

REPORT TO THE FINANCE, EMPLOYMENT & SERVICES COMMITTEE



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Date	4th November 2025
Subject	Blues Festival – Catering

PURPOSE:

1. To present to the Committee, a recommendation from the Blues Festival Advisory Committee to investigate alternative catering allocation processes for the festival.
2. To consider alternative arrangements for the allocation of Official Catering Pitches of the Festival.

BACKGROUND:

3. Since 2017, when the Town Council took over the running of the festival, the catering pitches have been allocated via a tendering process.
4. Due to the nature of the tendering process, the catering pitches tend to cost a vendor anywhere between £1400 - £2000 for the weekend.
5. Due to this reason, this limits the variety available when allocating the pitches and increases the vendors product price.
6. We have had the same caterers for several years.
7. One of the biggest complaints around the festival is the cost that food vendors are charging.
8. The festival currently has 5 Official Vendor Pitches plus an ice cream van pitch.

FINANCIAL CONSIDERATIONS:

- From the catering pitches the 2025 Festival had an income of £5500.
- Due to the price of the tendering process, we had 1 pitch remaining for the festival which we were unable to fill.
- Using a normal application process will see a slight reduction of income.

RECOMMENDATION:

9. The recommendation is for the Committee to decide to change the process of allocating of the catering pitches at the festival.
10. A general application process with a set price for the food pitches (Appendix I) could be used to allocate the catering pitches.

REASONS FOR RECOMMENDATION

11. The application process will allow Officers to look at the product price of food vendors to keep cost down for visitors.
12. The process will also allow more food vendors to apply for the event meaning a wide variety of food offerings could be available for the event.
13. With more options of food vendors, it will mean Officers can reduce the duplication of food vendors.
14. With reduced pitch fees, this could allow for new catering pitches to be created throughout the festival area.
15. Members approve the change of the catering process for the festival.

SUMMARY OF KEY POINTS:

16. The Town Council receive several complaints about the price food vendors are currently charging at the festival.
17. Food vendors have expressed the reason for the increased product cost is due to the high pitch cost.

POLICY IMPLICATIONS:

18. None

DETAILS OF CONSULTATION:

19. Blues Festival Advisory Committee, Town Clerk, Food Vendors.

SUPPORTING PAPERS:

- Appendix 1 – Blues Festival Catering Pitch Application Form

FURTHER INFORMATION, PLEASE CONTACT: Nathan Cutler