

RIBBLE VALLEY BOROUGH COUNCIL
REPORT TO COMMUNITY SERVICES COMMITTEE

DECISION

Agenda Item No

meeting date: 22 MAY 2012
title: CLITHEROE FOOD FESTIVAL UPDATE
submitted by: DIRECTOR OF RESOURCES
principal author: LAWSON ODDIE

1 PURPOSE

- 1.1 To update members on changes that have taken place with regard to the provision of the Clitheroe Food Festival 2012.
- 1.2 Relevance to the Council's ambitions and priorities:
 - To sustain a strong and prosperous Ribble Valley, encompassing our objective to *'encourage economic development throughout the borough with a specific focus on tourism'*

2 BACKGROUND

- 2.1 Members will recall the success of the Clitheroe Food Festival 2011 and the in kind, and financial, support that the council provided to the event.
- 2.2 In November 2011 a request from the Clitheroe Festival of Food Company Limited for the council's support of a Clitheroe Food Festival 2012 was brought to this committee. The request was for support in the form of officer time, infrastructure and financial support, which committee approved, although no specific level of financial support was set at that time.
- 2.3 The concept has been to gradually move the provision of the food festival over to the Clitheroe Festival of Food Company Limited, with diminishing direct support from the Council. It was envisaged that the Clitheroe Festival of Food Company Limited would take ownership of the 2012 event and independently seek grant and sponsorship to finance its operation.
- 2.4 The council's role in 2012 was to stand back from the festival, but to offer in kind support in the form of officer time and free use of facilities. The long term plan was for this in kind support to diminish with the Clitheroe Festival of Food Company Limited becoming self sustainable.

3 CURRENT POSITION

- 3.1 The Clitheroe Festival of Food Company Limited has successfully sought a number of sponsors for the event to date and continues to seek further financial support in the form of sponsorship. The company have also been working on the development of a bid to the Rural Development Programme for England (RDPE) which would see substantial funding towards summer festivals in both 2012 and 2013, but also a Christmas 2012 festival.
- 3.2 Preliminary discussions with Lancashire County Council who administer the RDPE locally have shown that the grant would not be approved for the Clitheroe Festival of Food Company Limited unless they secured a substantial loan to support its cash flow forecast.

- 3.3 Due to the substantial level of grant support that was at risk for the festival further discussions have been held with the Clitheroe Festival of Food Company Limited, the Chief Executive, Director of Resources and the Head of Financial Services to establish an alternative method of providing the future festivals without the risk of losing this high value resource.
- 3.4 It has been agreed that the most beneficial manner in which to operate the future 2012 and 2013 festivals would be for them to be commissioned by the council. This will allow the council to apply for the RDPE funding for the events and would remove the cash flow concerns that were raised by LCC in their grant administrator role.
- 3.5 An application for RDPE funding has now been made in the council's name and it is anticipated that we should hear whether the bid has been successful in the coming weeks.
- 3.6 The Clitheroe Festival of Food Company Limited will continue to play an important role in the provision of the festival and will take more of a role as fund raising partner for the events.
- 3.7 The events, together with the Ribble Valley Food Trail, have the potential to give the borough a regional and even national reputation as a food destination and so help support the Council's regeneration and tourism aspirations. In this regard staff involvement from these two areas of the council's operations has been increased of late.
- 3.8 The budgeted costs of the three festivals is shown at Annex A, however this excludes any provision of officer time by the Council. From this Annex it is anticipated that the event will run at a profit, provided that the level of forecast sponsorship is achieved.
- 3.9 Should the bid for RDPE funding be unsuccessful, then the proposals for the provision of the planned future food festivals will be revisited in partnership with the Clitheroe Festival of Food Company Limited, as will the budgets.

4 CONCLUSION

- 4.1 A substantial level of funding was to be lost if the original proposals for the provision of the Clitheroe Food Festival were followed. These new arrangements will ensure that the festival continues to receive this funding, should the bid be successful.
- 4.2 There has been an increase in council officer involvement with the festival and regular meetings are being held with the festival coordinator.

5 RECOMMENDED THAT COMMITTEE

- 5.1 Endorse the new arrangements for the provision of the food festival.

LAWSON ODDIE
HEAD OF FINANCIAL SERVICES

CM4-12/LO/AC

Background Papers

1. *Clitheroe Food Festival report to Community Services Committee (8 November 2011)*
2. *RDPE bid for festival funding*

Summary Food Festival Budgets – 2012 and 2013

	Summer 2012	Christmas 2012	Summer 2013	TOTAL
EXPENDITURE				
Premises Related Expenditure				
Electrical Contractors	1,250	2,280	1,980	5,510
Venue Hire	150	150	150	450
Marquees and stalls	5,280	5,300	5,280	15,860
Portable Toilets	450	450	450	1,350
Total Premises Related	7,130	8,180	7,860	23,170
Transport Related Expenditure				
Coach Hire	1,130	900	1,130	3,160
Total Transport Related	1,130	900	1,130	3,160
Supplies and Services				
Communications	230	70	230	530
Signage	740	660	770	2,170
Security	280	580	580	1,440
VIP lunch	750	0	800	1,550
Promotional Design	1,870	1,870	1,870	5,610
First Aid Provision	190	200	900	1,290
Road Closure	500	0	650	1,150
Town Crier	160	320	320	800
Street Cleansing	443	443	886	1,772
Photography	900	900	900	2,700
Mobile Kitchens	3,650	2,200	5,800	11,650
Event Provider	300	300	300	900
Printed Materials	9,767	9,767	9,767	29,301
Advertising	6,000	5,000	7,000	18,000
Traffic Management	1,060	2,120	2,120	5,300
Total Supplies and Services	26,840	24,430	32,893	84,163
Third Party Payments				
Event Coordinator	13,700	10,540	24,680	48,920
Total Third Party	13,700	10,540	24,680	48,920
Total Expenditure	48,800	44,050	66,563	159,413
INCOME				
Grants and Contributions				
Sponsorship	-6,000	0	-18,000	-24,000
RDPE Grant	-23,120	-20,490	-41,690	-85,300
Total Grants and Contributions	-29,120	-20,490	-59,690	-109,300
Fees and Charges				
Park and Ride	-7,000	-4,250	-11,500	-22,750
Stall Fees	-8,000	-8,000	-15,000	-31,000
Chargeable Events	-3,180	-3,300	-5,300	-11,780
Programme Sales	-10,000	-5,000	-12,000	-27,000
Advertising Revenue	-1,600	-3,200	-6,400	-11,200
Total Fees and Charges	-29,780	-23,750	-50,200	-103,730
Total Income	-58,900	-44,240	-109,890	-213,030
NET	-10,100	-190	-43,327	-53,617

IMPORTANT: The above figures are based on the cashflow assumptions shown within the RDPE bid and may be subject to some profiling changes in the future.