

# *The Taste of Mull and Iona Food Festival 2002 – Final Report*

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received from :***

**The Mull & Iona Community Trust  
Argyll & The Islands Enterprise  
Lighthouse of Scotland  
Clydesdale Bank  
Argyll & Bute Council**

Mull & Iona Community Trust  
Registered Office: The Post Office, Fionnphort, Isle of Mull, PA66 6BL  
Company Limited by Guarantee Registered in Scotland  
Company Registration Number 172897  
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## 1.0 Project Outcome

### 1.1 Executive Summary

#### 1.1.1 Background

In 2000 the Trust began work on supporting a local food and environmental initiative, which has, over the last three years, become known as Green Futures Mull & Iona. Guided by a local Steering Group of volunteers, work began in 2000 on plans for a Food Festival to promote local produce.

The first Food Festival was held in August 2001, supported by Argyll & Bute Council and Argyll & The Isles Enterprise, with sponsorship from a number of sources. The majority of events took place on one day in Tobermory, but with hotels and restaurants holding low key promotions throughout the week. Post event evaluation recommended that the event should continue but should be moved to later in the year. Furthermore consideration should be given to including more of the island's communities to maximise benefits and, to improved advertising.

With the support of the Esmée Fairbairn Foundation, MICT's Green Futures Programme (initially focussed around the community run slaughterhouse and butchers shop), began in earnest, with the Food Festival as one of the key elements. Food Festival 2002 was launched with 'local lunch' in the distinguished setting of Duart Castle in March 2002. This publicity event was attended by representatives from all sections of the communities on Mull & Iona. Attendees provided feedback for the 2002 event.

#### 1.1.2 Aim

The aim of the 2002 Taste of Mull & Iona Food Festival was to work with local producers to promote local products for local markets and to work towards creating a generic brand or image to enhance the marketing of the islands to attract visitors and strengthen the economy. Importantly the event was to continue to have a strong community, rather than purely commercial theme.

#### 1.1.3 Objectives

A summary of the broad list of objectives put forward by the community included:

- ☒ To lay the foundations for a regular Annual Food Festival, attracting visitors to the islands late in the season.
- ☒ To involve 20% more producers consumers and organisations than in 2001
- ☒ To work towards invigorating local markets by promoting a "buy local" message.
- ☒ To develop a website for the Food Festival
- ☒ To offer a marketing vehicle for individual producers.
- ☒ To raise awareness of food related issues within the community
- ☒ To promote healthy eating options within the community
- ☒ To link in with new businesses to develop local markets.

The Mull & Iona Community Trust managed the fundraising, publicity and the co-ordination of events, handled all relevant finances and organised the Tobermory Producers Market and Competitions. Literature was largely designed in house, and distributed through the Trusts local networks. Therefore there was a planned allocation of staff time and office resources listed in the event budget.

As a result there was an 86% increase in activities and participating businesses (compared to 2001) which far exceeded our 20% target. Visitors to markets increased by over 93%. Recorded levels of involvement could have been greater if there was some method of calculating attendance at all other events and participating food businesses, and if a reliable method could be found to calculate additional bed nights.

**Summary of Participation Levels**

Table 1.1.3

Activity	2001	2002	Comments
Producer Market/s	1	4	Yr 1 1500 people, Yr 2 2,900
Food / Craft Businesses Participating in Markets	18	39	
Companies offering interactive experience	2	2	
Pub / Hotel events plus entertainment	2	2	Iona was a sell out
Chef of The Year Award	1	1	Yr 2 done in front of public
“Let’s Get Cooking’ Community Competition	1	0	Lack of entries
Kids Creations Primary Art Competition	1	4	Schools attended markets
Participating Restaurants/Hotels/Pubs	15	22	
Guided Walk & Food	1	1	Yr 2 walk not near Tob.
Boat Trip to Isle of Muck / Whale watch	0	1	Very innovative and popular
Seafood Extravaganza – Village Hall Fundraiser	0	1	A sell out.
Celebrity Chef Demonstrations	0	1	Popular but expensive.
<b>Total Events / Businesses</b>	<b>42</b>	<b>78</b>	

**1.1.4 Activities****Producer Markets**

- These were held in Dervaig (Sun 22<sup>nd</sup>), Creich (Fionnphort) (Tue 24<sup>th</sup>) Craignure (Thur 26<sup>th</sup>), and Tobermory (Sat 28<sup>th</sup>)
- At each market, local voluntary organisations attended to sell local baking etc. to raise funds for their own good cause. Participants included Tobermory Toddlers & Isle of Mull Pony Club, Brownies etc.

**Community Activities**

- *Healthy Eating Programme* – in July & August 2002 MICT supported a local trainer to run a series of evening cookery classes with Dervaig Youth Club in the evenings, during the holidays, which were highly acclaimed.
- *Monday 23<sup>rd</sup> - Ranger led coastal / woodland walk around Calgary*, followed by local lunch – supported by Mull & Iona Ranger Service and Calgary Farmhouse Hotel – 30 participants
- *Wednesday 25<sup>th</sup> - Lunchtime Cruise to the Isle of Muck* – all day ‘sell-out’ event – 24 participants – supported by Ardnamurchan Charters, Ecocruise & residents of the Isle of Muck
- *Friday 27<sup>th</sup> - Seafood Extravaganza – Dervaig* – evening meal and entertainment – sold out – 70 participants supported by Dervaig Village Hall and the Lochinvar Restaurant.
- *Saturday 28<sup>th</sup> – Isle of Iona Organic Barbeque & Ceilidh* – supported by the Argyll Hotel and Iona Village Hall and D Kirkpatrick Staffa Trips – 100 participants
- *Saturday 28<sup>th</sup> – Cookery Demonstrations* – Guest Chef – Christopher Trotter
- Volunteers – The markets competitions and activities drew upon the resources of 40 volunteers over the week and in preparation.

**Competitions**

- Chef of the Year - 6 participants, judged by the Federation of Chefs Scotland, competed in public at the Tobermory Producers Market.
- Children’s Food Creation – artistic exhibition and award
- Best Local Recipe – sponsored by The Anchorage Restaurant

**Business Involvement**

In addition to their involvement above, local businesses participated, to add to events and capitalise on the publicity surrounding the Festival.

