

Report No.

Report to Extraordinary Community and Town Promotion Committee 5th February 2015

Food Festival 2015

1. Purpose of the report

- 1.1 To invite the committee to hear the proposal for a Malmesbury Food Festival 2015, and to provide some financial assistance.
- 1.2 This would be a collaborative event between Waitrose, Malmesbury Carnival and Malmesbury Town Council.

2. Background

- 2.1 Malmesbury is a bustling small town and has already some festivals Womad, BBC History weekend and the Carnival .Food festivals have proved to be successful events. We have numerous thriving cafes and restaurants, the festival would draw on these.

3. Proposals

- 3.1 It is proposed to hold a food festival in the third week of August 2015, 24th- 31st.
- 3.2 The event will be part of Malmesbury Carnival, any profits will go the latter, to be available to be bid for by local groups
- 3.3 The majority of events will be in local cafes and restaurants and proprietors have agreed to give about 20 % of their income from their food event to the Carnival
- 3.4 There will be also several food stalls at the Carnival Petticoat Lane
- 3.5 There will be a Tasting and Talk event in Malmesbury Town Hall

4. Financial implications

- 4.1 Waitrose have agreed to give £500 towards the festival and there may be some more available from their green disc scheme.
- 4.2 Having the support of Waitrose and the Carnival gives the event a good foundation but in order to make the week a success there must be a strong marketing/ publicity campaign .Only two aspects of the festival need financial assistance, the publicity and the Talk and Tasting evening in the Town Hall.

5. Recommendations

- 5.1 To accept the proposals as above, and for the Town Council to provide up to £1,000 for the Festival costs.

Councillor S Cox
4th February 2015