

RIBBLE VALLEY BOROUGH COUNCIL

REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

meeting date: THURSDAY 2 NOVEMBER 2023
title: CLITHEROE FOOD FESTIVAL
submitted by: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING
principal author: NICOLA HOPKINS – DIRECTOR OF ECONOMIC DEVELOPMENT & PLANNING

1 PURPOSE

- 1.1 To provide an update on the Clitheroe Food Festival, as early preparation for next year's event starts, and works proposed to Castle Street.
- 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 Members will recall that the following decision was made at the previous meeting of this Committee:
 - 1) Agree to hold:
 - The Ribble Valley Taste Fest from Monday 5 August to Friday 9 August 2024
 - The Clitheroe Food Festival on Saturday 10 August 2024; and
 - 2) Delegate authority to the Director of Economic Development and Planning to organize and deliver both events in 2024, including authorising necessary expenditure.
- 2.2 Some queries were raised at Full Council (10th October 2023) regarding the food festival which are set out below.

3 2023 FOOD FESTIVAL QUERIES

Early closure of the Market Car Park

- 3.1 The market traders were advised that the Market car park would close at 2pm on the Thursday prior to the food festival however the marquee company arrived at 9am to start setting up the marquees on the car park. As such the car park became a construction area and needed to be closed. There was some miscommunication with the marquee company who confirmed they needed two days to set up. An apology was sent to the traders straight away and New Market Street was reopened to allow for parking. A Council officer was on site to allow access for vehicles to park on New Market Street, to allow access to the Rose and Crown car park and to direct vehicles to the nearby car parks- prioritising Railway View Car Park.
- 3.2 For the 2024 Food Festival the timescale for erecting the marquees will be agreed with whichever marquee company is used at appointment stage with sufficient notice provided to the market traders.

Change of Date

- 3.3 The choice of 12th August was queried given that historically the food festival has been held on the last weekend in July. However, the food festival for several preceding years has been held on/ around the weekend of 12th August. The date was moved in 2022, which was the first year it was held following the pandemic, to avoid other events in Lancashire at that time and as it was the first time the festival was able to be hosted due to the pandemic. Several concerns were however raised by the change of weekend from traders who were unable to attend and as such the weekend was reverted to the 'normal' weekend for 2023 as has also been agreed for the 2024 food festival.

Mix of and number of traders

- 3.4 Concerns were raised about a drop in the number of traders at this year's food festival along with an increase in non-food traders. To assist Committee the break down of stalls and non-food traders is attached at Appendix 1.
- 3.5 Works have recently been carried out on King Street which have altered the geometry of the road. This area will be remeasured as part of the 2024 food festival preparations with the stall locations updated to reflect the changes.

4 CASTLE STREET WORKS

- 4.1 During early 2024 works will begin on improving Castle Street. Policy and Finance Committee have agreed to use £300,000 of the 2023/24 UK Shared Prosperity Funding for this project which is being match funded by LCC. The works will take several months to complete and LCC have confirmed that the works will not be complete in advance of the 2024 food festival.
- 4.2 LCC are aware of the agreed food festival date and have confirmed that the program of works will take account of ensuring that Castle Street is available to host the food festival. This will be included within the program of works appended to the collaboration agreement with LCC.
- 4.3 Whilst an alternative solution will be factored into the preparation works associated with the food festival in case the use of Castle Street is not possible on the day, as it currently stands the Castle Street works should not affect the hosting of the food festival along the standard format.

5. RECOMMENDED THAT COMMITTEE

- 5.1 Note the above matters which form part of the early preparations for 2024 food festival.

NICOLA HOPKINS
DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING

BACKGROUND PAPERS

None.

APPENDIX 1

Location	2022	2023
Market Food Court	44 pitches filled 4 pitches not selling food or drink <ul style="list-style-type: none"> Bee Natural Wraps Natural Dog Grooming Products Homescape NHS- they did not attend in the end however they were booked in to give out covid vaccinations at the event. 	45 pitches filled 3 pitches not selling food or drink. <ul style="list-style-type: none"> Bee Natural Wraps- selling natural food wraps as a clingfilm/foil alternative. Homescape- selling cheeseboards/ chopping boards etc. Concrete and Cacti- sell plants/ home decor
Bullring	14/15 pitches filled 1 pitch not selling food or drink <ul style="list-style-type: none"> Kushboo Soaps 	15/15 pitches filled 2 pitches not selling food or drink <ul style="list-style-type: none"> Kushboo Soaps- Clitheroe business selling natural soaps. They've attended the last few festivals. Bottlewicks- Clitheroe based, regular market trader. They repurpose old beer and wine bottles and turn them into candles (drink related)
Castle Street	15/15 pitches filled 2 pitches not selling food or drink <ul style="list-style-type: none"> Costco Rosemere Cancer Foundation 	15/15 pitches filled 2 pitches not selling food or drink <ul style="list-style-type: none"> Face Paint station- unfortunately this pitch was empty on the day due to the trader's car breaking down on route. Consequently, there was a 3mx3m empty space. Rosemere Cancer Foundation- Rosemere are a local cancer charity and have attended the last few events.
King Lane	2/2 pitches filled <ul style="list-style-type: none"> All traders selling Food or Drink 	1/1 pitches filled <ul style="list-style-type: none"> Due to a complaint from a trader at the 2022 event, we decided to remove the second pitch on King Lane (the space wasn't very visible and resulted in poor trade)
Market Place	6/6 pitches filled <ul style="list-style-type: none"> All traders selling Food or Drink 	6/6 pitches filled 1 pitch not selling food or drink <ul style="list-style-type: none"> The Woodland Trust
New Market Street	4/4 pitches filled <ul style="list-style-type: none"> All traders selling Food or Drink 	4/4 pitches filled <ul style="list-style-type: none"> All traders selling Food or Drink
Upper King Street	12/14 pitches filled <ul style="list-style-type: none"> 4 pitches not selling food or drink Vertu Motors brought two vehicles and took up 4 pitches (12x3m space). In our post event review, we mentioned that this is something we would avoid doing again. 	13/14 pitches filled 2 pitches not selling food or drink <ul style="list-style-type: none"> Dogs Trust Lancashire Wildlife Trust
Lower King Street	12/13 pitches filled <ul style="list-style-type: none"> 1 pitch not selling food or drink Dogs Trust 	10/10 pitches filled 1 pitch not selling food or drink <ul style="list-style-type: none"> This was our RVTA Information point. Due to the pavement widening and the addition of bollards, we lost space for 2 pitches on King Street.
Total non-food/drink	12	11