- Caledonian MacBrayne – Evening Meal Cruise to Colonsay using Mull produce (Fri. 27<sup>th</sup>)
- Tobermory Chocolate Factory – Chocolate Workshops for 6 children at a time.
- MacGochan’s (public house Tobermory) all day barbecue featuring local lamb, pork & beef
- Tobermory Distillery – whisky tasting
- Food Awareness Week Themed meals or menus highlighting local produce – 22 hotels, restaurants & cafes promoted local produce in the week’s “Taste of Mull & Iona” menu’s
- Charity Bank – the worlds first charitable bank held its Scottish launch at the event, showing its support for community initiatives, including the setting up of Mull Butchers Ltd and three other projects on Mull.
- Over 35 local companies supported the Food Festival by supplying support in kind, for example prizes, local produce for competitions, accommodation, transport etc. demonstrating the breadth of support.

### 1.1.5 Publicity

A three phase approach was adopted.

- **Local and regional** promotion by securing the support of the *The Oban Times (& Argyllshire Advertiser)* and, distributing leaflets across the region.
- **National and international** links via web-based profile,
- **On-island promotion** via posters, banners, leaflets and themed notices in participating hostelrys and articles in the island publications – *Round & About* and *Am Muileach*

### 1.1.5 Finance

The Festival had been planned to an outline budget of approximately £15,000. However a major sponsor could not be found in the short space of time, with only the Clydesdale Bank coming forward with £2,000. Fortunately Argyll & The Islands Enterprise agreed to grant aid the Food Festival as a pilot marketing initiative which would serve to “grow” business, and an indicative grant of £6,000 was awarded.

The recorded final costs of the Festival were £12,604 and this included almost £2,000 of donated food, services and time from the community. The Event Management costs were slightly higher than planned, however these represent only those hours which were recorded. MICT staff have subsequently confirmed *additional* time spent in the evenings and weekends talking to local participants, planning logistics and promoting the event. It was felt that these could not be claimed.

All financial transactions were passed through MICT’s existing bank account, and audited on ‘SAGE’ and subsequently by the Trust’s chartered accountants.

### 1.1.6 Participant Survey and Feedback

Over 400 Evaluation Questionnaires were circulated to members of the public, participating hostelrys & exhibitors at the producers market. The results were analysed and included here.

Interviews were conducted with chefs participating in the Chef of the Year Competition and the judges from the Federation of Chefs Scotland.

Interviews were also conducted with those organisers linked to the community activities.

### 1.1.7 Indirect Outputs

- (a) The events raised £450 for good causes on the islands including raising funds for the village halls involved.
- (b) Following the success of the Creich Producers Market, that community ran a similar event prior to Christmas, and has arranged a series of markets for summer 2003.
- (c) The cookery classes at Dervaig and the support for the village hall has encouraged a committee to set up and run a regular Lunch Club for the elderly in the village.
- (d) The local delivery business Isle of Mull Fresh Foods, who supported events and assisted with logistics has seen an upsurge in business, linking local producers with retailers, hoteliers and restaurants.
- (e) Inspired by the ‘local food production’ ethos, one participant has subsequently started a new businesses growing and selling organic mushrooms.
- (f) Mull Butchers Ltd had an exceptionally busy days trading on the day of the Tobermory Market and subsequently secured 8 new wholesale accounts.

## 1.2 Conclusions & Recommendations

### 1.2.1 General Comments

- ❶ The Food Festival is becoming a significant event in the calendar of activities and should continue to be supported. Given the time taken to establish other ‘events’ elsewhere in Scotland, an appropriate time to assess impacts and likely longevity would be after 5 years of development.
- ❷ The last weekend in September, coinciding with the “Glasgow Weekend” holiday is a good fit as it has the opportunity to attract visitors, and provide a late season boost to local businesses although there is less fresh produce from market gardens at this time.
- ❸ The week-long ‘menu’ of events was successful in increasing participation island wide and should be maintained. This reflects similar events elsewhere in Scotland.
- ❹ A wider range of activities should be provided, so that there is something going on at different points around the island all week, if more visitors are to be attracted.
- ❺ If Mull & Iona wish to become renowned as a quality food destination, a one week festival is unlikely to be enough to establish a niche and compete with Arran and Skye – other activities at other times of the year and a more comprehensive approach to food journalism is required.

### 1.2.2 Event Management & Finance

- ❶ Planning and coordination are central to the success of a festival covering almost 400 miles<sup>2</sup> 5 communities and 40+ businesses. As yet their appears to be no organisation other than the Community Trust who is able or wishes to take on this role.
- ❷ Funding for event management and PR will become an issue in the coming years as 'pump priming' from Argyll & The Isles Enterprise will no longer be available. Therefore event sponsorship or increased funding from local businesses will be necessary.
- ❸ In a community comprised almost entirely of small businesses, owner/operators are all busy earning a living, with little spare time or resources available to invest in event management. The 2003 event must therefore seek increased financial assistance from local businesses.

### 1.2.3 Producers Markets

- ❶ Producers markets should continue to be a key part of the week, however Craignure is not a good location as it has relatively low footfall. Three markets should be planned for next year.
- ❷ The largest market, Tobermory should not be held on a Saturday as this is "change-over" day for many self-catering visitors, who are either arriving or leaving. Thought should be given to whether all the Tobermory events should be held on one day, and on which day of the week.
- ❸ Publicity provided by the Festival was welcomed e.g. Dervaig Market has developed independently over the years but takings were "*better than expected for the end of season market*". Many producers at Creich 'sold out'.
- ❹ Fundraising activities by community groups was welcome and should be encouraged.
- ❺ The community should be encouraged to run more activities during the week, both to give the week more depth and to promote their village / good cause.

