

Food Festival

1. Purpose of the report

1.1 To invite the committee to hear the proposal for a Malmesbury Food Festival 2016, and to provide some financial assistance.

1.2 This might 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 2016 20 - 29th inclusive.

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 would be asked as last year to give 20 % of their income profits from their food event to the Carnival

3.4 There would, if possible be several food stalls at the Carnival Petticoat Lane as last year.

3.5 There might be a Tasting and Talk event in Malmesbury Town Hall - subject to Waitrose agreeing to put on such an event and the availability of a celebrity chef.

4. Financial implications

4.1 Waitrose gave £500 towards the festival last year and may wish to repeat the gesture. Waitrose will need to be approached.

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 (paying for venue, plus possibility of a celebrity chef as last year.

5. Recommendations

5.1 To accept the proposals as above, and for the Town Council to provide up to £500 for the Festival costs. Last year the TC paid £440 for a celebrity chef.

6. The best outcome would be for the Town Team and Carnival to work together to achieve these aims. I believe that the Town Team would be interested in working collaboratively on such a project.