



**ABERGAVENNY**  
FOOD FESTIVAL  
GŴYL FWYD Y FENNI

21<sup>ST</sup>-22<sup>ND</sup>  
SEPT '19

CELEBRATING 20 YEARS

*Real Food, Real Farmers, Real Chefs*



**HOW TO GUIDE FOR FRINGE EVENTS**

## HOW-TO GUIDE FOR FRINGE EVENTS

Welcome to the Abergavenny Food Festival 'How-To' guide for Fringe Festival events. We are delighted that you're interested in organising a fringe event, as part of this years' festival.

Abergavenny Food Festival 2019 will be running for its 20th year for Saturday 21st and Sunday 22nd of September, celebrating artisan food from across the country.

This document contains everything you need to know about putting on a fringe event. Please make sure you read the information carefully before completing and returning your programme confirmation form, as well as reading and agreeing to our Terms and Conditions and Sustainable Event Guide.

Once these documents have been completed, signed and received by us, your event will be included as an official part of the festival programme.

If you have any questions relating to your involvement with the festival, or with regards to your event, please contact our fringe festival coordinator, Lotti Jones [lotti@abergavennyfoodfestival.com](mailto:lotti@abergavennyfoodfestival.com).





## 1. ABERGAVENNY FOOD FESTIVAL

### 1.1 WHO ARE WE?

Abergavenny Food Festival, now in its 21st year, has grown to become one of the leading food festivals in the UK. It is the place to be for anyone who loves eating, talking and learning about food. Through an outstanding and unparalleled programme of events including tastings, master classes, hands on cookery and debate we provide the inside track on food trends, enlightened thinking, and rising stars that are emerging from the industry. We are a catalyst for the “Great Food” debate and we are transforming the way people think about food, challenging and promoting new ideas, pushing the boundaries of current thinking with the public, chefs and producers.

Over the years, Abergavenny Food Festival has attracted some of the most recognisable names in the food world including Tom Kerridge, Yotam Ottolenghi and Hugh Fearnley-Whittingstall. By engaging with some of the most influential chefs, commentators, and journalists we have grown to become one of the highest profile food events of Britain, that has a voice throughout the year.

### 1.2 WHY GET INVOLVED?

Abergavenny Food Festival exists to celebrate artisan food and drink made locally, and throughout Wales and the UK. By including your event in the official Fringe Festival programme we hope to highlight your activities, and signpost opportunities for people to engage more with local food on a year round basis.

The Festival exists to support the work of the businesses and organisations across the local areas that contribute to a growing good food culture. It is our job to get the message out to the public that there are lots of year-round opportunities to find good food in Abergavenny.

We aim to connect like-minded organisations and individuals, create opportunities for collaboration and build a stronger network of people working together for a healthy, independent, local, food system.

Each year we reach a huge number of people, in Abergavenny and beyond, thanks to our relationships with local news outlets and national press. We have a substantial social media following and partnerships in place with institutions across Wales such as Visit Wales, Wales online and the South Wales Argus.

We can provide advice and support to help you run your event, as well as linking you up to other organisations that can help to bring your event to life.

Above all, being a part of Abergavenny Food Festival is a brilliant opportunity to celebrate all that is great about South Wales' food culture, especially the people who grow, make and cook our food. We want to highlight the great work already underway and invite many more people to help grow our local food system.

### **1.3 OUR AIMS AND OBJECTIVES**

It is important to us that we create an event that serves the people of Monmouthshire, and achieves our aim of connecting more people to the principles and values of the Food Festival. In 2019, Abergavenny Food Festival will celebrate the thriving and diverse food scene of South Wales' independent restaurants, retailers and community projects. We expect every fringe event to support and uphold these goals as part of the festival.

#### **Our goals are:**

- + To celebrate the wealth of independent food businesses, community projects and organisations that exist in Abergavenny and the surrounding areas
- + To build Abergavenny's reputation as a leader in the food conversation of the UK

## **2. WHAT WE DO PROVIDE**

### **2.1 MARKETING AND PROMOTION SUPPORT**

One of the benefits of including your event as part of the fringe festival is the marketing and promotion you will receive as a result of being a part of the festival. Last year, our social media activity alone reached in excess of 3 million people.

