



FOOD & DRINK FESTIVAL



OUR FOOD & DRINK FESTIVALS

...are designed to promote the cultural identity of the local area against a regional, national and international backdrop, showcasing food and drink products and associated attractions to create a quality community event and provide visitors with an entertaining and memorable experience.

OUR OBJECTIVES

- to establish an annual event within a setting that has a cultural identity/heritage
- to showcase British food and drink, with special focus on producers and traders from the local venue area, complemented by high-quality international foods
- to promote the best of national dishes from around the world alongside regional excellence
- to encourage local businesses to be part of the festival, with discounts offered
- to provide a flagship event for our venue partner that is both entertaining and educational
- to develop a dynamic and colourful event featuring great characters and great invention

FOOD AND DRINK FROM AROUND THE GLOBE

Food Festivals Britain showcases products from all four corners of the globe and closer to home. Drawing on our extensive database, we could expect to see the following represented:

- UK – local, regional and national
- Continental Europe
- Eastern Europe
- Scandinavia
- Far East – including Thailand, Indonesia, India and China
- Central and South America
- Caribbean
- Africa

LOCAL AND REGIONAL PRODUCTS

Maintaining our belief that 'fair trade' starts at home and local sustainability should be actively encouraged, it is our policy to invite local businesses to be part of our events. We know local communities are just as delighted to discover the products on their doorstep as those from half way across the world.

AUTHENTICITY OF PRODUCTS AND QUALITY CONTROL

Quality is key to the success of Food Festivals Britain and we ensure high standards by applying the following criteria:



- Are the products and ingredients traceable to an identifiable source?
- Does the product use fresh ingredients?
- Are the ingredients clearly listed?
- Is the product presented in a clear, appealing manner?
- Can the producer adequately convey the qualities of their products to the visiting public?
- Does the product follow a traditional recipe using typical ingredients?

Market Square Group is dedicated to delivering products that demonstrate both their value (eg sustainable business practices) and validity (e.g. feature traditional ingredients). Stall holders must have a thorough understanding of their products, which must be traceable to source and offer a clear statement on authenticity.

Our rigorous selection procedure is backed by a strict enforcement policy. Any stall holder attempting to sell food and/or goods that have not been approved on the application form will be required to cease doing so immediately. Refusal, or a second breach of this rule, will result in their immediate removal from the event without further warning.

DELIVERING STALLS AND STALL HOLDERS

- Handpick a range of stalls that offer excellent quality, diversity and relevance
- Consider applications carefully and request photographic evidence to support applications where necessary
- Seek out products and personalities that will enhance the market for the benefit of the community
- Prioritise stall holders who show character and a willingness to interact with the visiting public
- Market the event to our database of businesses and create interest from other stall holders through a variety of marketing strategies

Market Square Group currently holds a **database of more than 8,000 traders**, across an extensive range of product areas

PRESENTATION OF STALLS

- We insist on a minimum standard of presentation and mini marquees are required for all stalls
- In exceptional circumstances (and where we consider a product warrants) we will consider other stall types

EACH EVENT IS UNIQUE

Market Square Group considers each event on an individual basis. We apply tailor-made solutions to each challenge we undertake and believe in engaging fully with both the community, in whose midst the event is taking place, and the partners with whom we are working.

A SUSTAINABLE EVENT

As any of our referees will testify, we actively encourage the participation of local businesses as part of our own company ethos.

We will actively promote and support the local economy in the following ways:

- Offering discounts to local businesses wanting to join our festival
- Guiding our caterers to buy local fresh produce for their dishes
- Guiding our traders to rent accommodation in the area



- Where possible, engaging local businesses in the provision of services such as power, waste management and security
- Involving local restaurants/catering colleges and schools



ECO-FRIENDLY, ETHICAL TRADING

Our markets benefit from the progress we have made in establishing an environmental and world concern ethos when staging our events. Not only can we attract many traders other event operators simply do not have on their books, but we will demonstrate our commitment in the following ways:

- Low carbon footprint – we discount prices for local businesses
- A strong line-up of ethically-traded products
- Fair trade produce will be given preference over non-fair trade
- Plastic bag free policy
- Recycled paper plates and packaging and bio-degradable plastic glasses policy
- Low energy lighting
- ‘Buy local’ for catering stalls



CREATING ATMOSPHERE

Drawing on our expertise in creating exciting and innovative events we can – **with the agreement of our host venue/local authority** - provide workshops and entertainment to enhance the festival feel of the event.

Such activities may include:

- Cookery demonstrations with celebrity and/or local chefs
- Wine tastings/food and drink tutorials
- Beer festival – showcasing real ales
- Live music
- Street theatre with ‘food through the ages’ as a theme
- Craft demonstrations
- Children’s cookery workshops
- Children’s entertainment such as storytelling, puppet shows, competitions, fact finding and games

COMMUNITY INTERACTION – CONNECTING PEOPLE AND PLACES

Our Food & Drink Festivals are first and foremost a community forum where local people are invited to meet, relax and engage with one another.



