

Tourism and Business Committee – Monday 15th August 2016

Food Festival at Christmas

Agenda Item 8

I have attached details of an event organiser (Market Square Group) who are interested in running a Christmas event on the weekend of 25th-27th November. The details are yet to be finalised and Cllr. Ferguson is in contact with the company and will give an update at the meeting.



Phil Burgess
Town Clerk

Impact on Crime and Disorder : None

Impact on Bio-diversity : None

Budgetary Impact : None



Food Festivals Britain



Food Festivals Britain

...is 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 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 – including local, regional and national
- Continental Europe
- Eastern Europe
- Scandinavia
- Developing World – 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 stalls which are of particular value to specific venues
- 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 number of marketing and public relations strategies

Market Square Group currently holds a **database of more than 5,000 traders**, incorporating 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

An individual approach

Market Square Group considers each event staged 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 a great atmosphere with special features

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 and competitions

Creating community interaction – connecting people and places

By connecting people and places throughout the festival we can create and enhance opportunities for visitors to enjoy the best possible experience. This interaction with their environment can be achieved by both 'steering' visitors through an event and establishing clearly identifiable zoned areas.

Market Square Group has developed a number of features to connect people with places which are shown below. These are open to discussion and are not interdependent or 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 the event 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 challenge

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

Alfresco dining - pop up restaurant with celebrity chef

Local or Celebrity chef cooks for guests at a 'pop up' venue – ticketed event.

College cookery demonstrations

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



Food festival village

A specially-created 'village' set-up to create atmosphere and interest, with separate zoned areas such as:

'The Park'

A family picnic area featuring artificial grass, parasols and picnic tables to create a family-friendly 'park' where visitors can eat and drink their purchases from the festival.

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

- Champagne and oysters
- Pimm's/Sangria
- Traditional ales – with guest beers from the local area
- Craft beer – including beers from the New World

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

Bar theme days

We will create a theme/number of themes and activities, for example:

- Great British Pub Day – focusing on traditional ales with a pub quiz in the evening with teams invited to register in advance
- Caribbean Day – dedicated to cocktails, rum and limbo dancing competitions and featuring a Calypso/Reggae band in the evening
- German Beer Festival Day – emphasis on continental beers and lagers with an Oompah band and stand-up comedy evening

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



marketsquaregroup

markets & events resource providers



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

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:

- Create local interest including tourist board/regional promotion bodies/local and regional businesses
- Identify sponsors
- Provide road closures and all relevant licences
- 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
- Identify civic buildings and send posters by electronic mail or post to display
- Identify locations for flyer distribution and distribute
- Ensure event details are included in council publications/on council websites
- Identify banner sites

To sum up

We consider our Food Festivals Britain as an exciting opportunity to demonstrate Market Square Group's unique qualities as an event specialist. The festival is not just about retail therapy, it's a celebration of food, drink, culture and community through which we provide insight, entertainment, education and visitor interaction.

We are committed to engaging fully with both the community and the partners with whom we are working.

Prepared by Paul Kennedy – Director of Events - Market Square Group – Updated: January 2016

Tourism and Business Committee – Monday 15th August 2016
Great British High Street Competition
Agenda Item 9

I have attached details of the Great British High Street Competition as supplied by Cllr. Galpin. The competition now has a "small market town" category into which Tenterden falls.

Nominations are invited by September 9th.

Promotional material is also available from the Town Hall Office.

Proposals: That the town should enter the above competition.



Phil Burgess
Town Clerk

Impact on Crime and Disorder : None
Impact on Bio-diversity : None
Budgetary Impact : None



The Great British High Street Competition 2016

The Great British High Street Competition is a Government and business-led initiative which celebrates our nation's much-loved high streets. Now in its third year, it showcases the people, businesses and partnerships that are putting their high street at the heart of their communities.

The 2015 Competition was a huge success. Over 230 high streets took part and the campaign to find the winners made a huge dent in the public consciousness, with over 200,000 votes cast for the finalists. This year, the Competition is back and it is bigger and better, with new categories and new awards for individuals, our 'High Street Heroes', who have made a special effort to support their high street.

Anybody can put forward a nomination for their high street or high street hero. Once nominations are received, finalists will be selected from each category and local people will be asked to vote for their winners. An expert judge will also visit each high street to help decide the winners, who will share a cash prize and also receive training from Google. High Street Heroes will also win prizes. The 2016 categories are:

For Places:

- Village – population between 500 to 2,500 residents
- Local centre - precinct or parade of shops
- Market Towns – small – population of less than 10,000
- Market Towns – large – population between 10,000 - 30,000
- Town Centre - population of more than 30,000
- City Location - population of more than 200,000
- Coastal Community
- London
- Rising Star - to recognise towns that are turning fortunes around

For Individuals (High Street Heroes):

- Best store manager or employee from a national retailer / organisation
- Best store manager or employee from an independent / small business
- Best market manager, operator, trader or farmer
- Best under 25 years old

Key Dates

Competition launch	7 July
Deadline for applications	9 Sept
Shortlist announced	Mid Oct
Voting opens and judges' visits	Mid Oct / Nov

Awards ceremony and winners announced	December
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DRAFT: EMBARGOED UNTIL 00.01 THURSDAY 7 JULY

Launch of Great British High Street competition 2016

- Last year's competition had 230 entries and over 200,000 public votes
- This year's competition will be "bigger and better"
- Investment in the high street is up by 30% and the national vacancy rate has fallen to its lowest level since January 2009

High Streets Minister Marcus Jones today (7 July 2016) called on communities across the country to enter their villages, towns and cities into the Great British High streets competition 2016.

