

**POLICY, FINANCE AND ADMINISTRATION COMMITTEE**

**16 APRIL 2014**

**REPORT OF THE HEAD OF COMMUNITIES AND NEIGHBOURHOODS**

**ARTISAN CHEESE FAIR- REQUEST FOR CONTRIBUTION**

**1.0 THE PURPOSE OF THE REPORT**

1.1 The purpose of this report is to seek approval to underwrite up to a maximum of £6,000, as a one-off contribution towards the Artisan Cheese Fair 2014.

**2.0 RECOMMENDATIONS**

2.1 **That Members approve to underwrite up to a maximum of £6,000 in 2013-14 as a one-off contribution from the Corporate Priorities Reserve towards the Artisan Cheese Fair and delegate to the Head of Communities & Neighbourhoods in consultation with the Head of Central Services to determine the final contribution following analysis of the events' accounts for 2014.**

**3.0 BACKGROUND**

3.1 The Artisan Cheese Fair held in Melton Mowbray has been held annually and grown over the last 4 years to become one of the key events for the town and is scheduled to take place 3<sup>rd</sup>-4<sup>th</sup> may 2014.

3.2 The Artisan Cheese Fair was launched to celebrate Melton's link to cheese and this year's event is being labelled as the 'UK's largest cheese fair'. Further information is provided in Appendix A

**4.0 KEY ISSUES**

4.1 The Event is organised mainly by the Melton Mowbray Food Partnership and will be coordinated with other local partners.

4.2 The organisers have requested this one-off grant to ensure the sustainability of the event over a longer period and to run a national promotion campaign to raise the level awareness in the national media for the event.

**5.0 POLICY AND CORPORATE IMPLICATIONS**

5.1 This event will help to promote the Borough and will bring in visitors during the day, boost the evening economy and encourage overnight stays. This directly links to one of the Council's priorities to promote and market the town to attract more visitors and increase footfall.

**6.0 FINANCIAL & OTHER RESOURCE IMPLICATIONS**

6.1 The organisers have requested a one-off contribution of up to £6,000 to cover the national promotional campaign to raise the level of awareness in the national media for the event.

## 7.0 **LEGAL IMPLICATIONS/POWERS**

7.1 There are no direct legal issues arising from this report

## 8.0 **COMMUNITY SAFETY**

8.1 There are no direct community safety issues arising from this report.

## 9.0 **EQUALITIES**

9.1 There are no direct equality issues arising from this report.

## 10.0 **RISKS**

10.1 This is an established event which attracts a high number of visitors and it needs to continue to be linked into the Borough/Town Brand and that it contributes to priorities within the corporate plan

## 11.0 **CLIMATE CHANGE**

11.1 There are no climate change issues arising from this report.

## 12.0 **CONSULTATION**

12.1 The report has been discussed with the Council's Corporate Management Team.

## 13.0 **WARDS AFFECTED**

13.1 All Wards

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Contact Officer: Harrinder Rai

Date: 31 March 2014

Appendices: A – Artisan Cheese Fair Briefing Paper  
B – Artisan Cheese Fair Leaflet

Background Papers: None

Reference: X: C'tees, Council & Sub-C'tees/PFA/2013-14/25-09-12/HR-Artisan Cheese Fair