



Cyngor Castell-nedd Port Talbot
Neath Port Talbot Council

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

Regeneration and Sustainable Development Cabinet Board

24th January 2020

**Report of the Head of Property and Regeneration
S. Brennan**

Matter for Information

Wards Affected Neath North

NEATH FOOD AND DRINK FESTIVAL 2019

Purpose of the Report:

To inform members of the success of this year's event.

Executive Summary:

Neath Food and Drink Festival, now in its eleventh year, is a well-established prestigious event in the town centre calendar. Originally held over two days, the Festival has gone from strength to strength and is now sustainable over 3 days. The festival prides itself in being a quality event showcasing Wales and Welsh produce and especially that of local producers.

Background:

In previous years the festival has had a financial impact upon the authority running at a small loss. It was recognised that to become a sustainable event that it was necessary to scrutinise the costs and seek to make changes to ensure ongoing sustainability. Footfall of approximately 50,000 was achieved over the three days, excellent footfall for this type of event especially taking into consideration the poor weather. This footfall contributes greatly to Neath and also showcases the town to attract visitors at other times during the year.

Neath Food and Drink Festival operates strict criteria when accepting traders, which is necessary to promote and protect the event and also to contribute to a wider picture of promoting Welsh produce and producers. The offering of the festival being wide and varied to suit all foodies from Welsh Charcuterie, local ales, ciders, wines, various Welsh bred rare breed meats, chocolate brownies, preserves, vegetables, as well as vegan and vegetarian options.

The financial impact on town centre businesses is generally very positive, with many reporting an increase of sales during the festival weekend. The festival is held during October, providing a boost during a month which often reports poor trading, post school holidays and pre-Christmas.

Traders, the majority of which were local and Welsh reported excellent sales even though weather was not in favour. A number of traders were not able to attend on the third day, having sold out on Friday and Saturday. Good and Proper Brownies and S and A sauces reported sales of above 4,000 items.

The festival is a free event for visitors, accessible to all and contributes to the social, cultural and economic well-being of Neath. It also contributes to the wider strategic aims of Welsh Government, developing business, benefiting people and society, and contributing to the development and promotion of Wales as a 'food nation'.

Financial Impacts:

Financial impacts on the authority have been reduced through effective management, negotiating and obtaining sponsorship from Morrisons super-market. A slight increase in pitch fees was also introduced.

Therefore, whilst previous years have run at a small loss, due to the measures taken above, this year's event did not.

Integrated Impact Assessment:

A first stage impact assessment has been undertaken to assist the Council in discharging its legislative duties (under the Equality Act 2010, the Welsh Language Standards (No. 1) Regulations 2015, the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016.

The first stage assessment, attached as appendix, has indicated that a more in-depth assessment is not required. A summary is included below.

Valleys Communities Impacts:

Neath Food and Drink Festival have a number of valley traders and also attracts visitors from surrounding valleys.

Workforce Impacts:

None.

Legal Impacts:

None.

Risk Management Impacts:

The festival is subject to SAG, post event debrief is carried out and reported to SAG with no incidents or recommendations.

Consultation:

None required.

Recommendations:

Members note the success of 2019 event.

Reasons for Proposed Decision:

No decision required.

Implementation of Decision:

N/A

Appendices:

None.

List of Background Papers:

None.

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