



# Alnwick Food Festival

Chair – Philip Angier  
Festival Director – Karen Larkin  
Secretary – Helen Millichamp  
Treasurer – Anne Howie

The Centre, 27 Fenkle Street, Alnwick NE66 1HW

## Summary Report for 2010

The 2010 Alnwick Food Festival was held on 18<sup>th</sup> & 19<sup>th</sup> September. Footfall over the two days is estimated at 20,000.

Some 50 producers took part as exhibitors and vendors. Celebrity chefs and guest presenters will give cookery demonstrations in the Northumberland Hall throughout the weekend. In addition there were entertainers performing throughout the day in the Market Square. The Alnwick Garden hosted a Children's Food Festival.

The Beer Festival was held in the Town hall over the same week-end

Visitor feedback indicated that more than 1/2 of visitors to the Festival came from outside the locality, and that at least 1/3 were visiting for the Festival first time. Almost 1/2 of respondents treated the Food Festival as a 'day out'. These findings support the view that the Food Festival is a potent contributor to local tourism and the local economy.

More than 1/2 of traders described their overall experience of the 2010 Food Festival as 'Excellent' and 70% rated their trading results over the two days as either 'Good' or 'Excellent'.



### Our Vision

To develop the Alnwick Food Festival as a focal point of a year-round programme of events and activities to promote the enjoyment of local food and to celebrate local food producers, local chefs and local eating venues.

#### *Our Values*

- Building Partnerships
- Enterprise
- Valuing Volunteers
- Transparency
- Local
- Fun





## Plans for 2011

### *Festival Week End - 24<sup>th</sup> & 25<sup>th</sup> September*

- More stalls, more chefs, more entertainers
- Celebrity Chef – Jean Christophe Novelli
- Extending the Festival into the Town
- Other events in the lead up to Festival
- More opportunities for involvement by local community groups
- Employ a salaried Director
- Contribution to destination tourism

#### **Our Supporters & Funders**

We are very grateful for support from:

- Alnwick Town Council
- Alnwick Round Table
- Alnwick Lions
- Alnwick Rotary
- Alnwick Community Development Trust
- Northumberland County Council
- Community Chest
- Northumberland Tourism
- Northumberland Gazette
- Local Living
- and our business sponsors:
- Northumbria Water
- Robsons of Craster
- Turnbulls

