

FLAVOURS OF HEREFORDSHIRE FOOD FESTIVAL

Report By: Cultural Services Manager

Wards Affected

County-wide

Purpose

1. To update the Cabinet Member on the Flavours of Herefordshire Food Festival 2008.

Key Decision

2. This is not a key decision.

Reasons

3. The Flavours of Herefordshire Food Festival is now in its' 3rd year and is recognised locally and regionally as a good example of a local food festival where over 80% of the producers are from the county. The Festival was originally funded by Rivers Leader + and Herefordshire Council with some private sponsorship in year 2. The Leader + funding has now finished and the 2008 Festival has been fully funded by Herefordshire Council, sponsorship from businesses, Advantage West Midlands and projected income from gate takings.

Considerations

4. The Festival is recognised as an excellent showcase for local producers in Herefordshire and for this year there are 110 producers of which 80 are from Herefordshire. This is a very different Festival to Ludlow and Abergavenny, the biggest rivals to the Festival who do not work on a policy of only attracting local producers in the first instance. There are a number of new producers exhibiting this year and the celebrity draw for the Festival will be the Hairy Bikers. The timing of the Festival is quite good because the Hairy Bikers currently have a series on the television which may offer us an opportunity to promote the Festival nearer the time.

The total cost of staging the Festival is £64,000 this includes the payment of a Festival co-ordinator and all infrastructure cost. The income from cash sponsorship for the 2008 Festival amounts to £9,000 and in kind sponsorship of £12,000. The in kind sponsorship is for marketing, the demonstration kitchen and infrastructure. The projected income from ticket sales is £17,000 and £8,000 from stall holders. A grant of £28,000 was received from Advantage West Midlands at the end of the last financial year which was used to pay for infrastructure and the project management. This has left a shortfall of £2000 plus the cost of marketing activity, amounting to £8,000 which has been budgeted by Visit Herefordshire.

The marketing activity for the Festival has included both local and national advertising and press coverage. A number of press visits have already been arranged into the county for the Daily Telegraph, Daily Express, Birmingham Post, Western Daily Press and the Gloucester Star. The programme has been mailed to all addresses captured from the 2007 Food Festival competition and through all the Tourist Information Centres, producers and at the Farmers Markets in the county.

Risk Management

5. Inclement weather reducing the number of visitors to the Festival and not achieving the projected sales at the gate.

Alternative Options

6. Recommendations reviewed.

Consultees

7. Cultural Services Manager
Producers in Herefordshire.
Visit Herefordshire

Background Papers

- none