### 1.2.4 Competitions and Community Involvement

- ❶ Chef demonstrations should be developed further as they proved popular but "commentaries" are a necessity to increase 'spectator interest'
- ❷ The "Chef of the Year Competition" must be reviewed to increase spectator interest and recognise the broad range and ability of chefs on the island.
- ❸ The "Junior Chef of the Year" had no entries – this must be re-thought if young people are to be encouraged to participate.
- ❹ The "Let's Get Cooking" received no entries. Without adequate 'public' cooking facilities this should be dropped or offered to a community group to run as a 'fundraiser'.
- ❺ The "Children's Food Creations" remains popular and is a good way of involving pupils of primary school age. – it should be retained so long as parents and teachers support it.
- ❻ Events such as the Iona Barbecue and the Seafood Extravaganza should be encouraged as they should become self sustaining, simply requiring assistance with ticketing and promotion. Based geographically at opposite ends of the islands, there is clearly scope for other special food evenings in other villages on other days without detracting from these events.

### 1.2.5 Publicity

- ❶ Publicity was better than 2001 but still "too late and too local". In order to maximise publicity, a Marketing / PR Officer or consultant should be engaged, part time, from funds raised to ensure maximum coverage in press, radio, TV and in all relevant "Diaries".
- ❷ The depth of island based activities and range quality produce, coupled with the unique setting of the islands (in contrast to mainland food festivals) should be exploited.

### 1.2.6 Business Involvement

- ❶ In contrast to 2001, a wider range of businesses supported or participated in the event, but more must be done to encourage businesses to finance the Festival, to ensure long term sustainability
- ❷ Opportunities for covering costs from advertising should be explored in 2003 (e.g. festival programme, internet, shared press advertising).
- ❸ The lack of support for Steering Group meetings is in contrast to the level of support given during the week, suggesting that businesses would prefer "someone else" to organise the event, but they are happy to get involved when the time comes.
- ❹ Management costs represented 43% of outgoings. Coordinating and promoting 19 activities across 400m<sup>2</sup> over 7 days, involving an estimated 45 volunteers requires a central management. On an island of less than 3000 people, characterised by small or medium sized enterprises, and a workforce predominantly self employed, engaging a coordinating organisation appears to be the only way forward.
- ❺ The challenge for future years is to see if the same business community is prepared to finance the core costs of the event if a major sponsor is not available.

## 2.0 Introduction

### 2.1 Background

Origin - The Mull & Iona Community Trust, Ltd. was established following a research and community consultation process led by the Corrom Trust in 1995-96. Funding for this process had been secured from a number of sources including Scottish Homes, Argyll & Bute Council, Argyll & the Islands Enterprise, Leader II and the Corrom Trust Community Fund itself. Throughout 1995 and 1996 the local Steering Group held meetings and community workshops, developing a vision for the future, identifying strategic goals, and subsequently putting forward recommendations for community action in a 50 page "Community Regeneration Strategy" for the islands, published in 1997. (*Available on request.*)

In setting up the Trust, two charitable objects were relevant to this work :

- e) To promote trade and industry for the benefit of the general public.
- g) To protect and / or preserve the environment for the benefit of the general public.

In particular the report advocated that the Trust work to support primary producers on the islands. Adding value to local meat products could improve viability of livestock farming which has created the ecosystem of the islands – appropriate grazing of cattle and sheep contributes to the biodiversity of the islands in the 21<sup>st</sup> Century.

Work commenced immediately supporting the islands community-run abattoir which was seen as vital to supporting farmers and crofters, allowing them to retail meat direct to customers, adding value to their product. However, in May 2000, at a well attended public meeting to discuss local food initiatives, and to conduct the M.I.C.T. AGM, the community endorsed the ***MICT remit to develop local food initiatives, focussing on a food festival.***

**2.1.1 Mull and Iona Community Trust's Food Development Objectives**, through partnership with other strategic organisations, cover several important areas including:

- Active community participation, capacity building and empowerment of communities.
- Contributing towards sustaining the unique ecosystems related to agriculture upon which ecotourism is dependent.
- Preserving and consolidating infrastructure for the agricultural communities and related business.
- Developing health promotion by raising awareness of healthy options and choices in a rural community.

***(Green Futures Mull Project 2002)***

An annual Food Festival, driven by the local communities, was identified as the most appropriate vehicle to promote and develop locally produced food and the consequent related economic, social and environmental benefits for the islands. The Food festival was not only a product of local consultation and discussion. The Trust was also aware of strategic priorities for example:

- The Soil Associations "Food Futures Programme" (1999-2003) which triggered local community-based food growing and distribution schemes, subsequently quoted as best practice by the Scottish Executive.
- The Highlands & Islands Food & Drink strategy encourages businesses to identify and serve their local markets.

#### 2.1.2 Food Festival 2001

The 2001 event was held on Saturday 18<sup>th</sup> August. This focussed primarily on events in Tobermory although other restaurants participated in serving themed meals, and an organic Barbecue was held as a fundraiser on Iona. The main feature of the Saturday was the Producers Market in Tobermory and the community competitions.

The subsequent report, (Micalizzi Communications 2001), concluded that there was sufficient interest to expand the event, retain the competitions and to move the date away from mid-season, when participating chefs were slightly less pressurised, and to attract more visitors in late September.

### 2.1.3 Mull Meat Industry

By 2002 there were highly compatible developments on Mull brought about by:

- a) MICT securing additional funding for staffing at the Mull Slaughterhouse, improving productivity, and
- b) the community purchase of the closed-down butchers shop and its planned opening in the summer of 2002.

Together these would bring about a step change in availability of local beef, lamb, venison and pork. For the pilot 2001 Food Festival MICT had struggled to supply appropriately butchered and packaged meat for participating hotel and restaurants. These new developments meant that meat supply was no longer a problem in the run up to Food Awareness Week which could act as a showcase for local meat produce.

For the reasons outlined above, enhancing the Taste of Mull & Iona Food Festival was a good strategic fit for Mull and Iona. Elsewhere (Arran, Skye, Grampian, Orkney) developing a cluster of initiatives and food based businesses had proved successful in enhancing the image and subsequently promotion of their area.

## 2.2 Aim and Objectives

**The aim of Mull and Iona Food Festival 2002** was to work with local producers to promote local products for local markets and to work towards creating a generic brand or image to help to enhance a marketing strategy for the islands.

The following objectives were set by MICT based upon evaluation of the previous local events and the recommendations of the 2001 report produced by the Marketing Consultant, Serena Micalizzi, who coordinated and reviewed the first Food Festival Programme with MICT.

