



PART A:	MATTERS DEALT WITH UNDER DELEGATED POWERS
REPORT TO:	COMMUNITY SERVICES
DATE:	25 MARCH 2010
REPORT OF THE:	HEAD OF ECONOMY AND HOUSING JULIAN RUDD
TITLE OF REPORT:	2010 FOOD FESTIVAL MALTON
WARDS AFFECTED:	MALTON

EXECUTIVE SUMMARY

1.0 PURPOSE OF REPORT

1.1 To consider a financial contribution to support the Food Festival in Malton.

2.0 RECOMMENDATION

2.1 To approve a financial contribution of £2,000 from existing budgets to support the on-going work under the 'We Love Malton' brand for the Malton Food Festival 2010.

3.0 REASON FOR RECOMMENDATION

3.1 Significant work is on going through the Council's Delivery Team, part-funded by Yorkshire Forward, to boost Malton and Norton and Ryedale's other market towns. The Council is seeking to progress and assist a range of initiatives to improve the economy and appeal of Malton including improvement of the Milton Rooms and the town centre public spaces and relocation of the Museum to a new Heritage Centre.

3.2 The efforts of the District Council and partners is being complimented by the activities undertaken by the Fitzwilliam Estate through their 'We Love Malton' campaign (detailed in the report by Ian Shepherd in Appendix B). The Estate has requested that District Councillors are briefed on planned activity in Malton and that a request for a financial contribution to the Food Festival in May 2010 be considered. A presentation will be made regarding the 'We Love Malton' initiative at 5-45pm on 25 March ahead of the Community Services Committee and all Members are invited.

4.0 SIGNIFICANT RISKS

4.1 There are no significant risks identified with this report. (The risk matrix is attached at Annex A)

REPORT

5.0 BACKGROUND AND INTRODUCTION

- 5.1 Ian Shepherd Associates were appointed by the Fitzwilliam Estate as an independent marketing company and are engaged primarily to promote Malton (as detailed in their report at Appendix B) and develop a full programme of events and activities.
- 5.2 The Fitzwilliam Estate has successfully held two Food Festivals in the town centre promoting local produce and encouraging retailers in the town to be part of the event by developing special promotions and offers for visitors.
- 5.3 The first Food Festival held in May 2009 was targeted to attract 2,500 visitors but attracted between 4,000 and 5,000 people. Local traders also reported to have recorded excellent sales levels. The Food Festival held in October 2009 was targeted to attract 5,000 visitors and despite adverse weather conditions it was estimated that there were 3,500 to 4,000 visitors.
- 5.4 In considering a contribution to the 2010 Food Festival it should be noted that RDC tourism funding has also been utilised by the Malton and Norton Partnership to promote use of Malton and Norton shops by rail and coach visitors.

6.0 POLICY CONTEXT

- 6.1 The Council's Priority Aim 2 is 'To create the conditions for economic success in Ryedale', with a priority activity of 'Improving the vitality of Malton as a retail centre'. This Aim is also being taken forward through emerging LDF policy and economic and property initiatives.

7.0 CONSULTATION

- 7.1 Consultation has been undertaken by the Fitzwilliam Estate who hold event-planning evenings to discuss ideas and planned activities. This is on going with local businesses, including inviting representation from RDC.

8.0 REPORT DETAILS

- 8.1 The Fitzwilliam Estate own and manage a substantial amount of commercial property in Malton and are seeking to promote Malton to visitors, local people and investors. The Estate has an on-going programme of work and has recognised the popularity of food festivals and the importance of local food producers having the opportunity to show case their produce. The Food Festival in Malton includes stalls selling local produce, a demonstration cooking area with guest chefs such as Andrew Pern, local restaurant pavement food areas and a range of other family orientated activities to support the day, such as children's cookery tutorials. The Estate has worked to engage with the business community to ensure partners work together to make the Festival successful and allow it to become an annual event.
- 8.2 The Estate has invested significantly in the last two Festivals with the 2010 event expected to cost around £20,000 (see Annex B). A contribution of up to £10,000 is sought from Ryedale District Council towards the cookery demonstration area in terms of equipment hire, chef appearance fees and audiovisual facilities. The Estate aims to continually improve the event to keep it fresh and interesting. This year the

Estate plans to increase the number of stallholders to 50 by targeting additional local producers, with a promotional flyer already leading to new booking enquiries.

- 8.3 Although the value of the Malton Food Festival / We Love Malton is recognised and the initiative is consistent with the efforts of the District Council and partners, the requested contribution of £10,000 is not available within approved budgets. However, within the Economy and Community 2009/10 budget there is scope to support the Food Festival through a one off contribution of £2000. This leaves a minimal sum remaining for unforeseen expenditure of this nature.

9.0 IMPLICATIONS

9.1 The following implications have been identified:

- a) The proposed funding contribution is available within existing budgets.
- b) RDC Officers will continue to work closely with the Estate to support the Food Festival and the on-going regeneration programme in Malton.

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Background Papers:
None