

URGENT ITEM

POLICY, FINANCE AND ADMINISTRATION COMMITTEE

3 JULY 2012

REPORT OF THE HEAD OF COMMUNITIES AND NEIGHBOURHOODS

THE BRITISH PIE FESTIVAL (18-19 AUGUST 2012)

1.0 THE PURPOSE OF THE REPORT

1.1 The purpose of this report is to seek approval for £5,000 towards the shortfall for the Pie Fest organised by the Melton Mowbray Food Partnership

2.0 RECOMMENDATIONS

2.1 That Members approve £5,000 from the Corporate Priorities Reserve towards the shortfall of the Pie Fest organised by the Melton Mowbray Food Partnership.

3.0 BACKGROUND

3.1 In 1998 the Melton Mowbray Food Partnership launched a strategy to support the food and drink economy in the Borough of Melton. Two of the important elements of the strategy were :-

- To promote the national reputation of the Borough for Food & Drink through the promotion of events
- To promote the links of the Borough with our two most iconic foods Stilton Cheese and Melton Mowbray Pork Pies

3.2 The East Midlands Food & Drink Festival, now in its 9th year, is now one of the largest regional food events in the country. The British Pie Awards (MM Pork Pie Association) attracted over 900 pies and achieved coverage in the national and regional press and media worth over 53 million contacts. The Artisan Cheese Fair next year will be the largest cheese fair in the UK.

3.3 The above events not only bring visitors in to the town but also refresh the image of Melton Mowbray in connection with food and especially with pies and cheese. The events are in April, May and early October.

3.4 We are now proposing to organise the British Pie Festival which we will call 'Pie Fest' for the weekend of 18/19th August. The aim of the festival will be to bring in visitors during the day, to boost the evening economy and to encourage overnight stays.

3.5 A detailed breakdown of the 'Pie Fest' is detailed below :-

- Artisan Pie Makers from all over the UK will be encouraged to bring their business to Melton Mowbray and take a stall for the weekend (price around £20) – giving visitors a massive selection of the country's finest pies to choose from. Some will be returning to Melton having won awards in the annual Pie Awards in April
- Pubs, restaurants, cafes and shops in Melton Mowbray will be encouraged to participate in the weekend's event – perhaps thinking up new and exciting pie recipes to serve over the weekend – putting on their own entertainments and getting as involved as they can, to make the event a huge success. These will be promoted via a Pie Trail on the Pie Fest programme
- During the day there will be a programme of demonstrations, talks, tastings, pie making courses on different aspects of pies including 'Raising a Melton Mowbray Pork Pie', pies for children; vegetarian pies; and summer pies. An annual competition for the Festival's Best Pie, voted for by the general public. Guess the weight of the pie, pie rolling, pie throwing and other events have also been suggested but will need to be assessed carefully to ensure they contribute positively to the event
- In the evening there will be a grand Pie-nic on the Market Place in the town centre where families and individuals will be encouraged to bring their own pies and food or buy them from local providers or from pie makers stalls and eat them there. Street entertainers, local bands and groups will also be invited to provide a programme of music and entertainment during the festival
- Complimentary food businesses will also be encouraged to attend the event and take stalls as well as organisations like CAMRA which will all add another dimension for visitors

3.6 The event will be promoted via fliers using the same network as for the East Midlands Food Festival and through media/press and national contacts and promotion.

4.0 **KEY ISSUES**

The event will be organised by the Melton Mowbray Food Partnership and will be coordinated with other local partners.

5.0 **POLICY AND CORPORATE IMPLICATIONS**

5.1 This event will help to promote the Borough as the 'rural capital of food' 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 Members are asked to approve a contribution of £5,000 from capital reserves to contribute towards the shortfall in the festivals budget (as detailed below) :-

Festival Event Organisation	£3,000
Publicity	£1,500
Leaflets/Posters and distribution	£6,000
Signage and other publicity materials	£1,500
Event Licence	£500
Hire of Chairs/Tables/Awnings	£500
Hire of Stalls	£500

Entertainment	£1,500
Insurance	£500
Website	£250
Photography	£250
Total	£16,000
Sponsorship – Samworths	£6000

After sponsorship the festival is left with a £10,000 shortfall.

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 a new event, so some uncertainty around its success, however, previous events linked to the Borough/Town Brand have proved successful and added to the council's reputation as 'rural capital of Food'.

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

Contact Officer: Harry Rai

Date: 28 June 2012

Appendices: None

Background Papers: None

Reference: X: C'tees, Council & Sub-C'tees/PFA/2012-13/3-07-12/HR-Pie Festival