### 2.2.1 Objectives for 2002

- ☒ To lay the foundations for a regular Annual Food Festival, attracting visitors to the islands late in the season.
- ☒ To involve 20% more producers consumers and organisations than in 2001
- ☒ To work towards invigorating local markets by promoting a “buy local” message.
- ☒ To develop a website for the Food Festival
- ☒ To offer a marketing vehicle for individual producers.
- ☒ To raise awareness of food related issues within the community
- ☒ To promote healthy eating options within the community
- ☒ To link in with new businesses to develop local markets.

## 2.3 Methodology

The Mull & Iona Community Trust employees work to a Board of 10 volunteer Directors drawn from a wide cross section of the community, including farmers, retailers, retired business people, engineers etc. Throughout the run up to the Festival, the Board were provided with monthly reports and gave feedback to staff on appropriate steps at Board meetings.

### 2.3.1 Duart Castle Launch of Mull & Iona Food Festival 2002

Food Festival 2002 was launched from the distinguished settings of Duart Castle in March 2002. The marketing and publicity event was attended by representatives from all sections of the communities on Mull & Iona. The organisers gratefully acknowledge the sponsorship of Sir Lachlan and Lady Mary MacLean who provided a wonderful lunch and permitted the use of photographs of

Duart Castle as part of the promotional materials for Food Festival. It is hoped that Sir Lachlan and Lady Mary MacLean will continue to support Food Festival, perhaps as patrons.

The primary aim of the launch was to gain the commitment of as many local food related businesses as possible, engage with other island organisations such as Holiday Mull (Tourist Association) and the Chamber of Commerce and attract publicity. Both the Press and Journal and the Oban Times covered the launch. There was clear support for the continuation of the food festival (with improved promotion) and a date for the Steering Group meeting was set for April 2002.

### **2.3.2 Steering Group & Community Empowerment**

In addition to management from the Board of volunteers, a Steering Group of local businesses and producers provided direction and guidance for the co-ordinating staff.

The Community Trust circulated various organisations and individual members of the 2001 steering group to attend a meeting to direct the first Food Festival following the pilot. The turnout was not encouraging with seven businesses in attendance. It was generally felt that another meeting would perhaps generate similar numbers attending, perhaps with different attendees, and given the time constraints it was better to proceed and recruit to the steering group.

The first meeting of the steering group therefore agreed that the format in 2001 should be the basis of the programme for Food Festival 2002. That was, the organisation of key events in Tobermory with MICT promoting Food Festival *themes* as a catalyst to stimulate interest and to enable local communities to develop their own activities, in their own areas. This approach was consistent with the Community Trust's role as a facilitating organisation rather than overall manager of the Food Festival. Importantly the process empowers local communities where they identify local needs and problems and provide their own, relevant, solutions, avoiding a top down approach.

The primary method of approach therefore was with the Trust taking the role of co-ordinator and communicator to ensure cohesion across the areas of participation. This can be an overwhelming task which can lead to major problems if communication is not focused and consistent.

### **2.3.3 Legal status**

The steering group considered their existing status and decided against incorporation at this early stage. This decision was founded upon the partnership principle. MICT is a limited company with charitable status and as lead organisation, MICT's status will cover most eventualities in developing Food Festival. However, the group recognised that a future established grouping might wish to review the benefits of incorporation and form a trading company

### **2.3.4 Administration**

The steering group agreed to keep meetings to a minimum with MICT progressing the Food Festival according to the steering group remit and communicating via email. A notice board was set up on the MICT web site to facilitate the exchange of information. This did not prove a successful means of communication between the steering group, a wider producer group, and MICT. Hosting meetings with volunteers across a wide geographic area is a continuing problem. Reliance on email communications will be a key part of future developments.

### **2.3.5 Staff Resources**

Mull & Iona Community Trust contributed to the Food Festival by providing staff and material resources and an 'operations base' from its offices in Tobermory ( phones, faxes and email and internal accounting system for cost control).

- The Project Leader was Pat Logan, who was employed part time to assist with the Green Futures Initiative, and for whom this piece of work was a natural progression.
- Internal accounts management, additional co-ordination and administration was provided by Susie Chalupa the Trusts Administrator.
- PR support and logistics support and overall project management was provided by James Hilder, Development Secretary.
- Additional brochure design, competition literature production and distribution and web site support was provided by Liam Griffiths, a New Deal placement with the Community Trust (March – September)
- In the month leading up to Food Festival, most of MICT work was focused around Food Festival 2002. In addition to the staff involvement, volunteer Directors were drafted in to ensure that the Tobermory event was managed effectively.

Responsibility for running the Food Festival rested with the Project Leader. Unfortunately due to a sudden family bereavement she had to leave the week before launch. This resulted in a small increase in central management costs above budget as the remaining MICT team stepped in to run the events whereas they were only budgeted for administrative duties etc.

This experience revealed the benefits of major events being managed by an **organisation** rather than an **individual** (e.g. consultant, or single paid worker) as the team approach enabled the week to go ahead without any noticeable changes.

### 2.3.6 Programme Management Activities

There were six main areas of work:

**Fundraising & Budgets** - secure sponsorship, grant aid, goods in kind and assistance from local businesses to run events, monitoring and accounting for all time and money on project.

**Promotion and Literature Production** – confirming events timetable, regular media releases & website links, local advertising, preparation of brochure & competition literature, banner delivery

**Event Planning and Co-ordination** – booking venues, risk assessments, fire safety, equipment, celebrity guests, prizes for competitions, delivery of food / ingredients to key event locations.

**Community Involvement** – co-ordination of participating businesses and community groups, recruiting volunteers to assist with operations, liaison with Steering Committee.

**During The Week** – Dealing with press, ensuring all events running smoothly, checking all signage in place, collecting photographs, hosting guests, collecting and distributing surveys.

**Post Event Evaluation** – Survey analysis, acknowledgements, press releases, interviews with businesses, accounts administration, report preparation.

### 2.3.7 Project Evaluation

Over 400 Evaluation Questionnaires were circulated to members of the public, participating hostellers and exhibitors at the producers market. The results were analysed and included in this report. Interviews were conducted with chefs participating in the Chef of the Year Competition and the judges from the Federation of Chefs Scotland. Interviews were also conducted with those organisers linked to the community activities.

