

ANGUS COUNCIL

RESOURCES & CENTRAL SERVICES COMMITTEE

17 JUNE 2004

SUBJECT: FORFAR FOOD FEST – 30 & 31 JULY 2004 - FORFAR COMMON GOOD FUND

REPORT BY THE CHIEF EXECUTIVE

Abstract: This report recommends that the Committee authorise expenditure of up to £25,000 from the Forfar Common Good Fund to establish a Food Fest based in, and for the benefit of Forfar to showcase the best of Angus food thereby raising the profile of Forfar within Angus and increasing investment by maximising tourism.

1 RECOMMENDATION

1.1 It is recommended that the Committee authorise expenditure of up to £25,000 from Forfar Common Good Fund to establish a Forfar Food Fest on 30 & 31 July 2004.

2 INTRODUCTION

2.1 It is proposed that a two day Food Festival be held in Forfar on Friday 30 July and Saturday 31 July 2004. The objectives of the festival are:

- to showcase the best of Angus Food and produce;
- to increase investment in the Forfar retail sector by adding to existing visitor numbers;
- to raise the profile of Forfar within an Angus content to maximise the tourism to the town's visitor attractions;
- to establish Forfar as the hub of Food Celebrations in Angus.

2.2 The 125th Anniversary of the Aberdeen Angus Cattle Society - established originally in Newtyle, Angus - will attract 250 cattle breeders and Society officials from USA, Canada, Denmark, New Zealand, Sweden, Norway and the UK for a week of celebrations in Angus and Perth. This is an ideal opportunity to showcase the best of Angus produce to these international visitors.

2.3 The organisation of the Forfar Food Fest will involve partnership working with Angus Ahead, the Angus Towns' Promotion Programme, the Angus Farmers Market, Forfar food retailers and restaurants; Angus Council Cultural Services; local Community Councils; and Angus produce suppliers.

2.4 The Festival will meet two of the Angus Ahead objectives of encouraging civic pride and increasing investment. It is expected that marketing of this event will attract more visitors to Forfar from other areas of Angus and Dundee to shop and eat in the town thus adding to business income during the festival. As a longer-term benefit it is envisaged that first time visitors will return to Forfar thus maximising tourism to the area's visitor attractions.

3 PROGRAMME

Friday 30 July 2004

3.1 Provost's Reception, Taste of Angus Market - and launch Day 1 of the first Forfar Food Fest at Glamis Castle.

3.2 It is proposed to include the following to ensure the event represents the high quality of Angus produce:

- Marquee at Glamis Castle to host Provost's reception and buffet lunch for 250 visitors from various Angus Cattle Societies around the world, representatives from the local Society, produce suppliers and farmers;
- Taste of Angus Showcase – six dressed and themed stalls focussing on Angus beef, smokie, berries, potatoes and other local produce and specialities;
- Tasting sessions and cookery demonstrations;
- Recipe Cards using local ingredients and food giveaways; and
- Scottish music.

Saturday 31 July 2004

3.3 This event will be situated in Forfar's Myre Car Park and will involve the Forfar Farmers Market, local suppliers and restaurants. Local produce can be discounted over the two days of the festival by local businesses; restaurants can devise new dishes using the best of local produce (these can be printed into the recipe leaflets) and a small and targeted Healthy Eating Campaign can be run alongside the festival. Events proposed are:

- Cookery demonstrations in marquee on Myre Car Park Playing Fields;
- Taste of Angus Showcase at Myre Car Park with Forfar Farmers Market;
- Food Tastings;
- Stirk on a Stick/Barbecue;
- Retailers/Suppliers can be involved with discounting of local produce;
- Recipe Cards will be produced using local restaurants;
- Food Trail – different restaurants can put on different courses and a wine tasting can be incorporated. Suggest using only 4/5 restaurants and either people walking or being transported. Cultural services could set out a heritage script around Forfar and provide guides. This will be run on a break-even basis from ticket sales;
- Bung a Bridie Competition;
- Pancake Bake off – Community Councils (Forfar, Newtyle, Inverarity, Glamis).

4 FUTURE YEARS

4.1 It is envisaged that this first event will be a pilot to gauge whether interest will be sufficient to make this an annual festival that eventually will be self-funding along similar lines to the Arbroath Seafest and Brechin Arts Festival.

4.2 Initial funding will be sought from the Forfar Common Good Fund to launch this festival in Year 1, and, if successful, further funding to expand the activities in Year 2 and Year 3. By then it is envisaged that a Committee will be set up to manage and organise this Food Fest with decreasing funding and support from Angus Council. Approaches for funding have also been made to Leader + for financial support for the pilot project.

5 FINANCIAL IMPLICATIONS

- 5.1 It is envisaged that a budget figure of £25,000 be allowed for Year 1 of this inaugural event as detailed in the table below.

	£
Friday 30 July – Aberdeen Angus Celebration & Taste of Angus	5,350
Saturday 31 July – Forfar Food Fair	11,550
Forfar Food Trail	375
Marketing	8,200
TOTAL	25,475

- 5.2 A Leader + application for 50% contribution has been submitted. If the Leader + application is not successful it is recommended that the cost of the event be met by the Forfar Common Good Fund up to £25,000. It is confirmed that sufficient monies are in the Fund to meet this.

6 HUMAN RIGHTS IMPLICATIONS

- 6.1 There are no Human Rights implications arising from this report.

7 CONSULTATION

- 7.1 The Directors of Finance, Law & Administration and Leisure Services have been consulted in the preparation of this report.
- 7.2 The Forfar elected members and the Corporate Grant Aid Group have been consulted in accordance with revised policy arrangements. They support this initiative.

8 CONCLUSION

- 8.1 This is a pilot project to gauge interest in establishing the Forfar Food Fest as a key event in the Angus Festival Diary and links in with the Angus Ahead and Town Promotion initiatives.

NOTE

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

DV/MD/MM
11 June 2004

A B Watson OBE
Chief Executive