

**A REPORT BY IAN SHEPHERD ASSOCIATES ON BEHALF  
OF THE 2010 MALTON FOOD LOVER'S FESTIVAL**

**Background**

1. Ian Shepherd Associates, an independent marketing company, was appointed by Fitzwilliam (Malton) Estates in December 2008 to formulate and launch a proactive marketing campaign to promote the town of Malton, increase both resident and visitor footfall and spend, and attract inward investment.
2. The company subsequently developed and introduced the "We Love Malton – the heart of Ryedale" campaign with effect from March 2009. Specifically, the 2009 campaign included the following initiatives:
  - a. Two Food Lovers Festivals, in May and October;
  - b. Two "Business Fitness" workshops for retail and hospitality businesses, focusing on best practice associated with trading through a recession, merchandising, customer service and menu planning;
  - c. Mothers' Day advertising, PR and in-store promotion campaign;
  - d. Easter advertising, PR and in-store promotion campaign;
  - e. Advertising and PR support for Business In Action's Yorkshire Day, Motor Show and Xmas Victorian Weekend events;
  - f. A business-to-business e-marketing campaign to attract new businesses; and
  - g. Ongoing PR support and media coverage of Malton.
3. The monthly records kept by the Malton Tourist Information Centre confirm a 17% year-on-year increase in visitor numbers for the April – October period last year and, certainly, the two Food Lovers Festivals were demonstrably successful in increasing visitor footfall and spend on each event day.
4. The target was to attract 2,500 visitors to the first festival in May. In the event, there were between 4000 and 5000 visitors on the day. The evidence for this includes:
  - a. The footfall camera in the Market Place (Hoppers) recorded a count of nearly 6000 – 50% more than the week before; and the ongoing footfall counter analysis confirms this impact;
  - b. The Wentworth St car park was full from around 10am to 2pm. In addition, at the peak of the event (11am -12pm) a further 300 cars plus a coach were parked in the adjacent field;
  - c. The outdoor BBQ sold 800 covers. As outdoor caterers they work on a rule of thumb of capturing 20% of visitors; and

- d. Many Farmer's Market stalls sold out early (even though they had made provision for more customers) and the vast majority of Malton's traders located on the market place recorded excellent sales levels.
5. In October, the target was to attract again 5,000 visitors and, despite the adverse weather conditions on the day (50 knot wind gusts), it is estimated that there were 3,500 to 4,000 attendees.
6. Importantly, both events were clearly successful in "showcasing":
  - a. Malton's growing reputation as a food destination attraction; and
  - b. Everything that the town has to offer in terms of 200 independent shops offering great choice and personal service; 20 restaurants, cafe bars, tearooms and pubs serving a wide variety of food and drink, with a growing emphasis on local produce; and a full range of community services.
7. The Food Lovers Festival, and the full "We Love Malton" marketing campaign, aims to support and strengthen the town's ongoing economic regeneration programme which, in turn, is supported by both Yorkshire Forward and Ryedale District Council. Certainly, future food festivals and the wider "We Love Malton" campaign will aim to make a significant contribution to maintaining the vibrancy of the town and developing its role as a sustainable community hub by:
  - a. Creating local distinctiveness for the town on an ongoing basis;
  - b. Increasing both resident and visitor footfall and spend; and
  - c. Creating a positive environment to stimulate business development
8. The 2009 Food Lovers Festivals were well received by both the business and resident communities and created a positive "feel good" atmosphere, both on the event days themselves and subsequently. They also acted as a catalyst for a more proactive ongoing events programme run by Business In Action and the direct, enthusiastic involvement of RDC's Louise Lunn, Becky Bennett and Street Scene.

## **2010 Food Lovers Festival**

Building on the success and lessons of the 2009 Malton Food Lovers Festivals, the 2010 Food Lovers Festival will take place on May 22<sup>nd</sup> and will include:

1. A dedicated local producers' market area on the west side of the market place.

Last year's events attracted approximately 40 stall holders featuring meat, game and poultry; bakery; fruit and vegetables; delicatessen products; dairy and cheeses; fish; speciality oils; confectionery; drinks; kitchenware; and local hospitality businesses.

This year, the intention is to increase the number of stalls to 50, but with the main emphasis still on attracting additional, well known local food producers. A flyer has been prepared for targeted businesses and booking enquiries are being received.

2. Mini kitchen / demonstration units in the food market area, headlined by two local Michelin-starred chefs (Andrew Pern and James Mackenzie), but also giving local hospitality chefs the opportunity to showcase their businesses. Betty's Cookery School have also agreed to feature in the cookery demonstration programme.
3. Local restaurant pavement foods, again giving local businesses the opportunity to participate in the event and promote their offering.
4. Regular Saturday Market stall holders on the east side of the market place.
5. Dedicated family entertainment area on the east side of the market place, to include a children's cookery tutorial, traditional funfair rides, face painting, storytelling, portrait sketching, strolling musicians and, importantly, a "town trail" promotion incentivising event attendees to visit and sample the choice of retail and hospitality businesses.
6. Suddaby's Beer Festival (incl. tasting tutorials) in the Milton Rooms.
7. Evening music entertainment (with local food stalls) in the Milton Rooms, arranged in conjunction with "Ryedale Live".

### **Funding Request**

Aware of the current cost saving pressures faced by Local Authorities, Fitzwilliam (Malton) Estates remain keen to part fund the Food Lovers Festival as a key component of the ongoing "We Love Malton" marketing campaign. The Food Lovers Festival will remain a cornerstone of the overall campaign to promote Malton and attract inward investment. However, the Estate's total investment in the overall campaign to date is approximately £100,000 and, clearly, this level of solus support is not sustainable long term.

Consequently, the Estate is requesting a Ryedale District Council contribution of up to £10,000 towards the total 2010 Food Lovers Festival cost of approximately £20,000. The contribution granted by the Council would be allocated specifically to:

1. The cookery demonstration programme in terms of kitchen and equipment hire, chef appearance fees, commentator fee, audio visual facilities, point of sale (£5,000).
2. The provision of the family entertainment area, including the children's cookery tutorial, the hire cost of funfair rides, face painters, story teller, strolling musicians and the "town trail" promotion. (£3,000).
3. The set up and presentation of the local food market in terms of the hire costs associated with improved stall canopies and skirts to ensure a more consistent and professional identity. (£2,000).

The Fitzwilliam (Malton) Estate would continue to fund the pre- and post-event advertising and PR campaign, all the logistical costs associated with the event (road closure applications and signage, first aid provision, stewarding, free bus service, trader briefings) and the costs associated with the Milton Rooms presentation of the Beer Festival and evening music entertainment.