We have a dedicated marketing and communications team who work closely with local and national news outlets, to promote the events taking place, drawing out stories about the food and the people involved.

We are constantly on the look out for interesting stories emerging from communities around Monmouthshire, whether that's a local food champion, lack of access to good food, or creative new initiatives.

The festival enjoys a support from a large (and growing) online community thanks to our social media channels. We have over 11k twitter followers, 10,000 Facebook likes, and 5,500 Instagram followers. By engaging with us online and providing us with your social media details we can actively promote your event and work.

The more material you send to us the better! Whilst we'll do our best to dig out the brilliant stories surrounding your event, it really helps if you're able to supply us with news, information, stories or high quality images, which we can feed into our marketing activities.

However! We can't stress enough the importance of also carrying out marketing and promotion for your own event. Whilst we do our best to give coverage to all events in the programme, nothing beats reaching your existing supporters, communities or customers through your mailing lists, social media accounts or press contacts. We can't guarantee media coverage for any single event, and in our experience the events that work best are those where the organisers are co-promoting through their own channels

## **2.2 TICKET SALES**

New to the festival this year, Abergavenny Food Festival will be offering fringe organisers a centralising ticketing system, allowing all visitors to purchase their tickets via the Abergavenny Food Festival website.

By hosting all ticketing in the same place, we aim to make it much easier for customers to see what is happening over the week leading up to and the festival weekend, and purchase multiple tickets from one central location.

Abergavenny Food Festival will charge a small booking fee on ticket sales to support the work of the festival, however this is limited to 2% of the ticket price. In addition, our ticketing partner will charge a commission of 6%. This means 92% of funds from ticket sales will come back to you.

In some cases event organisers prefer to ticket their events as 'Pay on the day.' If you intend to run sales on the door, or manage bookings in person, then you are welcome to do so. In these cases your programme listing will a) advise people to 'Pay on the day' or b) 'Contact venue for bookings.'

Free events can be run through our ticketing system at no cost to either party.

Abergavenny Food Festival will not include links in the programme to other external ticketing sites. 8% of the total ticket price represents a small contribution to the costs of promoting, retailing & supporting your event. If a Fringe Event decides to sell tickets on-line, but using an alternative ticketing system, then we withdraw our responsibility to promote your event through our channels.

Please try to price your event at an appropriate level; we are committed to delivering a festival that has accessible options for everybody. Ticket prices should reflect the time, effort and resources put into the event, but shouldn't leave anybody feeling out of pocket.

## **2.3 SUPPORT AND ADVICE**

We have a wealth of experience in organising events at Abergavenny Food Festival, and are well placed to offer you advice and support, whether that's finding a venue to host you, or connecting you up with speakers, performers or co-conspirators.

Never hesitate to get in touch with our fringe festival coordinator if you're encountering problems when organising your event, or if you require any general help or input.

## 3. WHAT WE DON'T PROVIDE

### 3.1 FUNDING

Unfortunately, Abergavenny Food Festival is not in a position to provide any funding for fringe events. Whilst we will do our absolute best to support and help you to put on your event, we require every event to stand on its own feet financially.

Please take the time to make sure that you are in a position to run a financially viable event. Abergavenny Food Festival provides an opportunity for partners to retail ticketed events that can deliver profitably for your business. However all responsibility for organising a financially profitable event remains with the event organisers, and we will not be able to reimburse you for any losses.

### 3.2 EVENT MANAGEMENT

You have a brilliant event idea that is going to revolutionise the way we eat, drink and grow food in South Wales... You just need someone to run it for you! Unfortunately, this is not us.

All fringe events remain the responsibility of the organiser, and this means being responsible for every aspect of the event. If you have never organised an event before, but think you could do it, talk to us and see if it's feasible. However we are unable to put your event on for you.

Where possible, if ideas are suitable for our programme, we will do our best to help find a space to house them.

We are often aware of venues around Abergavenny with low-cost or free spaces available to house an event. If you have the means to put on a great event, but the only thing missing is a venue, then get in touch and we will see if we can match you up.

