

<b>SUBJECT:</b>	<b>ABERGAVENNY FOOD FESTIVAL: INTEREST FREE LOAN</b>
<b>MEETING:</b>	<b>INDIVIDUAL CABINET MEMBER DECISION (Cllr Greenland)</b>
<b>DATE:</b>	<b>14<sup>TH</sup> MARCH 2018</b>
<b>DIVISION/WARDS AFFECTED:</b>	<b>ALL</b>

**1. PURPOSE:**

- 1.0 To request a one-off, interest free loan of £25,000 to be made available to Abergavenny Food Festival to assist them in sustaining their financial viability given the cancellation of their Christmas 2017 Christmas Market and in doing so assure the County of the wider benefits that are derived from hosting an international food festival. Abergavenny Food Festival will work with the Authority to extend the brand to benefit the wider county.

**2. RECOMMENDATIONS:**

- 2.1 That the interest free loan of £25,000 is approved to be repaid over a four year period with an initial repayment holiday until September.
- 2.2 That delegated authority be given to the Head of Enterprise and Community Development in conjunction with the Cabinet Member for Enterprise to finalise and agree detailed terms of the underlying loan agreement and consistent with the terms outlined in this report.

**3. KEY ISSUES:**

- 3.1 Abergavenny Food Festival was created in 1999 by two local farmers in response to the BSE crisis and the resulting lack of consumer confidence in British produce. With the outbreak of Foot and Mouth in 2001, the difficulties worsened for farmers which served to push Festival forward in terms of showcasing local food and the passion of the people who produce it.
- 3.2 Abergavenny Food Festival enjoys an exceptional reputation as a place for chefs, food businesses, journalists, farmers and food producers to come together. They have a reputation for being an inclusive and welcoming event for all people to explore and learn about food.
- 3.3 The Festival delivers an extensive programme of activities including product tastings, children's activities, masterclasses, hands-on cookery lessons and topical debates. It also prides itself on transforming the way people think about food; challenging and promoting new ideas; pushing the boundaries of current thinking and encouraging people to look differently at where their food comes from.

- 3.4 Over the years, the festival has attracted many top food heavyweights such as: Hugh Fearnley-Whittingstall, Jamie Oliver, Monica Galetti, Jane Baxter, Jose Pizarro and Valentine Warner. By engaging with influential chefs, commentators and journalists both nationally and internationally, they have grown to become one of the highest profile food events in Britain.
- 3.5 The Festival has also had a big impact in determining Monmouthshire's reputation as the 'Food Capital of Wales' which is beneficial not only from a tourism marketing perspective but also in attracting additional funds to the county in particular the current Agri- Urban programme – the vision for which is '*to create a unique food hub in the region, improving the level of education and awareness of the public of healthy food, and improving the use of land for cooperative production and development of business skills*'. The interest free loan will therefore enable the Festival to continue to play a major part in future ambitions for the programme, the county and the wider Cardiff Capital City region.

#### **4. OPTIONS APPRAISAL**

- 4.1 Each year the award winning Festival attracts more than 30,000 visitors to Abergavenny, generating an estimated £4 million impact for the local economy. In 2013, the Food Festival was awarded the title of 'Best Event' by Visit Wales'; in 2016 it won the Best Event in Wales People's Choice Awards and in 2017 it claimed one of the top awards at the Welsh Business Awards for the Excellence in Environmental Management category – aiming to become a zero waste event by 2020. In addition the Festival has won an annual award at each of the Monmouthshire Business Award events since its inception over five years ago.
- 4.2 The team are also committed to supporting the local community, employing over 120 young people over the main Festival weekend in September and supporting catering students to gain work experience in their kitchens.
- 4.3 In an attempt to grow the brand the Festival's programme of activities has been extended throughout the year. One of the additional events the team has been running is the Christmas Fair, unfortunately however it is the Christmas Fair that was scheduled for the 10th December 2017 that has put the Festival into financial difficulties, when due to significant snowfall in and around Abergavenny overnight and consequently the impact on public safety, the team had to take the decision to cancel the event.
- 4.4 The proposal for the Authority therefore, to provide an interest free, fully repayable loan to the Festival will provide it with an opportunity to restructure its finances and put itself on a stronger and sustainable financial footing. Other options that were considered prior to seeking approval for an interest free loan included:
1. Provision of grant funding – unfortunately the Authority does not have a suitable grant fund or mechanism to provide grants of this nature;
  2. Provision of an interest payable loan –the purpose of the interest free loan is to support a valuable and nationally renowned community movement which is vital in maintaining Monmouthshire's place as the 'Food Capital of Wales' therefore by looking to generate an income via interest payments would call into question the Authority's shared purpose of 'Building Sustainable and Resilient Communities,

