

# RIBBLE VALLEY BOROUGH COUNCIL

## REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

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Meeting date: THURSDAY, 4 APRIL 2024  
Title: RIBBLE VALLEY TASTE FEST & CLITHEROE FOOD FESTIVAL  
Submitted by: DIRECTOR OF ECONOMIC DEVELOPMENT AND PLANNING  
Principal author: HASSAN DITTA

### 1 PURPOSE

- 1.1 To provide an update on Ribble Valley Taste Fest and Clitheroe Food Festival.
- 1.2 Relevance to the Council's ambitions and priorities:
  - Community Ambitions – to sustain a strong and prosperous Ribble Valley
  - Corporate Objectives – Provide an opportunity for local businesses to develop their market share with exposure to new customers.

### 2 BACKGROUND

- 2.1 At Economic Development Committee on 28 September, Committee agreed to hold the Ribble Valley Taste Fest from Monday 5 August to Friday 9 August 2024 and the Clitheroe Food Festival on Saturday 10 August 2024.

### 3 RIBBLE VALLEY TASTE FEST

- 3.1 Following the success of last year's inaugural Ribble Valley Taste Fest, plans are underway to expand on the programme of food related events arounds the borough in the week leading up to the Clitheroe Food Festival.
- 3.2 Most of the businesses involved last year have indicated an enthusiasm to participate again and several new businesses have already expressed a keen interest to be involved. We are keen to expand the programmes to new locations and new food experiences and are actively promoting this opportunity to businesses in the Borough.

### 4 CLITHEROE FOOD FESTIVAL

- 4.1 The application portal for businesses to apply for stalls opened on 2 February 2024. Initially, from 2 February to 1 March, the application portal was only open to traders who attended the 2023 event. During this period, we received a total of 64 applications. Since 1 March, the application portal has been open to all traders. In this time, we have received a further 21 applications bringing the total to 85 applications.
- 4.2 To put this into context, in the report to Economic Development Committee on 15 June 2023, it was stated that on the 18 May 2023, there had been 85 trader applications. This highlights the increase in demand for a place at this year's event in comparison to last years.
- 4.3 As usual, we will be having stages on both King Street and Castle Street. Duncan Sykora and Ivana Douglas will be arranging the music acts. They are both involved with Ribble Valley Arts and are well placed to suggest the best local talent. We have worked with them on arranging music acts at previous food festivals.

- 4.4 It was highlighted at the festival last year that when the day was at its busiest, the street entertainment was ineffective and at times caused obstructions for people trying to pass. As an alternative, we are looking into providing further stage entertainment in place of the street entertainment.
- 4.5 As with previous years, there are several sponsorship opportunities available for this year's Food Festival (Appendix 1). Two headline sponsorship packages have been sold; the remaining sponsorship opportunities are being promoted.
- 4.6 Given the size of the festival, there are many elements that need procuring. Work is ongoing with the procurement of traffic management for the road closures, security, first aid, marquee hire and signage. We are also seeking to secure the Red Arrows flyover for this year's festival.

## **5 RECOMMEND THAT COMMITTEE**

- 5.1 Note the report.

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, extension 4424

## APPENDIX 1

### Main Sponsorship Package (x4)

£2,750

- 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
- Company logo at all Taste Fest events in the week leading up to Clitheroe Food Festival
- Car park passes for the Food Festival
- Reception with the Mayor

### Stage Sponsorship (x2)

£550

- 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

£550

- 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

£550

- 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