

## RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No.

meeting date: 3 SEPTEMBER 2013  
title: CLITHEROE FOOD FESTIVAL  
submitted by: DIRECTOR OF COMMUNITY SERVICES  
principal author: CHRIS HUGHES, HEAD OF CULTURAL AND LEISURE SERVICES

### 1 PURPOSE

- 1.1 To inform Members of the performance of this year's Food Festival and ask Committee for approval in principle to support next year's event.
- 1.2 Relevance to the Council's ambitions and priorities
- Community Objectives – to sustain a strong and prosperous Ribble Valley, encompassing an objective to encourage economic development throughout the borough with a specific focus on tourism.

### 2 BACKGROUND

- 2.1 In September last year, Members received a report on the performance of the 2012 Food Festival.
- 2.2 Whilst recognising the success of the event in terms of visitor numbers and town centre trade, Members had concerns regarding the level of subsidy the event required.
- 2.3 In agreeing to support the 2013 festival, Committee asked that the Council have a greater influence over budgeting decisions and any financial issues be raised prior to the festival.

### 3 CURRENT SITUATION

- 3.1 The festival took place on Saturday, 10 August and like last year, was blessed with good weather.
- 3.2 The overall footprint of the festival increased this year to include King Street and Market Place. This allowed for an increase in the number of stalls and helped reduce the concentration of people on the market itself.
- 3.3 It is difficult to identify the actual number of people attending the event, due to a moving audience throughout the day but, judging by the demand on park and ride facilities, attendances were greater this year.
- 3.4 In order to assess where people came from and their views on the event, and future visits, the park and ride collected postcodes and Lancaster University asked visitors to complete a questionnaire. The results are not yet fully analysed and will therefore be reported to future committees.

### 4 ISSUES

- 4.1 In financial terms, there was a significant improvement from last year. The details of which are included later in the report.

4.2 As the festival grows in size and popularity, there is an increased pressure on the Council to provide 'back office' services. The key pressure points for this year's festival were:

- Park and ride staff
- Key stewards
- Street cleansing
- Toilet cleansing
- Road closures

4.3 If Committee agree to supporting further events then a more detailed analysis on the level of service the Council are able to provide will have to be carried out, in order to maintain the quality and safety of future festivals.

## 5 RISK ASSESSMENT

5.1 The approval of this report may have the following implications

- Resources – there was a significant improvement in the financial performance of this year's festival compared with the previous year (see Appendix 1). Although the final outturn is yet to be confirmed it is likely that this year's event will make a small surplus. This is mainly due to much tighter controls on expenditure. Income was also up slightly due to increased sponsorship, stall income and park and ride but attendances and chef demonstrations and tastings were down.
- Technical, Environmental and Legal – there is a need for a review of the road closure for next year in terms of the overall timetable and broader traffic management issues.
- Political – the Council were the single biggest supporter of the festival both in cash and in-kind terms but had a relatively low profile throughout the event. Members may wish to consider whether the profile should be raised. The relative roles of the Council and Food Festival Company are also still somewhat blurred and so consideration should be given to better quantify this.
- Reputation – the festival is growing in popularity and is very close to capacity in its current format. Consideration will need to be given to balance the need to generate revenue against customer experience.
- Equality & Diversity – No implications identified.

## 6 RECOMMENDED THAT COMMITTEE

6.1 Note the contents of the report and acknowledge the improved financial performance of the festival.

6.2 Consider the request to support next year's festival in principle subject to a clarification of roles and responsibilities, which would be reported to a future Committee meeting.

CHRIS HUGHES  
HEAD OF CULTURAL AND LEISURE SERVICES

JOHN HEAP  
DIRECTOR OF COMMUNITY SERVICES

For further information please ask for Chris Hughes, extension 4479.

REF: CH/EL/030913/COMMUNITY SERVICES

Item of Income or Expenditure	Actual Summer 2012 £	Latest Outturn Forecast Summer 2013 £
<b>EXPENDITURE</b>		
Employee Related	2,358	2,978
Premises Related	7,806	6,877
Transport Related	870	1,200
Supplies and Services	26,688	17,298
Third Party	19,353	10,995
<b>Total Expenditure</b>	<b>57,075</b>	<b>39,348</b>
<b>INCOME</b>		
<b>Grants and Contributions</b>		
Grant from Ribble Valley Borough Council	-5,000	-5,000
Grant from Lancashire County Council	-2,500	-3,320
Total Sponsorship	-11,104	-14,930
<b>Total Grants and Contributions</b>	<b>-18,604</b>	<b>-23,250</b>
<b>Fees and Charges</b>		
Park and Ride	-2,820	-3,487
Stall Fees	-10,039	-12,305
Chargeable Events	-3,176	-1,718
Festival Guide Sales	-1,192	0
Advertising Revenue for Guide	-3,045	0
Other Income	0	-535
<b>Total Fees and Charges</b>	<b>-20,272</b>	<b>-18,045</b>
<b>Total Income</b>	<b>-38,876</b>	<b>-41,295</b>
<b>NET LOSS/(-PROFIT)</b>	<b>18,199</b>	<b>-1,947</b>
Loss from Summer 2012 funded from Ribble Valley Borough Council Performance Reward Grant	-18,199	