## 2.4 Finance & Funding

Organising and managing the Food Festival demands significant resources that might not be available on the islands other than through the existence of MICT. However, the Trust is unable to commit to the level of resource required indefinitely. Argyll and the Islands Enterprise Company were the main funding source for 2001 and 2002 events.

<b>Forecast Budget 2002 :</b>	<b>£</b>	<b>Actual Expenditure 2002</b>	<b>£</b>
Event Management	5,000	Event Management	5,467
Advertising / Promotion	4,500	Advertising / Promotion	2,609
Admin / Insurance Expenses	1,250	Admin / Insurance Expenses / In Kind Costs	2,186
Facility Hire	1,200	Facility Hire	317
Celebrity Chef Fees & Expenses	2,300	Celebrity Chef Fees & Expenses	2,000
Competitions & Awards	900	Competitions & Awards	25
<b>TOTAL</b>	<b>15,150</b>	<b>TOTAL</b>	<b>12,604</b>

*Funding package overleaf.....*

Once the decision had been taken to run a 2002 Festival (March 2002) only five months remained to secure the necessary sponsorship. This was eventually received as follows :

Argyll & The Islands Enterprise	£ 5,520 (€6,000 offered on a £15k budget)
Lighthouse of Scotland (salmon farm)	£ 1,000
Argyll & Bute Council	£ 2,242
Clydesdale Bank	£ 2,000
In Kind Goods & Services	£ 1,986 (fish/meat/cheese, volunteer time, services)
Entry Fees	£ 150
<b>Total</b>	<b><u>£12,898</u></b>
<b>Other Sponsors</b>	
Calor Gas, Scotland	supplied BBQ and cookers
Charities Bank Team	assisted with Tobermory Event
Duart Castle	provided launch location and lunch for free
Eugard Ltd	discounted printing
Oban Times	additional pre-event editorial

Significant amounts of time were spent trying to seek funds for the event. To enable logistical planning it is imperative that a budget is secured earlier in the year. The organisers had to balance the need to accomplish numerous tasks within a limited budget. Given that the original budget would have allowed for more PR work in the spring (e.g. hosting feature writers, advertising in magazines with longer lead in times) it was agreed not to spend on limited, last minute, advertising and to focus on making the existing events a success, given that fundraising did not meet the targets set. Hence the ‘underspend’ on Advertising.

**Recommendations - Event Management & Finance**

- ❶ Planning and co-ordination are central to the success of a festival covering almost 400 miles<sup>2</sup> 5 communities and 40+ businesses. As yet there appears to be no organisation other than the Community Trust who is able or wishes to take on this role at present.
- ❷ In a community comprised almost entirely of small businesses, owner/operators are all busy earning a living, with little spare time or resources available to invest in event management. The 2003 event must therefore seek increased financial assistance from local businesses to cover at least part of the event management costs.
- ❸ The lack of ‘sold’ advertising space on promotional materials was a missed opportunity to raise funds from local businesses.
- ❹ Funding for event management and PR will become an issue in the coming years as ‘pump priming’ from Argyll & The Isles Enterprise will no longer be available. Therefore event sponsorship or increased funding from local businesses will be necessary to employ a worker or workers with the necessary skills to deliver the event for the island.

## 3.0 Food Festival Events & Activities

### 3.1 Overview

The aim of the Taste of Mull and Iona Food Festival 2002 was to continue work with local producers to promote local products for local markets and to work towards creating a branded event to help to enhance the marketing of the islands. The date was changed from August to late September to allow more meat producers to participate. This is also a slightly quieter time on the tourism calendar and there was a desire to increase in visitor numbers to the island at this time. With school holidays finished this is an opportunity to attract a non-family market to the islands. Local businesses expressed a greater willingness to participate at this time of year than August.

Food Festival 2002 was launched from the distinguished settings of *Duart Castle* in March 2002. This publicity event was attended by representatives from all sections of the communities on Mull & Iona as well as the local press.

As is evident from the list below there was an 86% increase in activities and participating businesses which exceeded our 20% target. Visitors to the markets increased by over 93%. Recorded levels of involvement could have been greater if there was some method of calculating attendance at all other events and participating food businesses.

#### Summary of Participation Levels

Table 3.1.1

Activity	2001	2002	Comments
Producer Market/s	1	4	Yr 1 1500 people, Yr 2 2,900
Food / Craft Businesses Participating in Markets	18	39	
Companies offering interactive experience	2	2	
Pub / Hotel events plus entertainment	2	2	Iona was a sell out
Chef of The Year Award	1	1	Yr 2 done in front of public
“Let’s Get Cooking’ Community Competition	1	0	Lack of entries
Kids Creations Primary Art Competition	1	4	Schools attended markets
Participating Restaurants/Hotels/Pubs	15	22	
Guided Walk & Food	1	1	Yr 2 walk not near Tob.
Boat Trip to Isle of Muck / Whale watch	0	1	Very innovative and popular
Seafood Extravaganza – Village Hall Fundraiser	0	1	A sell out.
Celebrity Chef Demonstrations	0	1	Popular but expensive.
<b>Total Events / Businesses</b>	<b>42</b>	<b>78</b>	

The successful Tobermory Producer Market was repeated but in a larger venue, and the Chef of the Year competition was moved from the restaurant kitchens to the Tobermory Producer Market with public viewing of the chefs in action. Cookery demonstrations and food preparation was delivered by a celebrity chef using local food products.

Additional activities were arranged at other venues in order to increase involvement across the island and other sectors. The boat trips to the Isle of Muck were a new idea, and tickets sold out quickly, as Muck is difficult to get to from Mull.

### 3.2 Producer Markets

#### 3.2.1 Producer Markets - Summary

Table 3.2.1

Date	Venue	No of Businesses	Estimated Attendance
Sun 22 <sup>nd</sup>	Dervaig Village Hall	10	500
Tue 24 <sup>th</sup>	Creich Community Centre, Fionnphort	16 (+ 2 com’y grps)	400
Thur 26 <sup>th</sup>	Craignure Village Hall	7 ( 6 cancellations)	180
Sat 28 <sup>th</sup>	Aros Hall, Tobermory Main Street	15 (+ 2 com’y grps)	1900
<b>Totals</b>	<b>Involved 39 businesses Funds raised for 8 community groups. Est 2,980 Visitors</b>		

At each market, local voluntary organisations attended to sell local baking etc to raise funds for their own good cause. Participants included Tobermory Toddlers & Isle of Mull Pony Club, the Brownies and Bunessan Toddler Group.

