



## **REPORT of DIRECTOR OF SERVICE DELIVERY**

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**to  
COMMUNITY SERVICES COMMITTEE  
9 JULY 2019**

### **THE CROUCH VALLEY FESTIVAL OF FOOD AND DRINK**

#### **1. PURPOSE OF THE REPORT**

- 1.1 To provide Members with an update on the Crouch Valley Festival of Food and Drink

#### **2. RECOMMENDATION**

- (i) That Members support and promote the forthcoming Festival and take the opportunity to visit the event over the weekend of the 20<sup>th</sup> & 21<sup>st</sup> July 2019.

#### **3. SUMMARY OF KEY ISSUES**

- 3.1 Members will be aware of the fantastic growth of vineyards and breweries in the Maldon District. This festival was inspired by the desire to celebrate this and the area's 'Gastro Experience'.
- 3.2 The event is designed as a promotional tool for the area and brings forward Riverside Park as an event venue.
- 3.3 The two-day event will celebrate the very best food and drink from the local area. With live music and entertainment, activities, competitions, family fun and of course tasty food and delicious drinks, all with stunning riverside views. This quality event has the potential to be a landmark on the Essex event calendar.
- 3.4 The event is supported by the Sense of Place Board and partly funded by the Magnox Socio-Economic fund (£4,500). Approximately £6,500 has been invested by the Council from existing tourism promotional budgets. It is envisaged that the event will return that investment and provide a model for future years and events.

#### **4. CONCLUSION**

- 4.1 Crouch Valley Festival of Food and Drink will provide an enjoyable weekend and has the potential to be a landmark on the Essex event calendar.

#### **5. IMPACT ON STRATEGIC THEMES**

- 5.1 This project links to the Council's strategic theme of supporting and encouraging Tourism.

## 6. IMPLICATIONS

- (i) **Impact on Customers** – Crouch Valley Festival of Food and Drink will provide an enjoyable weekend for all. Efforts have been made to minimise any nuisance to the community.
- (ii) **Impact on Equalities** – None – Disabled parking and facilities are being provided at the event
- (iii) **Impact on Risk** – The Event is being fully risk assessed.
- (iv) **Impact on Resources (financial)** – The event is partly funded by the Magnox Socio-Economic fund and from existing tourism promotional budgets.
- (v) **Impact on Resources (human)** – Management of the event is being achieved by existing staff resources.
- (vi) **Impact on the Environment** – None – efforts are being made to reduce environmental impacts of the event.

Background Papers: A short presentation will be made to members at the meeting, enclosed at **APPENDIX 1**.

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