

# TASTE *of* SCILLY FESTIVAL SEPTEMBER 2016

## HOW TO GET INVOLVED



### Taste of Scilly – What is it?

This September, the Isles of Scilly plays host to the inaugural Taste of Scilly festival - a mouth-watering, month-long celebration of the very best in local food and drink from across the islands.

Famous for its relaxed pace and simple pleasures, Scilly's food and drink offer is no different – and represents the ultimate in slow food and low food miles. In fact, on Scilly you not only know where your food has come from, but you can often point to the fisherman or farmer who has provided it!

True to this provenance, the festival will feature a melting pot of local flavours and truly distinctive foodie experiences as the islands bring together local bakers, brewers, fishermen, farmers, foragers and chefs to share their stories, passions and creativity to really get the taste buds tingling.

Coordinated by the Islands' Partnership's Scilly Events Team and supported by the Coastal Communities Fund, the Taste of Scilly festival is set to be an exciting programme of events to celebrate all things foodie across the islands. This is your opportunity to showcase your business and highlight the Isles of Scilly as a fantastic destination for food and drink.

### How do I get involved?

There are a number of different opportunities for your business to feature in Taste of Scilly.

#### 1. Get involved or participate in one of our headline events

Over the course of the month, we will be teaming up with partners on at least two headline events to showcase and celebrate the food & drink offer across the islands.

**a. Taste of Scilly – Pop-up barbecues on the beach (Sunday evenings throughout September, St. Mary's)**

We all know that September can be a wonderful time of year on Scilly. So as the summer sun gently fades, what better time to enjoy a pop-up barbecue overlooking the beach that's serving the very best in fresh local ingredients.

These pop-up al-fresco dining experiences will be organised by the Islands' Partnership's Scilly Events team. However, we will need local chefs and/or producers to participate and deliver the food/drink offer on the evening – a great opportunity to showcase your establishment and generate additional business.

These pop-up barbecue events will only run subject to there being sufficient interest from businesses and gaining the appropriate site permissions, so please do sign-up below, or come and talk to us if you are interested.

**b. Taste of Scilly Local Produce Market (9<sup>th</sup> September)**

Incorporating the existing St. Mary's Local Produce Market, the Taste of Scilly Market will be bigger than ever and will be open to producers and artisans from across the islands. Combining the current Town Hall location with new open-air market stalls that will extend into the town, the Taste of Scilly Market will create a colourful feast for the senses and a great atmosphere as we create the buzz of market day on St. Mary's.

**c. Tresco Low Tide Experience (18<sup>th</sup> September)**

We will be teaming up with Tresco to support the Tresco Low Tide Experience on 18<sup>th</sup> September and the Tresco food festival over the same weekend.

## 2. Get involved in one of our Taste of Scilly themed promotions throughout September

Opportunities include:

**a. Isles of Scilly 'Taste Trail'**

Supported by its own map and mini-guide, our Taste Trail will encourage visitors to get out and explore all five islands and discover all of the fantastic food and drink experiences on offer – from cafes to farm shops, pubs to vineyards and everything in between!

**b. Taste of Scilly Daily Specials**

Could be a special dish of the day, or a special for the month of September. This dish needs to be locally sourced, with a focus on fresh ingredients. This special should be highlighted on the menu as 'A Taste of Scilly' and you will be provided with logos and posters for use on your menus and displays.

**c. Taste of Scilly Breakfast**

A great opportunity for B&Bs to get involved. Our Taste of Scilly breakfast promotion will highlight anyone that serves a breakfast menu consisting of locally sourced items. There must be a minimum of 5 locally sourced (Scilly/Cornwall); seasonal items on the breakfast menu and all supplier information must be listed on your menu.

**d. Taste of Scilly foodie breaks**

This is an opportunity for accommodation providers to offer special Taste of Scilly themed short breaks, including added-value extras such as Dinner packages, tie-ins with other events or perhaps by partnering up with other local businesses to offer special tastings, talks or experiences.

