

BRIEFING NOTE – Item 10.2

Below is an excerpt from an Email from Reina with regards to the forthcoming Food and Drink festival – This is for Amenities committee members information only , as Grant request will be dealt with at F&GP

From: Reina Alston

Subject: Steyning & District Food & Drink Festival September 2019 - Request for PC funding

Dear John,

The Steyning & District Community Partnership - Visitor & Tourism Group - are all set to repeat the annual Steyning & District Food & Drink Festival during the period September 7th to October 5th 2019. As you will know the Festival is an outstanding date in the district calendar, where our aim is to attract as many new faces to our area as possible - bringing valuable business to our traders - together with bringing enjoyment to our residents,

The Festival is run by volunteers with the fantastic support of the “foodie” outlets in our district, who come up with both events to be held during the month, and special offers for the Festival duration. Because of Steyning’s outstanding business support, our Festival grows each year. The Farmers Market both herald and close the event at the beginning of September and at the start of October with live cooking demos, music, sloe gin tastings, the Halloween pumpkin weigh and special stall offers. Each year the event also receives a widespread of media coverage including such names as: Sussex Life, Etc., Fine Magazine, Horsham District News, Village Living, Your Steyning, WSCT, West Sussex Gazette, Steyning Herald and The District Post. We also receive some great Social Media coverage, headed up by one of the Festival Committee, who dedicates a vast amount of her time making sure Facebook and Twitter operates successfully. All good economic news for Steyning.

Of course, all this promotion/advertising is expensive, plus we also need to produce/purchase promotional literature/materials to give additional exposure to the event. This year we also need to print our own Festival guide, as HDC are not covering this anymore. Posters on stakes, are erected in areas further away from the immediate district and set alongside many road junctions etc. These have proved very successful, and although expensive broadens the horizon of Steyning’s exposure. We also pay for advertising on Facebook & Twitter, which again is ultra successful, but yet another essential expense, if we intend to keep promoting the Festival in a professional manner.

This is our eighth Festival, but as for our first years, our reserves remain low and as we continue to grow we expect to take hits from the need for additional/replacement banners, posters, window clingers, etc., etc. as well as expenses listed above. Indeed more of our large vinyl banners and lamp post banners are in need of replacement, as wear and tear is now taking its toll. This year we have at last secured the much needed updated our Food & Drink Festival website, with funds achieved from the LEADER programme. Together with being more website friendly, it also looks superb – at least one less thing to worry about.

Our request, as in years gone past, is to ask if Steyning Parish Council could consider helping us by awarding us a grant. We have no official accounts, but have approximately £653 in hand from last year, which will quickly disappear as we start to purchase items. Expense sheet attached.

Obviously we would appreciate any funding that the Parish Council felt they could offer . We know that your top limit is usually £200, but if for some reason this funding level has increased for 2019, as much as possible would be really welcome 😊

Reina