## 4. WHAT YOU NEED TO DO

Putting on an event is a brilliant way to engage new audiences, spread the word about good food and have fun whilst doing so.

Below, we've compiled a checklist of the things you need to consider when running your event. At first glance it might look like a long list, but please take the time to read it carefully. Whilst Abergavenny Food Festival will do everything we can to support and promote your event, the delivery is ultimately your responsibility. By going through the list below you can rest assured that you have all your bases covered.

## 4.1 YOUR EVENT CHECKLIST

You've submitted your event idea, but as the event organiser it's now time to nail the details. Before your event can be included in the programme, you need to decide on and confirm the following:

- + **Event title** (as it will appear in the programme)
- + **Date and time** of the event
- + **Venue** (Do you have permission to use the venue? Is there a hire cost involved?)
- + **Event description** (as it will appear in the programme – 150 words max)
- + **Tickets** (How much will the event cost? How many people can attend? How many tickets do you need to sell to break even?)
- + **Staffing & Volunteers** (Do you have support to run your event?)
- + **How will you promote your event?** (In addition to Abergavenny Food Festival)
- + **Accessibility** (Are there barriers to anyone attending your event, either physical or social?)
- + **Reporting** (How will you record your event? Will you collect visitor feedback? How will you monitor your event's success?)
- + **Insurance** (Do you have the necessary insurance to run this event? Please provide us with details of your Public Liability provider or let us know if you need help putting forward an application)
- + **Licensing** (Do you need a license to run your event? Will you be serving alcohol?)
- + **Health & Safety** (Do you have a risk assessment in place? Have you registered your event with your local authority? If you're serving food, do you have an up to date health and hygiene certificate? Have your appliances been tested? Do you have a crowd management plan?)

If you have concerns about anything listed here, please contact us as soon as you can. We encourage you to take every effort to ensure you have considered the points listed above.

## 4.2 READ THE ABERGAVENNY FOOD FESTIVAL TERMS AND CONDITIONS AND GREEN GUIDELINES

Every event organiser must complete this online form, and sign to confirm that they have read and agreed to our guidelines. If this is not completed, we will not be able to include your event in our festival programme.

## 4.3 COMPLETE YOUR PROGRAMME SUBMISSION FORM

Once you have completed the checklist of items above, and have all the necessary arrangements in place, then send us your programme submission form.

This form is for the information that will go directly into the programme, so please double and triple check for accuracy! It will be difficult to make changes to these forms once they have been submitted.

The deadline for completing programme forms is Friday 10th May. We will not be able to guarantee the inclusion of events in the programme after this date, so please make sure they get to us on time.

## 4.4 DEADLINES

To ensure we have enough time to promote your event, it's crucial that everyone sticks to the deadlines below

#### **4.5 INCLUSION IN THE PROGRAMME**

Once the fringe festival coordinator has received your completed programme submission form and is satisfied that your event meets our festival aims and objectives, you will be included in our festival programme, online listings and marketing materials.

Please note that Abergavenny Food Festival reserves the right to remove your event from the festival programme, website and promotional materials without notice if it is felt that your event violates our terms or conditions, or does not adhere to the Abergavenny Food Festival aims and objectives.

#### **4.6 EVENT CANCELLATION**

Whilst every effort should be made to avoid cancelling an event once it has been submitted to the programme, we understand that sometimes, unavoidable circumstances arise.

If you are having a problem regarding your event, or you have any concerns generally, please contact us at the earliest possibility to see if we can help.

If all possible courses of action are exhausted, or a situation arises rendering it impossible for your event to take place, then the joint decision can be taken between Abergavenny Food Festival and the event organiser to cancel the event.

Please do not cancel your event without contacting us first.

Once an event has been cancelled, it is your responsibility to notify any venues, staff or partners about the cancellation. Abergavenny Food Festival cannot reimburse you for any losses suffered as a result of cancelling the event, such as deposits or event costs.

Abergavenny Food Festival will take responsibility for refunding any tickets to customers if ticket sales have come directly through our website, and will remove the event from its programme and publicity.



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