

**RIBBLE VALLEY BOROUGH COUNCIL
REPORT TO COMMUNITY SERVICES COMMITTEE**

DECISION

Agenda Item No 9

meeting date: 11th OCTOBER 2016
title: PROPOSAL FOR CLITHEROE FOOD FESTIVAL 2017
submitted by: DIRECTOR OF COMMUNITY
principal author: MARK BEVERIDGE

1 PURPOSE

1.1 To consider the Council's involvement and support for the 2017 Clitheroe Food Festival and the proposal received from Clitheroe Festival of Food Limited.

1.2 Relevance to the Council's ambitions and priorities:

- Community Objectives – To sustain a strong and prosperous Ribble Valley, encompassing our objective to encourage economic development throughout the borough, with a specific emphasis on tourism.

2 BACKGROUND

2.1 The Council's involvement in the 2016 Food Festival was approved by members following receipt of a proposal to this committee from the Clitheroe Festival of Food Limited at your meeting in October 2015 (minute 338; 13.10.15).

2.2 This Committee agreed to the proposals of previous events based on the condition that the Council would take the lead in organising the event, control the budget and that any future financial concerns were brought back to this committee for consideration.

2.3 The 2016 festival was again a successful event, both financially and in attendances (visitors and exhibitors). It is currently forecast to show an outturn surplus of £5,914 as shown in Annex 1 (subject to final invoices). This will be set aside in an earmarked reserve to help fund the festival in future years.

3 THE COUNCIL'S INVOLVEMENT IN THE 2016 FOOD FESTIVAL

3.1 The Council was responsible for delivering the 2016 food festival; including booking the producers and all the logistics and planning required to stage the event. A wide range of staff were involved in a variety of tasks covering areas such as tourism, regeneration, finance, logistics, street cleaning, administration, health and safety. The website was again managed by the Council IT section and improvements were made over the previous year. Lancashire Bites were not able to act as the event coordinator this year, although the Council had the free use of an event management system 'Event Owl' that had been developed and used by the director of Lancashire Bites in 2015.

3.2 The Council provided a significant staff input over and above that required on the day. It is estimated to be in the region of 1,100 hours of staff time, which if allocated to the event would be £17,000 or £21,500 if you were to add national insurance and superannuation contributions.

3.3 Our delivery of Clitheroe Food Festival with the Food Festival Board is an invaluable contribution to our promotion of the area as a tourist destination and also in our role in economic development. The Council also financially supports the event with a £5,000 grant from the economic development service.

- 3.4 Details of the council's staff involvement in the 2016 Clitheroe Food Festival has been summarised below:
- Event management of the festival, including the set up and break down of the festival and the park and ride operation.
 - Co-ordination and management of all the producers and street food operators, including the planning of the layout and load in /out on the day of the event.
 - Putting in place the road closures and co-ordinating with external agencies such as emergency services, public transport and Lancashire County Council.
 - Website development and support.
 - Printing and Design of literature.
 - Procurement of services and payment of all invoices due.
 - Financial services and support.
 - Assistance in the set up and dismantle of the festival infrastructure.
 - Health and Safety including writing and submitting the event plan.
 - First point of contact for all queries through the council's customer services.
 - Provision of lead stewards and officer support on the day of the event.
 - Litter collection and road sweeping.
- 3.5 The Council also provided a large amount of infrastructure free of charge on the day of the festival:
- Use of the Council Chamber and Committee Rooms 1 and 2.
 - Use of Railway View Car Park.
 - Use of the bull ring and Market Car Park.
 - Use of the Castle Field.
- 4 PROPOSAL RECEIVED FROM CLITHEROE FESTIVAL OF FOOD LTD FOR 2016
- 4.1 Officers have been approached by Clitheroe Festival of Food Ltd with proposals for a summer festival 2017, to be staged on August 12th. They have now put their proposals in writing in order that members of this committee may consider the individual elements of the proposal.
- 4.2 In summary the proposals are:
- a) Future growth of the festival should be based on adding value to the day and not growing the size of the event.
 - b) 2017 should be a one day event, (stretching to 2 days is currently not possible due to the absence of a suitable park and ride facility on a Sunday).
 - c) They envisage a similar split in roles between the Council and Clitheroe Festival of Food Ltd, with the principal role of the latter being the generation of sponsorship for the festival.
 - d) One issue would be the impact of the proposed market redevelopment, on the siting of the Festival. It is assumed at this stage that the market re-development will not begin prior to next years' festival taking place.
- 4.3 The consequences of not using an external company to co-ordinate the event this year were a significantly increased officer input for the event preparation and set up. However the

Council's free use of 'Event Owl' management system which was used by Lancashire Bites enabled the smooth booking and charging for stalls used by exhibitors.

