

# THE CROUCH VALLEY

## FESTIVAL OF FOOD & DRINK 2019

### Post Event Report

Event Location	Riverside Park, Burnham-on-Crouch
Event Date	20th and 21st July 2019
Event Director	Jack Ellum
Organiser	Maldon District Council

Document last updated	21 January 2020
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## Introduction

The Crouch Valley Festival of Food and Drink 2019 was a great success with thousands of visitors enjoying the event over the weekend of the 20<sup>th</sup> and 21<sup>st</sup> of July.

## Strategic outputs

- 🍷 To create a safe and enjoyable event in Burnham-on-Crouch
- 🍷 Celebrate food and drink from the Crouch Valley and the Saltmarsh Coast
- 🍷 Deliver a financially sustainable model for future events
- 🍷 Support future economic growth, jobs & gastro tourism in the area

## Secondary outputs

- 🍷 Support community businesses/groups and volunteering
- 🍷 Tackle social isolation and social care needs
- 🍷 Bring forward Riverside park as an event venue
- 🍷 Raised the profile of local food and drink producers
- 🍷 Increase the reputation and good will to the Council

## Saturday 20<sup>th</sup> & Sunday 21<sup>st</sup> July – 11am – 5pm

An estimated 4500 visitors were received over the weekend

## Saturday Evening – Dinner with Dan Hull 7pm – 10:30pm

Approximately 80 guests.

## Partners

- 🍷 B.E.A.R.S. - Basics Essex Accident Rescue Service
- 🍷 Burnham-on-Crouch Town Council
- 🍷 Maldon District Tourism Team
- 🍷 Maldon and Dengie CAMRA
- 🍷 Maldon and District CVS
- 🍷 ECL (Essex Cares – Crafty Drama)
- 🍷 Community Agents Essex/ Age UK
- 🍷 Essex Community Rail Partnership/Greater Anglia

## Headline Traders

- 🍷 New Hall Vineyards & Crouch Ridge Vineyard
- 🍷 Dan Hull Prepared Foods
- 🍷 Tiptree Tea Rooms, Wilkin & Sons Limited
- 🍷 Wibblers Brewery & Maldon Brewing Company
- 🍷 Carr's Flour (collaborating with) Flour and Spoon Artisan Bakery
- 🍷 The Secret Butchers
- 🍷 Events Factor

**Project Time Line – The project was successfully delivered - On target**

### Strategic outputs

#### To create a safe and enjoyable event in Burnham-on-Crouch

No significant incidents or injuries were reported at the event or afterwards. The event's management, security and medical team functioned very well, and the event was well natured and family friendly. Minor incidents and medical issues were addressed in line with the event's management plan. The impact on the local community and infrastructure was minimal and caused little disruption to the highways network.

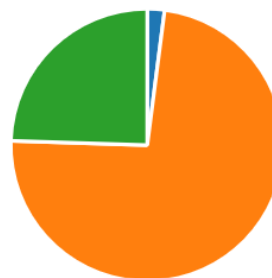
Feedback from the event was overwhelmingly very positive with praise for the event team from traders and visitors, only asking that future events go on later in to the evening.

98% of people have said they would come again and 24% have said they would have paid just to get in.

Negative feedback was received from one trader which is being addressed through the Council's complains procedure and from the next-door marina and restaurant who were concerned about the effect on their businesses and car park. Improvements were made on the second day to local signage and the matter is being amicably addressed by the Event Manager. [Customer Feedback](#)

10. Would you come again and would you pay a little to get in?

● No, I would not come again	2
● Yes, but it should be free	72
● I'd happily pay a few quid to g...	24



#### Celebrate food and drink from the Crouch Valley and the Saltmarsh Coast

The event featured over 40 food and drink traders with around half from the Maldon District and almost all from Essex. As well as trading stands, dozens of people purchased tickets for the event's Taste Stage enabling producers to engage directly with their customers.

Feedback from customers was constantly positive; that they discovered new businesses and products.

#### Deliver a financially sustainable model for future events

The Financial Report below demonstrates the event's financial sustainability. It has also enabled the council to engage very positively with more Food and Drink businesses than ever before.

It is expected that future years would immediately attract significant interest, including sponsors.

#### Supported future economic growth, jobs & gastro tourism to the area

It is hoped that this event will enable future growth and development of existing Food and Drink businesses. Around half a dozen businesses had not /do not regularly trade at events and were specifically provided with support and guidance to enable them to come forward. – [Trader Feedback](#)

**Secondary outputs**

Support community businesses/groups and volunteering

The events charitable partner was B.E.A.R.S. - Basics Essex Accident Rescue Service who raised over £1300 over the weekend. In addition, Maldon and District CVS, Community Agents Essex/ Age UK, Greyhound Trust Dunton and ECL (Crafty Drama) were also present at the event. All have anecdotally provided very positive feedback. BEARS and CVS have said that around 12 volunteers have come forward from the event.

Tackle social isolation and social care needs

Community Agents Essex/ Age UK have reported they helped around 30 people with advice on one day.

