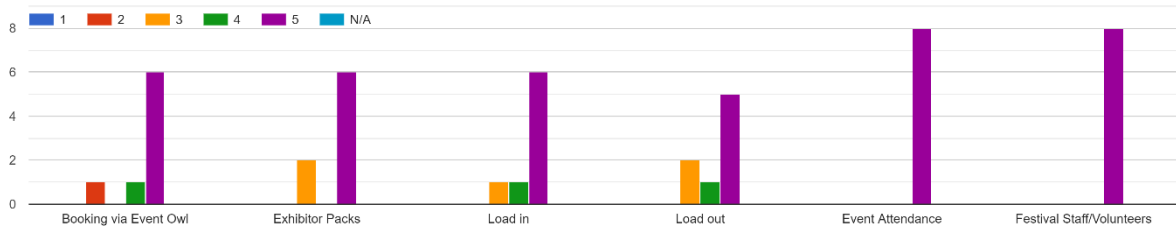
**APPENDIX 3**  
**BUSINESS FEEDBACK**

How satisfied were you with this years Clitheroe Food Festival?

8 responses

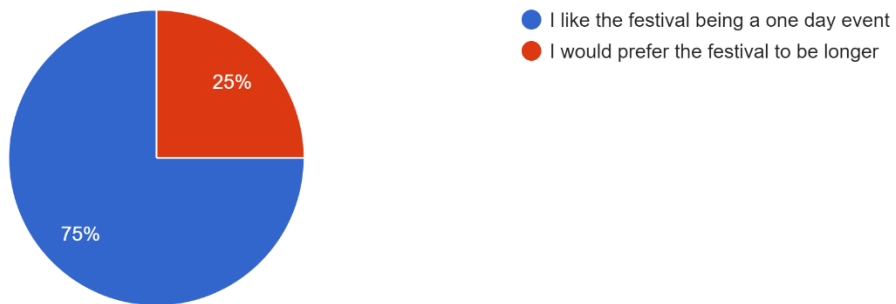


How satisfied were you with the event logistics?



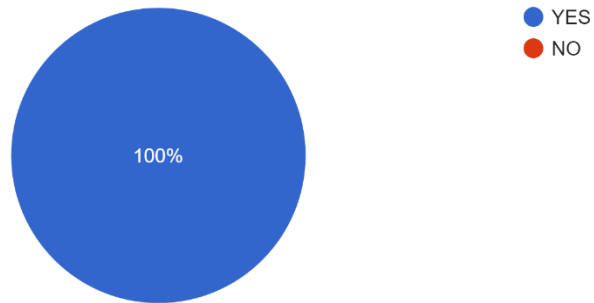
Do you like the Clitheroe Food Festival being a one day event or would you prefer it to be longer?

8 responses



Do you want to be contacted when we start taking bookings for the next event?

8 responses



Hi Tom,

It was an amazing day as always – we had a constant queue both up and down the road for our olives.

We raised £2,660 for East Lancashire Hospice which is amazing, we did £1,700 last year for comparison. It felt so much busier this year, I think the weather helped 😊

Looking forward to next year already!

Hi Tom

Thanks for the email - we would also just like to say what a pleasure it was to attend for the first time! We've done several festivals etc before, but I have to say, this was one of the best organised that we have been to. The communication was great, the info provided was really helpful and in general, the set up and take down was really well organised

I do have to apologise though for something. As we finished early and decided to pack up and walk things back to our cars in the car park, we made our final trips with the boxes etc, got chatting with some friends we spotted and completely forgot our tables!! We left them in the Market Square area in pitch 8 and only realised on Sunday when I unpacked the car! Luckily, they were in need of replacing, but I do apologise to whoever had to move them out in the clear up

We would love to be back next year (and promise not to leave our tables) if you'll have us!

Thanks Again

hi Tom

Best ever for us - in so many ways - especially in terms of takings. Probably helped by us having 4 of our pies on the deli counter in Booths in the town.

Good afternoon Tom,

I hope this email finds you well.