3. Do nothing – this strategy would impact significantly on the sustainability of the Festival and again, call into question our shared purpose.

4.5 Supporting Abergavenny Food Festival by providing this one off interest free loan demonstrates the Authority's recognition of an organisation that is working with its local community to make Abergavenny a better place. The loan also aligns with the Authority's shared purpose of 'Building Sustainable and Resilient Communities' that support the well-being of current and future generations' and the Authority's principles to 'create the conditions that enable people to easily come together and develop solutions to build better communities'.

## **5. EVALUATION CRITERIA**

5.1 An evaluation assessment has been included in Appendix B for future evaluation of whether the decision has been successfully implemented. Following the approval of the loan an annual update will be provided by Abergavenny Food Festival to the Economy and Development Select Committee.

## **6. REASONS:**

6.1 MCC does not normally provide interest free loans to local events but this 'one off' loan will enable the Festival team to put itself on a stronger and sustainable financial footing whilst also recognising the significant hard work and commitment that the Festival team, its Board and Directors and the local community have contributed over a significant number of years.

## **7. RESOURCE IMPLICATIONS:**

7.1 The provision of the £25,000 loan will not constitute capital expenditure as the underlying expenditure is not of a capital nature. The provision of the loan will be managed through the Authority's normal cash flow and treasury activities. The loan is interest free and repayable on a monthly basis over a maximum term of 4 years, with an initial repayment holiday until September. An annual review of their accounts and cash flow forecast will be introduced to determine if earlier repayment is possible.

7.2 As a result of the interest free nature of the loan it will be treated as a 'soft loan' as a result of it being offered at less than market rate. It has been confirmed that there are no state aid implications resulting for the provision of the loan.

7.3 There is no immediate budgetary impact though any future resultant default in payment and subsequent write off of the loan would require budgetary provision to be sought. The Authority has reviewed the Abergavenny Food Festival's most recent balance sheet and cash flow forecasts. Based on this review the risk of such default has however been currently assessed as low.

## **8. WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND CORPORATE PARENTING):**

8.1 The significant equality impacts identified in the assessment (Appendix C) are summarised below for members' consideration:

Abergavenny Food Festival have a long established record and excellent reputation for delivering high quality, inclusive events that bring chefs, food businesses, journalists, farmers and food producers together. They are known for being an inclusive and welcoming event, delivering a delicious opportunity for people from all walks of life to explore and learn about food. In the course of their activities they support the local community through the employment of young people and supporting catering students to gain work experience. In addition they have demonstrated a firm commitment to tackling environmental issues for the benefit of future generations. Their place based approach fosters community participation around a common sense of purpose, identifying areas for development and working collaboratively with community partners to achieve common goals for the greater good.

