

MARKET TOWN AWARDS 2007

MARKET TOWN: BEVERLEY

PROJECT NAME: BEVERLEY FOOD FESTIVAL

Partners: Beverley Town Council (BTC), East Riding of Yorkshire Council (ERYC), Local Food Producers and the local Business Community

Category: Business and Economy

The Beverley Food Festival held in October, 2006, focused on the preparation and cooking of good quality local produce affordable to all, and highlighted the wealth and variety of local produce within the area. A wide variety of both rural and town based local businesses were involved with the Festival.

With the ongoing national debate to promote the health benefits of local food BTC identified a strong need in Beverley for a vehicle to bring local produce to the attention of the town's residents – there was no Farmers Market; lack of local public transport meant poor access to countywide Farmers Markets; the number of independent food retailers were in decline; and there were few opportunities for local businesses to showcase their produce.

The resultant Food Festival had a number of elements designed to attract people to the town:-



- (i) A food theatre where local chefs showcased local produce.
- (ii) A local produce market consisting of 50+ producers from Beverley and its rural hinterland.
- (iii) Local TV and radio publicity.
- (iv) Healthy eating related entertainment ensured good value and a quality family day out whilst promoting local produce.
- (v) Unlike many Food Festivals, this was a free event providing a whole day experience.

The Festival was funded via grants from Yorkshire Forward and Leader+ together with in-kind support from BTC and ERYC and local businesses. Plans for a 2007 Festival are underway, and a number of producers now have weekly stalls at Beverley's Saturday market.

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