A short email to say a big thank you for allowing us to be a part of Clitheroe Food Festival 2023.

A brilliantly organised and well run event.

Your hard work is greatly appreciated by myself and everyone at Vintage Box Bar.

We would very much like to be considered for the 2024 Clitheroe Food Festival and other events in the future.

Best wishes,

I am writing to say a big thanks to the team of CFF, it was a great experience and we appreciate the organisation, planning, collaboration and hard work of each and everyone involved. It was our first big event and we all loved it. Keep up the good work. Once again thanks and big hug to all of you.

## APPENDIX 4 VISITOR FEEDBACK



Ribble Valley Business Awards

14 August · 🌐

What a cracking day out at [Clitheroe Food Festival](#) on Saturday! Huge congratulations to everyone involved in the organisation and all the fabulous traders too. It was brilliant to catch up with RVBA winners and finalists past and present Sue & Tim Procter of Procters Cheeses aka [Kickass Cheese](#), Sarwat of [Kushboo Soaps](#), Katie of [Corto](#) (all pictured) and to bump into lots of other super folks too.

Huge congratulations to our friends Simon & Kath at [The Bee Centre](#) on winning the Mayor's Trophy for busiest and most engaging stall at the festival too!

There was live music throughout the day and a real carnival feel despite the couple of torrential downpours we had. I managed to miss the Red Arrows flyover as was chatting under a marquee (lovely and dry) at the time but heard them and saw the vapour trails!

It was awesome to catch up with Hassan & Tom from [Ribble Valley Borough Council](#) too, on volunteer duty helping folks out and making sure everything went to plan. Well done chaps and thanks to everyone involved for a brilliant day - and to Tim & Andy for the impromptu beers and chat!

[#clitheroefood](#) [#foodfestival](#) [#ribblevalley](#)



Claire Gooch

Great event as always. Well done to all involved. 🍀 Lucky that the weather held out as long as it did! 😞 Felt like there could have been a few more shelters to eat under, as well as seating, would be my only feedback. 🙏 Really hope the evening and hotel/b&b economy benefited too with people staying on and spending their hard earned cash in the town afterwards. 🙌 📺

Like Reply 4 w



2



Wrap Ninjas Street Food · [Follow](#)

We had a fantastic day. Well done and thank you to all the team behind this fab event!

Like Reply 4 w



Mary Gannon

Loved it even though weather not that good 🌧️

Like Reply 4 w



Stephen Pye

As a first time visitor ... loved it ! Told all my friends and will be back next year!

Like Reply 4 w



Evergreen Forest Nursery · [Follow](#)

Love it ❤️

Like Reply 4 w



Deborah Gregson

Do you have a date for next year set yet? 😊

Like Reply 4 w





Linda Hothersall

Had a brilliant time, great food, salted caramel rum lots of treats

Like Reply 4 w



Jane Warrington-Smith

A brilliant day, even the drizzling rain didn't deter us.

Like Reply 4 w



Ann Horrocks

Great day. Brilliant turn out & rain didn't put people off. Will definitely be back again next year

Like Reply 4 w



Evelyn Grimshaw

As usual we've had a fabulous afternoon, thank you x

Like Reply 4 w



Carly Davies

Really great day! The whole event was so well organised and the park and ride made getting there so easy. Lots of tasty treats too!

Like Reply 4 w



Adam Hartley

lest red arrows cam to

Like Reply 4 w



Elaine Lloyd

Heard the Red Arrows but didn't see them 😞

Like Reply 4 w



Lee Bradshaw

Great day out. Park & ride was good too.