We deliberately choose venues that have a cultural meaning within a community and by adding 'colour' and vibrancy we aim to deliver a range of positive outcomes such as interaction of people, elevation of quality family time and promotion of local heritage to visitors.

The content of our food and drink festivals is designed to deliver the memorable experiences that are the foundations for a long-term future.

The following elements are not interdependent nor may all be appropriate for all festivals:

FOOD FESTIVAL PASSPORT

Visitors are invited to collect a food and drink passport from the organiser's stand which will then be stamped by each stall they visit. When they leave they drop off their passport at the organiser's collection point.

Passports with 25 or more stamps will be entered a prize draw with the winner receiving, for example, dinner for two at a local restaurant.

COMMUNITY INVOLVEMENT

SCHOOL QUESTIONNAIRES

Market Square Group provides a list of 'discovery' questions to encourage school involvement.

COOKERY DEMOS

A local chef cooks a dish with only ingredients collected from food festival stalls.

COLLEGE COOKERY DEMONSTRATIONS

Students take to the kitchen stage to showcase their culinary creations.



FOOD FESTIVAL VILLAGE

Features may include

'THE PARK'

Parasols and picnic tables to create a family-friendly 'park' where visitors can eat and drink their purchases from the festival. Games, slides and rides for children in close proximity.

LOCAL AND REGIONAL FOOD AND DRINK ZONE

A designated area for local and regional traders and producers with local food celebrities invited to attend and meet visitors.



COOKING DEMONSTRATIONS

A cookery stage for celebrity chef demonstrations alongside those of local restaurant chefs and culinary stars of the future from local colleges.

TASTINGS AND TUTORIALS

A dedicated marquee where local wine/beer/whiskey/fruit drinks merchants, brewers or distillers offer visitors tastings and tutorials.

LOCAL CHEFS

local chef or chefs who provide demos and at the same time promote their own establishments.

BAR/S

- Fizz bar – Champagne and Prosecco
- Pimm's and Wine Bar
- Traditional Ale Bar – with guest beers from the local area
- Craft Beer Bar – including beers from the New World
- Cider Bar

All beers and ales will be offered in tasting measures as well as traditional pints and ½ pints

WORKING WITH OUR EVENT PARTNERS

We believe transparency in our dealings with event partners is essential to developing successful long-term business relationships and delivering what we have agreed is paramount to this.

Our key partners from the local area will be:

- Environmental health
- Health and safety
- Emergency services

EVENT SCHEDULE - COMMUNICATION

Clearly defined roles and responsibilities are key to successful cooperation and it is essential all parties involved are kept up to date with developments. Market Square Group provides a full events schedule which will be central to all communication (elements of which will be subject to approval by the Safety Advisory Committee).

EVENT SCHEDULE - PRODUCTION

We will produce a schedule for the delivery of our event which will include:

- Risk assessments
- Contact details for all key event partners and contractors
- Arrangements for water supplies, refuse and toilet facilities
- Key dates in the form of a planning time line

EVENT SCHEDULE - PLANNING TIMELINE

- Selection of service providers
- Sub-contractors' meetings
- SAG meetings
- Open event for booking
- Issue press releases targeting local food and drink producers
- Invitation to local colleges and schools
- Cut-off deadline for applications
- Issue press releases publicising the event
- Meeting with environmental health team



- Send trader information packs
- Set up and trader access to site
- Trading hours
- Break down
- Event de-brief

EVENT PREPARATION – WHO DOES WHAT?

Market Square Group to:

- Coordinate bookings for the event and process applications
- Provide all infrastructure and special features
- Select and coordinate contractors
- Design event layout
- Provide press releases and PR support
- Design/produce posters
- Design/produce flyers
- Design/produce banners
- Coordinate distribution of flyers and posters to popular public meeting areas

Event partner to:

- Provide permissions for use of venue/help facilitate use of venue
- Provide advice/support in obtaining road closures/trading permits and any other licences required
- Help create local interest including tourist board/regional promotion bodies/local and regional businesses
- Identify sponsors and/or event partners
- Devise a marketing and promotion strategy and work with Market Square Group to implement
- Post the event information on relevant websites and provide a link from each to the Market Square Group website
- Send posters/promo materials to local community and civic groups by electronic mail or post
- Identify locations for flyer distribution and distribute
- Ensure event details are included in council publications/on council websites
- Identify banner sites

TO SUM UP

Food Festival Britain is a celebration of food, drink, culture and community encouraging interaction between vendor and visitor, blending entertainment with education delivering fun for foodies and those who just like food. The event caters for the whole family.

Market Square Group is committed to engaging with local community groups and encouraging the participation of such groups in the events that we organise.

