

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER – JOBS, ECONOMY AND
TRANSPORT**

9 July 2013

Report of the Acting Strategic Director – Environmental Services

FOOD AND DRINK SECTOR SUPPORT PROGRAMME

(1) **Purpose of the Report** To report on the 2013 Derbyshire Food and Drink Fair and to consider proposals for the 2013 Derbyshire Food and Drink Awards scheme and the 2014 programme of food and drink initiatives to support the tourism sector.

(2) **Information and Analysis**

Food Fair

The 2013 Derbyshire Food and Drink Fair was held at Elvaston Castle and Country Park on 18-19 May. Visitor numbers were up by approximately 2,000, with a record number of 15,600 people attending the 2013 event.

In May 2012, the County Council reduced the budget for the 2013 event to £27,000 and to £24,300 for the 2014 event, with a view to the event becoming self-sustaining by 2015. External sponsorship of £18,000 was secured for the 2013 event, an increase of £4,000 from last year. Total income of £78,694 was generated from sponsorship, ticket sales and stall fees. The total cost of the 2013 Derbyshire Food and Drink Fair was £106,414. Any overspend will be met from existing economic regeneration budgets.

Initial analysis of the 2013 event shows that exhibitors are still very keen to be involved in the event in future years at any chosen venue. An initial look at visitor feedback shows that the event is still very popular with locals and visitors alike.

In terms of venue, it is proposed that for 2014 the Derbyshire Food and Drink Fair remains at Elvaston Castle and Country Park.

It is proposed that the Environmental Services Department look at potential water-logging/flooding issues at the Elvaston site to see whether there is any additional work that can be done in terms of on-site drainage etc.

Food Awards

The 2012-2013 Derbyshire Food and Drink Awards expenditure was in the region of £10,750, net income was in the region of £8,920, therefore the overall cost to Derbyshire County Council was in the region of just £1,820.

The 2013-14 Food and Drink Awards are to be launched in July; it is proposed that the awards ceremony should take place in January 2014. Private sponsorship of the 2013 Awards is being sought and income from ticket sales is expected to be in the region of £4,000, both of which can be off-set against the proposed operational budget of £8,000.

It is also proposed that the Taste Derbyshire scheme be launched at the same time as the Food Awards. The Taste Derbyshire accreditation scheme is run by the nationally recognised body, 'Quality in Tourism' (QIT). The scheme would give all Derbyshire food and drink businesses the opportunity to apply direct to QIT to have their venue assessed as part of the Taste Derbyshire scheme. There would be a cost implication for businesses to be assessed in this way but it would ensure a fair level of assessment for all businesses throughout the County. QIT would pass on all details of the assessments to the economic regeneration team at Derbyshire County Council such that they could be collated into a league table of results to use to support the visitor experience to Derbyshire. There would be no cost implication for the County Council.

(3) Financial Considerations It is proposed that an operational budget of £24,300 be approved from the Food and Drink Budget for the 2014 Derbyshire Food and Drink Fair.

Consideration will be given to charging exhibitors the full payment amount at the time of booking to minimise administration and potential debt recovery costs.

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

(4) Key Decision No.

(5) Call-In

Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) Background Papers

Cabinet Papers dated 14 September 2012.

2012 Derbyshire Food and Drink Sponsorship Pack - includes 2011 evaluation figures. (The 2014 Sponsorship Pack is currently being compiled.)

Draft copy of the Taste Derbyshire Service Level Agreement.

Food and Drink Files held by the Regeneration Team.

Officer contact details - Steph Walsh, extension 38464.

(7) OFFICER'S RECOMMENDATIONS That the Cabinet Member:

- 7.1 Notes the success of the 2013 Derbyshire Food and Drink Fair.
- 7.2 Approves Elvaston Castle as the potential site for the 2014 Derbyshire Food and Drink Fair and budget of £24,300 to support the event.
- 7.3 Approves a budget of £8,000 for the 2013-14 Derbyshire Food and Drink Awards Scheme.
- 7.4 Approves the launch of the Taste Derbyshire accreditation scheme.

Mike Ashworth
Acting Strategic Director – Environmental Services