Loads of fab food options. Special thanks to Dawson's Department Store for their Tomahawk steak samples! 🙌😊

Well done to everyone involved. 👍

Like Reply 4 w



**APPENDIX 5**  
**BUDGET FOR 2023**

<b>Clitheroe Food Festival</b>	<b>Actual 2022 £</b>	<b>Original Estimate 2023 £</b>	<b>Actual 2023 (as at 08/09/23) £</b>
<b>EXPENDITURE</b>			
<b>EMPLOYEE RELATED</b>			
Staffing Costs Before, During and After the Event	5,213	9,570	5,321
<b>Total employee related</b>	<b>5,213</b>	<b>9,570</b>	<b>5,321</b>
<b>PREMISES RELATED</b>			
Marquees, Stalls and Staging for Town Centre Entertainment	11,124	13,200	11,711
Portable Toilets	960	730	1,050
Park and Ride Facilities	1,128	1,330	1,000
<b>Total premises related</b>	<b>13,212</b>	<b>15,260</b>	<b>13,761</b>
<b>TRANSPORT RELATED</b>			
Park and Ride Coach Hire	5,000	2,260	5,500
Hire of Van	127	110	0
<b>Total transport related</b>	<b>5,127</b>	<b>2,370</b>	<b>5,500</b>
<b>SUPPLIES AND SERVICES</b>			
Advertising and Promotions Online and in Print	1,702	6,510	1,278
Printed Leaflets and Posters	2,306	3,010	827
Postage	0	190	0
Clothing	0	30	1,123
On Street Entertainment	4,364	5,440	3,884
Two Way Radios for on the Festival Day	272	620	272
First Aid Provision	1,880	1,990	1,880
Festival Site Security	2,814	1,920	2,814
Refreshments	48	490	135
AA Signs within Clitheroe and Perimeter	1,441	1,460	1,592
Traffic Management Signage and Coning	5,125	2,930	4,635
Temporary Road Closure	809	0	1,650
Event Consultants	500	0	0
Refuse Collection and Litter Bin Provision		90	679
Credit/ Debit Card Fees	735	0	1,087

<b>Clitheroe Food Festival</b>	<b>Actual 2022 £</b>	<b>Original Estimate 2023 £</b>	<b>Actual 2023 (as at 08/09/23) £</b>
Other Miscellaneous Items	655	390	192
<b>Total supplies and services</b>	<b>22,651</b>	<b>25,070</b>	<b>22,048</b>
<b>Total Gross Expenditure</b>	<b>46,203</b>	<b>52,270</b>	<b>46,630</b>
<b>INCOME</b>			
<b>CUSTOMER AND CLIENT RECEIPTS</b>			
Park and Ride Income	-1,588	-5,050	-2,442
Chargeable Events - Demos/Tastings	0	-570	0
Fair	0	-330	0
Charges to Exhibitors	-20,353	-16,420	-20,002
<b>Total customer and client receipts</b>	<b>-21,941</b>	<b>-22,370</b>	<b>-22,444</b>
<b>GRANTS REIMBURSEMENTS AND CONTRIBUTIONS</b>			
Grant from Ribble Valley Borough Council	-5,000	-5,000	-5,000
Sponsorship	-6,000	0	-7,500
<b>Total grants reimbursements and contributions</b>	<b>-11,000</b>	<b>-5,000</b>	<b>-12,500</b>
<b>Total Gross Income</b>	<b>-32,941</b>	<b>-27,370</b>	<b>-34,944</b>
<b>Actual (Potential for 2023) - SURPLUS/DEFICIT</b>	<b>13,262</b>	<b>24,900</b>	<b>11,686</b>
<b>(Funded from)/ added to Earmarked Reserve</b>	<b>-8,533</b>	<b>0</b>	<b>0</b>
<b>Total after transfers to/ (from) Earmarked Reserve</b>	<b>4,729</b>	<b>24,900</b>	<b>11,686</b>
<b>EARMARKED RESERVE SUMMARY</b>			
<b>Opening Balance on Earmarked Reserve</b>	<b>8,533</b>	<b>0</b>	<b>0</b>
<b>Added to/ (taken from) Earmarked Reserve</b>	<b>-8,533</b>	<b>0</b>	<b>0</b>
<b>Closing Balance on Earmarked Reserve</b>	<b>0</b>	<b>0</b>	<b>0</b>

NOTE: Position as at 8 September – further residual costs have yet to be accounted for.