5 RISK ASSESSMENT

The approval of this report may have the following implications

- Resources – The 2016 surplus was £5,914 (subject to final invoices). Approximately £21,500 of staff time was provided in support of the festival, which is not accounted for in this surplus. A £5,000 economic development grant is also given in support of this event.
- Technical, Environmental and Legal – The size of the event growing as it has in popularity makes safe staging a constant challenge given the limited street space available within the townscape.
- Political – none
- Reputation – The 2016 Festival was a well-run event which enhances the Council's reputation, it received considerable media coverage and the general feedback from attendees was very positive.
- Equality and Diversity – The festival is located on the streets of the town and all areas are accessible. Demonstrations are located in accessible buildings.

6 RECOMMENDED THAT COMMITTEE

- 6.1 Agree to the Council again being event organiser for the 2017 Clitheroe Food Festival.

JOHN HEAP
DIRECTOR OF COMMUNITY SERVICES

MARK BEVERIDGE
HEAD OF CULTURAL AND LEISURE SERVICES

BACKGROUND PAPERS – CFF File

Clitheroe Food Festival 2016 <i>With Comparison to the 2015 Festival</i>	Food Festival 2015 £	Food Festival 2016 £	Variance (- are favourable) £
EXPENDITURE			
<u>Employee Related</u>			
Preparation and Closedown of Festival Site and Staffing Costs on the Day	3,569	4,097	528
<i>Total Employee Related</i>	3,569	4,097	528
<u>Premises Related</u>			
Marquees, Stalls and Staging for Town Centre Entertainment	7,216	8,734	1,518
Demonstration Venues	678	940	262
Portable Toilets	490	450	-40
Park and Ride Facilities	570	500	-70
<i>Total Premises Related</i>	8,954	10,624	1,670
<u>Transport Related</u>			
Park and Ride Coach Hire & Vehicle Hire	1,450	1,636	186
<i>Total Transport Related</i>	1,450	1,636	186
<u>Supplies and Services</u>			
Advertising and Promotions Online and in Print	8,400	4,359	-4,041
Printed Promotional Leaflets and Posters	1,885	2,612	727
Film and Photography	350	500	150
Other Promotional Activities	1,060	3,469	2,409
Production of Sponsored Banners	1,220	1,125	-95
Communications, Security and Safety	1,520	2,044	524
Demonstration Kitchens	2,475	0	-2,475
Refreshments	636	447	-189
Directional Signage	2,333	3,221	888
Competition Prizes	0	237	237
<i>Total Supplies and Services</i>	19,879	18,014	-1,865
<u>Third Party Payments</u>			
Audit Fees	253	0	-253
Third Party Marketing Company	3,000	4,000	1,000
Event Co-ordinator	6,000	0	-6,000
Beats for Cancer Flag Share Income	0	1,538	1,538
<i>Total Third Party Payments</i>	9,253	5,538	-3,715
Total Gross Expenditure	43,105	39,909	-3,196

Clitheroe Food Festival 2016 <i>With Comparison to the 2015 Festival</i>	Food Festival 2015 £	Food Festival 2016 £	Variance (- are favourable) £
INCOME			
<u>Customer and Client Receipts</u>			
Park and Ride Income	-3,622	-3,577	45
Chargeable Events Income	-1,829	-1,104	725
Charges to Exhibitors Income	-12,761	-11,902	859
<i>Total Customer and Client Receipts</i>	-18,212	-16,583	1,629
<u>Grants, Reimbursements and Contributions</u>			
Grant from Ribble Valley Borough Council	-5,000	-5,000	0
Other Grants and Contributions Income	-533	-490	43
Sponsored Banners	-2,900	-4,250	-1,350
Sponsorship Income	-27,900	-19,500	8,400
<i>Total Grants, Reimbursements and Contributions</i>	-36,333	-29,240	7,093
Total Gross Income	-54,545	-45,823	8,722
NET (SURPLUS)/DEFICIT	-11,440	-5,914	5,526

Please Note (as at 21 September 2016): that a number of invoices have yet to be received. However, it is not anticipated that the value of these would be materially different from the value allowed for above.