**9. CONSULTEES:**

Abergavenny Food Festival  
Senior Leadership Team  
Cabinet

**10. BACKGROUND PAPERS:**

n/a

**11. AUTHOR:**

Cath Fallon (Head of Enterprise and Community Development)

**12. CONTACT DETAILS:**

Tel: 07557 190969

E-mail: [cathfallon@monmouthshire.gov.uk](mailto:cathfallon@monmouthshire.gov.uk)

## Evaluation Criteria – Cabinet, Individual Cabinet Member Decisions & Council (Appendix B)

<b>Title of Report:</b>	<b>Abergavenny Food Festival</b>
<b>Date decision was made:</b>	<b>14<sup>th</sup> March 2018</b>
<b>Report Author:</b>	<b>Cath Fallon</b>

### **What will happen as a result of this decision being approved by Cabinet or Council?**

What is the desired outcome of the decision?  
What effect will the decision have on the public/officers?

A one-off interest free loan of £25,000 will be made to Abergavenny Food Festival to be repaid over four years.

### **What benchmarks and/or criteria will you use to determine whether the decision has been successfully implemented?**

Think about what you will use to assess whether the decision has had a positive or negative effect:  
Has there been an increase/decrease in the number of users  
Has the level of service to the customer changed and how will you know  
If decision is to restructure departments, has there been any effect on the team (e.g increase in sick leave)

Abergavenny Food Festival will provide an annual report to the Economy and Development Select Committee detailing the benefits that the loan has had in assisting the team to put the company on a more sustainable, financial footing.

### **What is the estimate cost of implementing this decision or, if the decision is designed to save money, what is the proposed saving that the decision will achieve?**

Give an overview of the planned costs associated with the project, which should already be included in the report, so that once the evaluation is completed there is a quick overview of whether it was delivered on budget or if the desired level of savings was achieved.

This decision is not designed to save money. The decision will maximise the opportunity for the future sustainability of Abergavenny Food Festival.

Any other comments

## Appendix C



# Future Generations Evaluation (includes Equalities and Sustainability Impact)

<b>Name of the Officer</b> Cath Fallon	<b>Abergavenny Food Festival</b>
<b>Phone no:</b> 07557 190969 <b>E-mail:</b> <a href="mailto:cathfallon@monmouthshire.gov.uk">cathfallon@monmouthshire.gov.uk</a>	
<b>Name of Service:</b> Enterprise and Community Development	<b>Date:</b> Future Generations Evaluation 25 <sup>th</sup> February 2018

***NB. Key strategies and documents that may help you identify your contribution to the wellbeing goals and sustainable development principles include: Single Integrated Plan, Continuance Agreement, Improvement Plan, Local Development Plan, People Strategy, Asset Management Plan, Green Infrastructure SPG, Welsh Language Standards, etc.***




### 1. Does your proposal deliver any of the well-being goals below?

<b>Well Being Goal</b>	<b>Does the proposal contribute to this goal? Describe the positive and negative impacts.</b>	<b>What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?</b>
<b>A prosperous Wales</b> Efficient use of resources, skilled, educated people, generates wealth, provides jobs	Abergavenny Food Festival provide learning, training and employability opportunities for young people reducing their chances of becoming 'not in employment, education or training'  Taking positive action as a Council to encourage other local communities, partners and businesses to do the same.	The activities supported by the funding will be reported to the Economy and Development Select Committee to maximise learning opportunities.



Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p><b>A resilient Wales</b> Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)</p>	<p>Abergavenny Food Festival take a place based approach, working with the community to ensure local biodiversity and ecosystems are enhanced and maintained.</p>	<p>The group are supported by other local community groups and partners to maximise their impact.</p>
<p><b>A healthier Wales</b> People's physical and mental wellbeing is maximized and health impacts are understood</p>	<p>Abergavenny Food Festival deliver a collaborative approach to wellbeing encouraging all members of the community to get involved and become aware of the benefits of a healthy diet both on their personal well-being but to the local environment.</p>	<p>The activities supported by the loan will be reported to the Economy and Development Select Committee to maximise learning opportunities.</p>
<p><b>A Wales of cohesive communities</b> Communities are attractive, viable, safe and well connected</p>	<p>Abergavenny Food Festival provide opportunities for community based activities responding to the needs of the local environment.</p>	<p>To ensure activity focuses on encouraging community cohesion as one of its social drivers.</p>
<p><b>A globally responsible Wales</b> Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>Abergavenny Food Festival work collaboratively to ensure high standards are met and maintained that do not conflict with the global drivers.</p>	<p>Any decisions taken will take into account global and well-being issues as part of their day to day activities.</p>
<p><b>A Wales of vibrant culture and thriving Welsh language</b> Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>Abergavenny Food Festival embrace equality and diversity by encouraging all members of the community to participate in their activities.</p>	<p>Abergavenny Food Festival enhance the local culture and heritage which is reflected in the programme of activities that are undertaken.</p>