Now in its 3rd year, the competition celebrates the great work that is being done to revive, adapt and diversify the nation's high streets and is an opportunity for councils, businesses, community groups and volunteers to learn from the very best.

Last year's competition saw a record-breaking 230 entries and attracted over 200,000 public votes, with Bishy Road in York, a former finalist, crowned Britain's best.

With new categories, new prizes, including the chance to win up to £ 10,000 each, the Minister said he expected to see even more competition entries, this year.

The Government is helping local business communities adapt to the changing face of high streets, with a £6.7 billion package of business rates support, to cut the rates for 900,000 businesses – with 600,000 now paying none at all.

Investment in the high street is up by 30%, the national vacancy rate has fallen to its lowest level since January 2009 and retail sales have increased year-on-year for the longest period on record.

Speaking on a launch visit to Camden High Street, Marcus Jones said:

"With a record number of entries and 200,000 public votes cast, last year's competition was a massive success.

"This year's Great British High Streets Competition is going to be even bigger and better, with new categories and a simplified entry form.

"I'd urge everyone to get involved to showcase the hard work of your community, in keeping high streets the life and soul of our towns, villages and cities."

Brigid Simmonds, Chief Executive of the British Beer & Pub Association and Chairman of the High Streets Partnership Working Group

"This is a hugely exciting time for our high streets. We have seen some really excellent examples where great leadership, collaboration and partnership have led to regeneration, more footfall and as a result, more sustainable high streets.

"The 2016 Great British High Street's Competition is supported by great brands and companies who between them represent over 22,000 outlets. Just look at what has already been achieved, and encourage your local high street to enter this year."

The nine competition categories for places are:

- Best City Centre High Street
- Best Town Centre High Street
- Best Market Town High Street (small)
- Best Market Town High Street (large)
- Best Coastal Community High Street
- Best Village High Street
- Best Local Centre – precinct or parade of shops
- Best London High Street
- Rising Star - to recognise towns who are turning fortunes around

The four competition categories for individuals are:

- Best Store Manager or Employee from a National Retailer / Organisation
- Best Store Manager or Employee from an Independent / Small Business
- Best Market Manager, Operator, Farmer or Trader
- Best under 25 year old, manager or employee from a high street business

Nominations are now open across England, Wales and Scotland. The top 3 shortlisted in each category will be announced in October. They will then go through to a public online vote and be visited by the Future High Streets Forum judging panel made up of industry leaders from across retail, property and business.

Details of how to enter the competition can be found at: www.thegreatbritishhighstreet.co.uk

The deadline for entries is Friday, 9 September 2016

Further information

- The Great British High Street competition is run by the Department for Communities and Local Government and sponsored by Boots, the British Council of Shopping Centres, Ellandi, Holland and Barratt, Marks and Spencer, the Post Office and Wilko.
- The Google Digital Garage is a workshop which includes sessions for businesses on finding and keeping customers online and the chance to have one-to-one consultations with Google specialists to chat through their businesses digital needs.

For more information or to enter your high street visit the **Great British High Street website**

Last year's winners were:

- City Category – St Giles Street, Northampton
 - Coastal Category – Amble, Northumberland
 - Market Town – Helmsley, Yorkshire
 - Local Centre – Bishopthorpe Road, Yorkshire (also chosen as overall high street champion)
 - Village Category – West Kilbride, Scotland
 - Town Centre – Rotherham, Yorkshire
 - London – Pitshanger Lane, Ealing
 - Best Newcomer – Faulkner Street, Hoole
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- We have published a good practice guide, that includes practical advice and guidance from last year's winners, sharing tips and real life examples of how high streets across the country have risen to the challenges of a rapidly changing environment. For more information see <http://thegreatbritishhighstreet.co.uk/good-practice-guide>

TENTERDEN TOWN COUNCIL

Tourism & Business Committee - background for agenda item 10 on 15th August 2016

Please note the proposal in item 2 was omitted from the resolution at a previous meeting

IMPROVING CYCLING FACILITIES IN TENTERDEN

Background

Please see the report, "The Value of Cycling" which is endorsed by central government (and particularly the headline findings): <https://www.gov.uk/government/publications/the-value-of-cycling-rapid-evidence-review-of-the-economic-benefits-of-cycling>

A printed copy of the report can be obtained from me (or the Town Hall office) if it cannot be accessed via the link.

Proposal

I propose that -

1. The committee notes the contents of the report
2. The committee recommends to the Town Council that, in light of the report's findings, the council actively seeks ways to improve cycling facilities in the civil parish of Tenterden and (without incurring any expense) in the surrounding area

Crime and disorder reduction impact: None

Biodiversity conservation impact: Reduction on motor traffic due to more cycle use will constitute a beneficial effect

Impact on budget (and source(s) of funding, if needed): None, unless specific proposals (with costs) are made.

Cllr Justin Nelson - 09 August 2016