MICT undertook a survey of Producer Market Participants as part of the general questionnaire, to gauge the feelings of local traders towards the producer market organisation.

### 3.2.2 Producers Market Feedback

The general feedback indicated all producers surveyed would participate again at most locations, although Craignure was seen to be a difficult venue. The majority thought that the 10% commission charge was the right rate, and three producers indicated that they would like to be involved in the steering group for 2003.

The graph below indicates strong support for Tobermory, as it is the busiest village, and therefore traders have a larger market. It does not seem to be a problem that the other shops on Tobermory Main Street might compete with stallholders on the day.

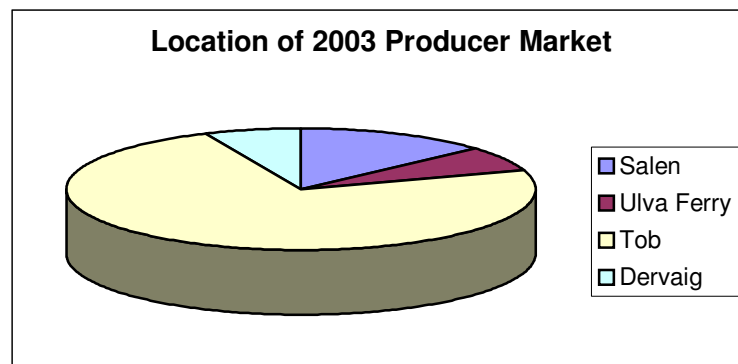


Table 3.2.2

### 3.2.3 Markets For 2003

The Producers Markets were well supported, with an overwhelming willingness to support the 2003 event:

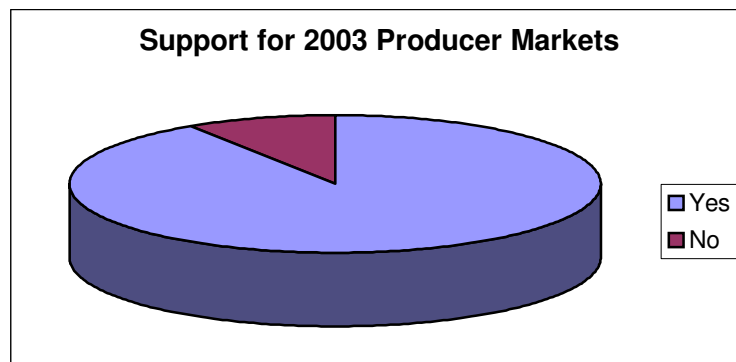


Table 3.2.3a

Participants were so impressed with the event that when asked if there should be any improvements next year most did not want any changes. However, improvements have been suggested such as improving the marketing of the event, and some small improvements in general organisation:

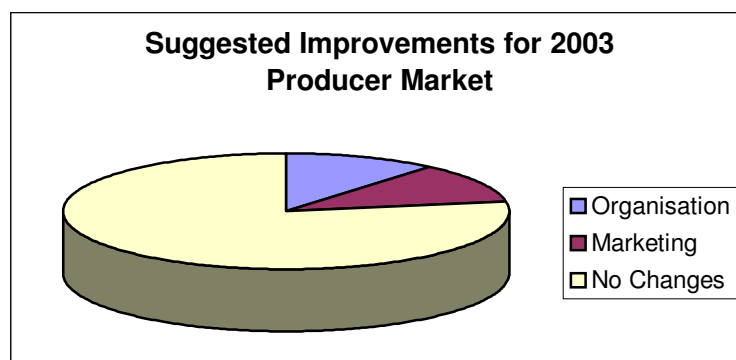


Table 3.2.3b

The people who would support the 2003 event were then asked about the entry fee, and in particular what level of fee they would prefer. Although a small amount found the fee too high, and a lot of people wanted a “free lunch”, overall generally the participants found the entry fee at an acceptable level:

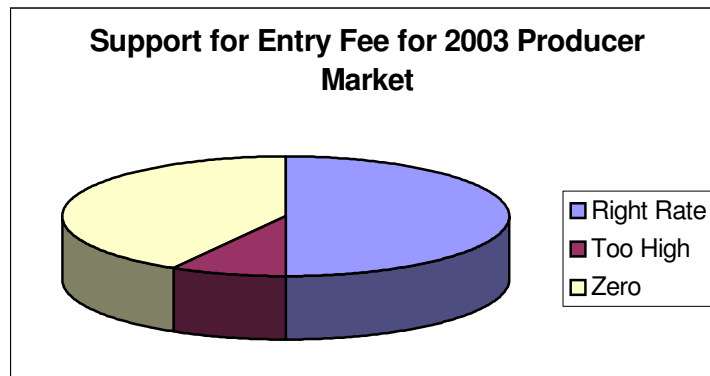


Table 3.2.3c

Finally in the “comments” section and from speaking to producers on the Tobermory day, there was concern over holding the event on a Saturday. While this is a “shopping day” for working residents, for visitors – our prime target high spend self catering guests are usually leaving the island in the morning. Incoming guests do not arrive until the afternoon and have insufficient time to locate and enjoy the market. Accordingly moving the event to a weekday, with significant on-island publicity was suggested by a number of producers.

### 3.2.4 Recommendations Producers Markets

- ① Producers markets should continue to be a key part of the week, however Craignure is not a good location as it has relatively low footfall. Three markets should be planned for next year.
- ① The largest market, Tobermory should not be held on a Saturday as this is “change-over” day for many self-catering visitors, who are either arriving or leaving. Thought should be given to whether all the Tobermory events should be held on one day, and which day of the week it should be.
- ① Publicity provided by the Festival was welcomed e.g. Dervaig Market has developed independently over the years but takings were *“better than expected for the end of season market”*. Many producers at Creich ‘sold out’.
- ① Fundraising activities by community groups during the week was welcome and should be encouraged.
- ① The community should be encouraged to run more activities during the week, both to give the week more depth and to promote their village / good cause.