### 3. Your Own Individual Events or Promotions

This is your opportunity to get creative and think of special events or promotions that you could put on at your own businesses – or perhaps through teaming up with other partners. Any events that we receive before our print deadline will feature in our Taste of Scilly programme (which will be circulated on the mainland and across Scilly throughout the month).

Ideas for your own event might include:

- Chef's theatre/demonstrations
- Guest chefs
- Produce market
- Pop-up restaurants/BBQ/dining
- Taste of Scilly Bake-Off
- Apple day
- Ale festival
- Food & wine matching
- Secret supper club
- Themed supper boats
- Island-hopping safari supper trips (2 or more islands!)
- Book talks
- In-store promotions
- Foraging walks/demos
- Masterclasses – baking, cocktails, wine...
- Wine tasting
- Crab & lobster 'festival'/event/evenings

### Why should I participate?

The benefits for businesses of being part of the Taste of Scilly festival include:

- **Increased Footfall and Sales**
  - Your involvement will raise awareness of your business and therefore increase footfall and sales.
- **Marketing and Promotional Activities**
  - A listing in the Taste of Scilly Festival programme (distributed on Scilly throughout September and on the mainland in the lead-up).
- **A website listing and promotion through social media**
- **Representation in our national and regional PR campaign**
- **Use of the event branding in your own marketing and promotions**

### Will there be a cost to be involved?

If you are a member of the Islands' Partnership (renewed for 2016/17), then it will be **free to be involved** in any of our themed promotions or to promote your own event or promotion as part of the Taste of Scilly Festival.

If you would like to participate in the pop-up Sunday barbecues or the Local Produce Market, there may be a small cost, although the Islands' Partnership's Scilly Events programme will subsidise this where possible.

We are keen for as many businesses to get involved in Festival as possible. If you are not a member of the Islands' Partnership therefore, please do still indicate your interest on the form overleaf and we would be happy to discuss your ideas.

## TASTE of SCILLY 2016

### GET ON THE MENU

Please complete the participation form below and indicate which event(s) or promotion(s) you would like to get involved in by ticking the relevant boxes. We will then get back in touch with you directly to discuss this in more detail.

Business \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile No \_\_\_\_\_

Email \_\_\_\_\_

Event/Promotion	IP Member	Non Member
<b>1. HEADLINE EVENTS</b>	Yes – I'm interested and would like to be involved in:	Yes – I'm interested and would like to be involved in:
Pop-Up Sunday Barbecues (Sundays in September)	<input type="checkbox"/>	<input type="checkbox"/>
Local Produce Market (9 <sup>th</sup> Sept)	<input type="checkbox"/>	<input type="checkbox"/>
<b>2. TASTE OF SCILLY THEMED PROMOTIONS</b>		
Isles of Scilly Taste Trail	<input type="checkbox"/>	<input type="checkbox"/>
Taste of Scilly Daily Specials	<input type="checkbox"/>	<input type="checkbox"/>
Taste of Scilly Breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Taste of Scilly – foodie breaks	<input type="checkbox"/>	<input type="checkbox"/>
<b>3. YOUR OWN EVENT OR SPECIAL PROMOTION</b>		
Please list your event/promotion idea(s) below: (feel free to continue on a separate sheet)	<input type="checkbox"/>	<input type="checkbox"/>

Please return your completed form to:

Zoe Parry or Annie Lethbridge in the Islands' Partnership Scilly Events Team.

By Hand – At the Islands' Partnership office at the rear of Steamship House, Hugh Street, St. Mary's

By Email – [events@islandspartnership.co.uk](mailto:events@islandspartnership.co.uk)

By Post – Islands' Partnership, Steamship House, Hugh Street, Hugh Town, St. Mary's, TR21 0LL

Or to discuss any of the above, please call us on 01720 424036.

**The Deadline for forms to be returned is Monday 13<sup>th</sup> June.**

We look forward to hearing from you!