

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

Regeneration & Sustainable Development Cabinet Board

Report of the Head of Property and Regeneration
S.Brennan

26 October 2018

MATTER FOR INFORMATION

WARDS AFFECTED: NEATH NORTH

Neath Food & Drink Festival 2018

Purpose of the Report

1. To inform Members of the success of the event.

Background

2. This year, the Neath Food & Drink Festival, organised by the Council's Regeneration & Economic Development team, celebrated its 10th Anniversary, with over 60,000 people visiting the town over the three days. This represents an increase in footfall compared to those three days in the previous week of **75%**.
3. 62 artisan traders attended, of which 77% were from Wales, and 18% were new businesses, who have been trading for less than two years. Visitors were treated to a varied selection of produce, from cup-cakes to buffalo meat, with just about everything else in between.



4. To celebrate the 10th anniversary, the Council hired the services of the celebrity chef Jean-Christophe Novelli on the Saturday, who gave two free cookery demonstrations in the Gwyn Hall, and spent the rest of his time wandering around the stalls, speaking to each and every one of the traders as well as the public, and also visited traders in Neath Market. Later in the day, Moruzzi's restaurant in partnership with the Council, hosted a ticketed 'Evening with Jean-Christophe Novelli' event which also proved to be a great success. Neath's own Katie Davies, a quarter finalist in Britain's Best Homecook also gave free demonstration in the Gwyn Hall.



5. The festival is a testament to collaborative working, with the Borough Council coming together with the Town Council, Neath Inspired, the Town Centre Consortium and the Welsh Government. Ingredients for the demonstrations were kindly donated by Neath Market traders and Morrisons supermarket. In addition, 'Park Lives' a scheme to

encourage people to make the most of local parks provided entertainment and activities for children in Victoria Gardens.



6. Streetcare once again provided an exemplar service, to ensure the smooth running of the event.
7. Feed-back from this year's Festival has been exceptional, with many traders reporting their best year ever. The only downside was that a few had been so successful, that they had sold out of produce by the Sunday.
8. In addition to the traders however, the event also provides great benefit to local businesses that trade in the town all year round, and who embrace the Festival and lay on additional attractions and entertainment of their own.
9. It also brings many visitors to the town for the first time, and these visitors will hopefully recognise the attractiveness and offer of Neath and return for repeat visits.



10. The Festival is one of the many diverse ways in which the Regeneration & Economic Development team seeks to improve the business and economy of the Borough.

Equality Impact Assessment

11. An Equality Impact Screening Assessment has been undertaken to assist the Council in discharging its Public Sector Equality Duty under the Equality Act 2010. After completing the initial screening assessment it has been determined that this proposal does not require an Equality Impact Assessment.

Workforce Impacts

12. There are no workforce implications in relation to the Authority

Legal Impacts

13. All legal and licensing procedures are in place prior to the event, as well as all insurances and licenses required by the traders.

Risk Management

14. A full risk management assessment is undertaken prior to the event, and procedures and measures put in place.

Consultation

15. The local stakeholders and businesses are consulted.

Recommendations

16. It is recommended that Members note the above report.

List of Background Papers

17. None

Officer Contact

18. Andrew Collins, Regeneration & Economic Development Manager,
Telephone 01639 686416 email a.collins@npt.gov.uk