



**REPORT of
DIRECTOR OF SERVICE DELIVERY**

**to
STRATEGY AND RESOURCES COMMITTEE
29 JANUARY 2020**

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 2019 and seek support for the continuation of this Council run event.

2. RECOMMENDATIONS

- (i) That Members review and acknowledge the attached post event summary report (**APPENDIX A**);
- (ii) That Members note the total risk exposure to Maldon District Council for a future event would be £16,201 (made up staff costs £3,399 + Other costs £12,802), this is subject to supplementary funding request (growth bid);
- (iii) That subject to (ii) above Members support the continuation of the Crouch Valley Festival in 2020;
- (iv) That Members agree to officers exploring a similar food and drink event to be hosted in Maldon's Promenade Park in place of the Smoke and Fire festival which has relocated elsewhere in 2020

3. SUMMARY OF KEY ISSUES

- 3.1 Members will be aware that the Crouch Valley Festival of Food and Drink was inspired by the desire to celebrate the area's 'Gastro Experience' and took place on 20 and 21 July 2019.
- 3.2 The event was a pilot (the first event of this scale at this location) designed as a promotional tool for the area and to test the Riverside Park, Burnham-on-Crouch as a future event venue.
- 3.3 The event was very successful, despite some adverse weather conditions over the weekend, with an estimated 4,500 attendees. Positive feedback has been received via a survey from residents, visitors and concessions.
- 3.4 The 2019 event returned the investment made by the Council and it is anticipated that future events will generate a surplus income.

- 3.5 Officers are seeking Members views on re-running the event in 2020 building upon the success of the 2019 event (funding will require a supplementary funding request (growth bid) and will be subject to separate approval).
- 3.6 Sponsorship will be sought for the event to minimise the financial risk to the Council, whilst this cannot be guaranteed officers will look to adopt similar sponsorship levels where possible.

4. CONCLUSION

- 4.1 The Crouch Valley Festival of Food and Drink was an enjoyable weekend and has the potential to be a landmark on the Essex event calendar. Officers are seeking views from Members on the decision to re re-run this event in 2020.

5. IMPACT ON STRATEGIC THEMES

- 5.1 This project links to the Council's Corporate Plan 2019 – 23 and Strategic Themes.
- 5.2 The event also contributed to several other non-tangible benefits to the Council and the District:
- To create a safe and enjoyable event in Burnham-on-Crouch
 - Celebrate food and drink from the Crouch Valley and the Saltmarsh Coast
 - Support jobs & gastro tourism in the area
 - Support community businesses/groups and volunteering
 - Raised the profile of local food and drink producers
 - Increase the reputation and good will to the Council

6. IMPLICATIONS

- (i) **Impact on Customers** – The Crouch Valley Festival of Food and Drink provided an enjoyable weekend for all. Efforts were made to minimise any nuisance to the community and no significant complaints have been received.
- (ii) **Impact on Equalities** – None – Disabled parking and facilities were provided at the event.
- (iii) **Impact on Risk** – The event was underwritten 2019 by external grant. The challenge in 2020 will be to secure grant or sponsorship to an equal or greater value to reduce risk to the Council. If approved officers will request sponsorship offers via social media channels, with a more targeted approach if further contributions towards the running of the event are required.
- (iv) **Impact on Resources (financial)** – The 2019 event was partly funded by the Magnox Socio-Economic fund and from existing tourism promotional budgets. Estimated costs for a 2020 event in Burnham-on-Crouch are £16,201

(made up staff costs £3,399 + Other costs £12,802), however this would be offset by a predicted income of £18,677 (surplus income £2,476).

- (v) **Impact on Resources (human)** – Management of the event was achieved by existing staff resources. The time allocation has been costed for 2020 in the sum of approximately £4,000.
- (vi) **Impact on the Environment** – None – efforts were made to reduce environmental impacts of the event.

Background Papers: A post-event report is provided for the interest of members.

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