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<b>A more equal Wales</b> People can fulfil their potential no matter what their background or circumstances	Abergavenny Food Festival embrace equality and diversity by encouraging all members of the community to participate in their activities.	The interest free loan will enable Abergavenny Food Festival to target areas of the community that may not currently be aware of their offer.

## 2. How has your proposal embedded and prioritised the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Balancing short term need with long term and planning for the future</p> <p><b>Long Term</b></p>	Abergavenny Food Festival are undertaking activities that align with the Authority's purpose to 'help build sustainable and resilient communities that support the well-being of current and future generations' and principles to 'create the conditions that enable people to easily come together and develop solutions to build better communities'.	The activities supported by the loan will be reported to the Economy and Development Select Committee to maximise learning opportunities.
 <p>Working together with other partners to deliver objectives</p> <p><b>Collaboration</b></p>	Abergavenny Food Festival are working with local groups and partners within the local community to make Abergavenny a better place, reflecting one of the Authority's four well-being objectives to 'maximise the potential of the natural and built environment for the well-being of current and future generations'.	The activities supported by the loan will be reported to the Economy and Development Select Committee to maximise learning opportunities.
 <p>Involving those with an interest and seeking their views</p> <p><b>Involvement</b></p>	The activities are place based and Abergavenny Food Festival regularly engage with their local community and respond to local need.	The activities supported by the loan will be reported to the Economy and Development Select Committee to maximise learning opportunities.



Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Putting resources into preventing problems occurring or getting worse</p> <p>Prevention</p>	<p>The loan will enable Abergavenny Food Festival to reach a wider target audience including those who may be socially isolated thus reducing support requirements.</p>	<p>This is a one-off loan to support a unique set of circumstances and enable Abergavenny Food Festival to put themselves back on a firm financial footing.</p>
 <p>Considering impact on all wellbeing goals together and on other bodies</p> <p>Integration</p>	<p>Abergavenny Food Festival are regularly developing new ways to add value to their place based offer and sustaining long term activities which will provide greater opportunities to better connect wellbeing outcomes internally and to other partners and local community groups.</p>	<p>The objectives of Abergavenny Food Festival align with the Authority's purpose to 'help build sustainable and resilient communities that support the well-being of current and future generations'.</p>

**3. Are your proposals going to affect any people or groups of people with protected characteristics?** Please explain the impact, the evidence you have used and any action you are taking below. For more detailed information on the protected characteristics, the Equality Act 2010 and the Welsh Language Standards that apply to Monmouthshire Council please follow this link: <http://hub/corporatedocs/Equalities/Forms/AllItems.aspx> or contact Alan Burkitt on 01633 644010 or [alanburkitt@monmouthshire.gov.uk](mailto:alanburkitt@monmouthshire.gov.uk)