## 3.3 Community Activities

From the outset the Mull & Iona Food Festival was designed to combine both business promotion activities with community events. Food Awareness Week, which ran as an integral part of the festival was about raising awareness of the availability of fresh local produce and encouraging people to think about what they ate and where they purchased it.

This is entirely in line with the priorities of the Scottish Executive as laid out in The “Scottish Diet Action plan, supported by the Scottish Executive’s Health Improvement Directorate. The schools element supports the work of the national Scottish Consumer Council - Community Diet Project.

With this in mind community groups were actively encouraged to become involved – indeed without local volunteers the Festival could not have taken place. These include the committee members running the village halls, people who donated home baking, people putting up posters and banners and those who gave their time to run events. The events drew on the resources of an estimated 40 volunteers over the week, although many more people were involved indirectly.

### 3.3.1 Healthy Eating Programme

Prior to the Festival, and separately funded by the Scottish Community Diet Project, MICT supported a local trainer to run a series of evening cookery classes with Dervaig Youth Club in the evenings which were highly acclaimed. Additional equipment purchased as part of this programme for Dervaig Village Hall encouraged the community to look at the venue for other food initiatives.

### 3.3.2 Ranger led coastal / woodland walk around Calgary.

In 2001, because events were located in Tobermory the Countryside Ranger ran a walk which ended at the barbecue in Tobermory. This year, to support other areas of the island a walk was planned on the north west tip of Mull. This provided for a varied and interesting walk followed by a local lunch at Calgary Farmhouse Hotel. There were 30 participants and feedback was excellent. This initiative combines one of Mull's key selling points - its beautiful and varied environment, with the food initiative.

Strategically this sort of activity is a good fit, as the "food tourism" markets overlap significantly with "wildlife tourism" market, being predominantly financially independent over 40's, often couples, who do not have to go on holiday during school holidays, or who take short breaks.

### 3.3.3 Seafood Extravaganza – Dervaig Village Hall

Encouraged by the festival coordinator, this event brought together the Village Hall committee, with a local shellfish supplier and *The Lochinvar Restaurant*, Tobermory. The Hall was transformed with decorations depicting all things maritime. Tickets were sold which enabled local staff to be employed by restaurateurs Jason & Sarah Cloette, who prepared a four course meal using local fish and shellfish. A band were hired to provide entertainment between and after the courses. The event was a sell out (70 tickets) looks set to become a major annual event.

As well as raising funds for the village hall and providing profile for the restaurant, this initiative sparked a business relationship between the producer and the restaurateur. *The Lochinvar* now features a significant shellfish menu. This was an excellent example of how the festival brought together producers and suppliers who are now working collaboratively to mutual financial benefit.

### 3.3.4 Isle of Iona Organic Barbeque & Ceilidh

In a similar venture, but which had even greater community input, and was primarily run as a fundraiser, the Argyll Hotel teamed up with local volunteers and the Iona Village Hall to prepare food for a barbecue and ceilidh. (The Argyll and Columba Hotels on Iona share a large and well established organic garden.) Local meat was provided thanks to the abattoir and Mull Butchers and a sell out event ensued with residents and visitors alike, dancing the night away to a ceilidh band. Davy Kirkpatrick of Staffa Trips provided a late night ferry service in his vessel, so that guests from Mull could return home long after CalMac had stopped running.

### 3.3.5 Cookery Demonstrations at Tobermory Market

In common with other food festivals and to add to the levels of entertainment for people attending the event, a Guest Chef was hired – Christopher Trotter, former proprietor of "Scotland's Larder", and has long been a supporter of Scottish produce. Mr Trotter provided several demonstrations throughout the day of his favourite dishes using local Mull produce.

### 3.3.6 Chef of the Year

The objectives of the Chef of the Year Competition in 2001 had been to raise the quality of cuisine on Mull by encouraging local restaurants and hotels to compete against one another. The publicity would also highlight the fact that the islands were serious about their food, and encourage public interest.

The 2001 competition had been judged in each kitchen out of sight of the public and was therefore a 'non-event' for the public. In 2002 a temporary kitchen, part sponsored by *Calor* was set up in the Aros Hall Tobermory and 6 chefs participated in full public view, judged by the Federation of Chefs Scotland. Although nerve wracking for the chefs there was considerable public interest, although lack of a commentary and p.a. system was a drawback.

Feedback from the judges and chefs involved indicated that future competitions may need to be reviewed. With the same chef winning two years in succession, and only one other competitor coming close, the wide range of abilities and experience of chefs on the island means that a competition judged by the Federation might produce the same result year on year. Food is also a

highly subjective matter for the public, where meals might be rated excellent by the public but would not meet Federation criteria.

There were no entries for a **Junior Chef of the Year Award**. Entry forms had been circulated at the secondary school as a result of feedback received from the 2001 event. Given Mull and Iona's reliance on tourism, it was felt that the Festival might encourage young people with an interest in cooking to come forward and if encouraged by the competition, develop a career in the industry.

### 3.3.7 Children's Food Creation

Again repeated from 2001 this simple competition encouraged young children to create a model or collage out of edible products, especially vegetables. Entries came in from the islands playgroups and primary schools, who felt it encouraged discussion about healthy eating and provided a creative outlet for the children. The collages etc were delivered to a central point, judged and then put on display for public view.

### 3.3.8 Best Local Recipe

Again a simple idea designed to encourage people to think about what fresh produce is available locally. Entry Forms were available in the local press, and recipes were judged by the chefs from the Federation. The winner received a meal for two at *The Anchorage* restaurant in Tobermory and the recipe was added to the menu for the day.

Unfortunately the level of entries was disappointing, although it is unclear whether this was due to poor publicity, or a reluctance for people to come forward with their recipes to be judged.

### 3.3.9 "Let's Get Cooking"

Based on the BBC programme "*Ready Steady Cook*", this had been run successfully in 2001 with teams of two drawn from the community taking over the secondary schools home economics department and preparing a dishes based on the same local ingredient. The dishes were judged by a Chef from Caledonian MacBrayne who participated for the day. However, for 2002, no entries were received so this was abandoned. Apart from it being a bit of fun, and it fitted with the food theme, there was no real *raison d'être* for this event.