5. Have you visited Riverside Park before?

- Yes 91
- No 7



13. Would you like to see more events in this location?

- Yes 93
- No 2
- Other 3



Bring forward Riverside park as an event venue

The Festival has already created one semi-permanent concession in the park and one event organiser is planning a weekly ‘fun day’ this summer. The event has demonstrated the viability of Riverside Park as an event venue, the event zone and parking areas all worked well and there has been very little impact on the fabric of the park.

Raised the profile of local food and drink producers

Feedback from customers was constantly positive, that they discovered new businesses and products. We know of two businesses who, as a result of this festival, are now working together to provide local food along side their local drink.

Increase the reputation and good will to the Council

Feedback from customers was constantly positive with many customers and businesses thanking the Council on social media. Our stage manager even managed to elicit an audible cheer for the Council from the gathered crowd.

## Financial Report

### Budget

Maldon District Council	£5,000
Maldon District Tourism Team	£1,500
Event Partners Funding	£500
Magnox Funding	£4,500
<b>Total</b>	<b>£11,500</b>

### Revenue Costs

Website, Social media, Branding & Materials	£815
Marquee, Stage & seating	£4469
Music, Bands and Entertainment	£1500
Toilets, Waste & Water	£2595
Security & First Aid	£2710
Power & Generators	£1213
<b>Total</b>	<b>£13,302</b>

### Capital ('first year') Costs

Website, Social media, Branding & Materials	£1242
<b>Total</b>	<b>£14,544</b>

A number of factors increased the events costs, including additional power requirements (which were covered by the trader's pitch fees), increased first aid and security owing to the popularity of the event and increased promotional expenditure. Approximately £1000-£1500 of costs are 'first year costs' and would not be incurred in subsequent years and an additional estimated £500-£1000 of costs could be saved from the event's infrastructure.

### MDC Staffing Costs

Event Management	4 Days Grade H	£567.90
Event Staffing		
Set up	3 days Grade F	£335.28
Running	4 days Grade F	£447.04
Break down	2 days Grade F	£223.52
<b>Total</b>		<b>£1,573.74</b>

All within existing resources

Event Director	30% Grade H for 6 months	£5477.40
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### MDC Strategic Costs

## Income

Sponsorship & Grants	£4,600.00
Pitch Fees (including power)	£5,260.00
Income Share – Entertainment – 20%	£701.10
Income Share – Alcohol – 20%	£3902.06
Income Share – Dinner with Dan Hull – 33%	£315.00
Income Share – Taste Stage – 66% - 100%	£255.00
<b>Total</b>	<b>£15,033.16</b>

It should be noted that owing to the success of this year's event both pitch fees and the number of traders could be increased in future years. Additionally, it is anticipated that future sponsorship could be found.

## Additional Council Income

Linked concession income	£1,050
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Additional income from new Riverside Park concession and events brought forward by the Festival.

## Event income – On Target

### Strategic Fit – In line

The event innovatively built on the success of the District's Gape and Grain Trail and Rail Ale Trail and supported the Council's objective of promoting the area as a destination of choice. The event utilised the growing demand for local and authentic experiences and products.

Promotion and celebration of the area's food and drink, forms part of the District's 5 year visitor marketing strategy and is aligned with the District Sense of Place 'Saltmarsh Secret' and 'Gastro Experience' themes. The event has the support of the Place Board and utilised the Place Branding in its identity and marketing.

### Event Management – In Place

The event was managed by the Council's Tourism and Events team with support from professional contractors and partners.

## Year 2 Financial Projection

### Revenue Costs

Website, Social media, Branding & Materials	£815
Marquee, Stage & seating	£4469
Music, Bands and Entertainment	£1500
Toilets, Waste & Water	£2095
Security & First Aid	£2710
Power & Generators	£1213
<b>Total Revenue Coast</b>	<b>£12,802</b>

Event Director	30% Grade H for 2 months	£1825.80
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### MDC Staffing Costs

Event Management	4 Days Grade H	£567.90
Event Staffing		
Set up	3 days Grade F	£335.28
Running	4 days Grade F	£447.04
Break down	2 days Grade F	£223.52
	<b>Total Staffing Costs</b>	<b>£3,399.54</b>

<b>Total Costs</b>	<b>£16,201.54</b>
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### Income

Sponsorship & Grants	£4,600.00	
Pitch Fees (including power)	£7,364.00	(40% Increase Y1)
Income Share – Entertainment – 20%	£840.00	(20% Increase Y1)
Income Share – Alcohol – 20%	£4290.00	(10% Increase Y1)
Income Share – Dinner with Dan Hull – 33%	£945.00	(200% Increase Y1)
Income Share – Taste Stage – 66% - 100%	£638.00	(150% Increase Y1)
<b>Total</b>	<b>£18,677.00</b>	

<b>Predicted Profit Pre-MDC Staffing costs</b>	<b>£5,875.54</b>
<b>Predicted Profit</b>	<b>£2,476.00</b>