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	Older people will be engaged as part of the place based approach where amongst other things, issues of social isolation will be addressed.	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Disability	Any issues identified by disability needs groups will seek to be addressed as part of the place based approach to future service delivery.	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Gender reassignment	Any issues identified by transgender groups will seek to be addressed as part of the place based approach to future service delivery.	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Marriage or civil partnership	Any issues raised by same-sex couples will seek to be addressed as part of the place based approach to future service delivery.	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Pregnancy or maternity	<i>Any issues raised by pregnant women will seek to be addressed as part of the place based approach to future service delivery.</i>	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Race	<i>Any issues raised by racial groups will seek to be addressed as part of the place based approach to future service delivery.</i>	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Religion or Belief	<i>Any issues raised by regarding religion or belief will seek to be addressed as part of the place based approach to future service delivery.</i>	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Sex	<i>Equal consideration to both men and women will be given throughout the placed based approach to future service delivery.</i>	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Sexual Orientation	<i>Full consideration will be given to older and younger people from the Lesbian, Gay and Bi-sexual communities throughout the placed based approach to future service delivery.</i>	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Welsh Language	<i>All marketing and promotional materials will be produced bilingually.</i>	Abergavenny Food Festival endeavor to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.

4. Council has agreed the need to consider the impact its decisions has on important responsibilities of Corporate Parenting and safeguarding. Are your proposals going to affect either of these responsibilities? For more information please see the guidance <http://hub/corporatedocs/Democratic%20Services/Safeguarding%20Guidance.docx> and for more on Monmouthshire's Corporate Parenting Strategy see <http://hub/corporatedocs/SitePages/Corporate%20Parenting%20Strategy.aspx>

	<b>Describe any positive impacts your proposal has on safeguarding and corporate parenting</b>	<b>Describe any negative impacts your proposal has on safeguarding and corporate parenting</b>	<b>What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?</b>
Safeguarding	<i>During the delivery of the programme of activities associated with the policy, safeguarding will be at the forefront to ensure that any future service delivery promotes the well-being of children and vulnerable adults, preventing them from being harmed and protecting those who are at risk of abuse and neglect.</i>	The objectives of Abergavenny Food Festival are to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.
Corporate Parenting	<i>During the delivery of this policy the needs of any 'looked after' children will be considered to ensure any future service delivery protects their welfare.</i>	The objectives of Abergavenny Food Festival are to be inclusive to all therefore no negative impacts are anticipated in relation to this particular group.	Where any negative impacts are identified the Festival team will seek to address them by taking an inclusive approach.

5. What evidence and data has informed the development of your proposal?

This policy is founded upon the following:

- The Wellbeing of Future Generations Act;
- The Social Services and Wellbeing (Wales) Act;
- Prosperity for All;
- The Well-being Assessment and the Population Needs Assessment;

6. **SUMMARY:** As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

Abergavenny Food Festival have a long established record and excellent reputation for delivering high quality, inclusive events that bring chefs, food businesses, journalists, farmers and food producers together. They are known for being an inclusive and welcoming event, delivering a delicious

opportunity for people from all walks of life to explore and learn about food. In the course of their activities they support the local community through the employment of young people and supporting catering students to gain work experience, in addition they have demonstrated a firm commitment to tackling environmental issues for the benefit of future generations. Their place based approach fosters community participation around a common sense of purpose, identifying areas for development and working collaboratively with community partners to achieve common goals for the greater good.

**7. ACTIONS: As a result of completing this form are there any further actions you will be undertaking? Please detail them below, if applicable.**

What are you going to do	When are you going to do it?	Who is responsible	Progress
Individual Member Decision	March 2018	Cath Fallon	
Follow up report to Stronger Communities Committee	March 2019	Cath Fallon	

**8. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.**

The impacts of this proposal will be evaluated on:	March 2019
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**9. VERSION CONTROL: The Future Generations Evaluation should be used at the earliest stages of decision making, and then honed and refined throughout the decision making process. It is important to keep a record of this process so that we can demonstrate how we have considered and built in sustainable development wherever possible.**

Version No.	Decision making stage	Date considered	Brief description of any amendments made following consideration
1	<i>Individual Cabinet Member Decision</i>	<i>14<sup>th</sup> March 2018</i>	<i>This will demonstrate how we have considered and built in sustainable development throughout the evolution of a proposal.</i>