### 3.3.10 Recommendations Competitions & Community Involvement

- 101 Chef demonstrations should be developed further as they proved popular but "commentaries" are a necessity to increase 'spectator interest'.
- 101 The "Chef of the Year Competition" must be reviewed to increase spectator interest and recognise the broad range and ability of chefs on the island.
- 101 The "Junior Chef of the Year" had no entries – this must be re-thought if young people are to be encouraged to participate.
- 101 The "Let's Get Cooking" received no entries. Without adequate 'public' cooking facilities this should be dropped or offered to a community group to run as a 'fundraiser'.
- 101 The "Children's Food Creations" remains popular and is a good way of involving pupils of primary school age. – it should be retained so long as parents and teachers support it.
- 101 Events such as the Iona Barbecue and the Seafood Extravaganza should be encouraged as they should become self sustaining, simply requiring assistance with ticketing and promotion. Based geographically at opposite ends of the islands, there is clearly scope for other special food evenings in other villages on other days without detracting from these events.

## 3.4 Business Involvement

The business related objectives of the event were to:

- work towards invigorating local markets by promoting a "buy local" message.
- offer a marketing vehicle for individual producers.
- link suppliers and consumers to boost local trade

There were a number of ways in which businesses could become involved either through running (or helping to run) a special event, providing special "Taste of Mull & Iona Menus" or participating in the producer markets. In every case the Festival provided a relatively low cost promotional opportunity. This was an important consideration because the Steering Group were clear that the event should not just be about promoting well established producers such as *Isle of Mull Cheese* or *Tobermory Fish Company*. To increase the range of local produce it was important to offer a platform to the smaller, even craft level producers.

If the craft producer was not looking to expand, at the very least, the markets would provide an enjoyable and memorable experience for island visitors, who would go home with a favourable view of Mull & Iona.

In addition to their involvement above, (for example entering chefs for competitions, running barbecue's etc) businesses participated, to add to events and capitalise on the publicity surrounding the Festival.

#### **3.4.1 Food Awareness Week**

An essential part of the Food Festival was to encourage more pubs, restaurants and hotels to source local produce instead of simply going for convenience and buying through mainland wholesalers. A good start had been made in 2001 through the circulation of a producer's directory.

In 2002 participating eateries were provided with 'branded' menu cards if they requested them and agreements were secured to supply locally produced food. **22 hotels**, restaurants or cafes promoted local produce in their "Taste of Mull & Iona" menu's for the week. Prior to the 2001 Festival an estimated 18% of Mull & Iona's eating places featured locally grown produce on their menus on a regular basis. In 2002 the 85% of all participating eating places had at least one regular local produce menu item and had an established local delivery in place.

#### **3.4.2 Support From Business Community**

While advertising space was not sold to businesses as the Festival Brochure was only an A4 folded flyer there was significant support from the business community in a number of ways. Over **35 local companies** supported the Food Festival by supplying support in kind, for example prizes, local produce for competitions, accommodation, transport etc, demonstrating the breadth of support. Sadly much of this support is unquantified.

#### **3.4.3 Meat Trade**

The 2001 Local Producer Directory helped create new markets for local produce, and the newly established community shop, *Mull Butchers Ltd*, provided a convenient 'on-island' cutting and packing service for the growing market of direct sales by local farmers and crofters. This service provided a significant income to Mull Butchers Limited. On Tobermory Producer Market day there were two local farmers selling vacuum packed meat at the market and Mull Butchers Limited (approximately 50 yards away from the market venue) *still* reported an increase in meat sales of 300% - indicating the demand for local meats. Mull Butchers Ltd has subsequently prepared plans to expand the cutting and packing of local meat.

#### **3.4.4 Caledonian MacBrayne Evening Meal & Cruise to Colonsay**

Following negotiations with CalMac, it was agreed that they would purchase meat from Mull (venison, beef, etc) for use on their evening cruises. Attempts to ensure that Mull meat was served throughout the week failed but could be pursued. Unfortunately 'central buying' procedures discriminate against destinations supplying ferries with local produce on a regular basis.

#### **3.4.5 Whisky and Shortbread Afloat!**

Free locally produced whisky (Tobermory Distillery) and Isle of Mull Shortbread supplied by the marine tour operators "Ecocruze" added a new dimension to their established evening cruises from Tobermory Bay. Specialising in short trips to view seals, seabirds, porpoises etc. they reported a significant increase in business for that week despite not appearing in the brochure. Local posters were used to good effect.

#### **3.4.6 Tobermory Chocolate Shop – Chocolate Workshops**

Formerly known as the Tobermory Chocolate Factory, this well established business participated in the festival by ensuring that its popular "Children's Workshops" were running during the Festival. Taking 6 children at a time, they are allowed to make their own sweets – not exactly '*healthy living*' but definitely offering an interactive experience for visiting families.

#### **3.4.7 MacGochan's (public house Tobermory)– 'Local' Barbecue**

Having established a regular weekend, wood-fired barbecue event during the summer, this venue agreed to operate it all day for the Tobermory Market Day, and offered Mull pork, beef and lamb on the menu which was very popular. A band was organised for the evening.

**3.4.8 Lunchtime Cruise to the Isle of Muck**

Mull Butchers Ltd had established a working relationship with residents of Muck with the farmer owner providing early lamb specifically grown for the shop. It was agreed that the island would lay on a local buffet and conduct ‘tractor’ tours around the island if Mull provided the visitors. Two charter vessel companies – *Ardnamurchan Charters* and *Ecocruze* (12 passengers each) agreed to run for the day and arranged a joint booking system as tickets were sold. The event was a sell out and although the crossing was a little rough it provided a truly unique experience. One letter received subsequently said

*“What a day you gave us....absolutely exhilarating.....a day indeed to remember!”*

**3.4.9 Tobermory Distillery**

The distillery has an existing programme of tours and tasting, which were incorporated into the weeks events. However in addition the distillery operated a stall at the Tobermory Market.

**3.4.10 Survey Results**

Businesses were surveyed after the Festival. The results were very encouraging, illustrating the success of the event in having a positive impact on the local economy.

Local businesses confirmed that the Food Festival had been a catalyst for increased business. This is especially important as the Food Festival was purposefully held at the end of the main tourist season; this extends the tourist season, and improves the local economy.

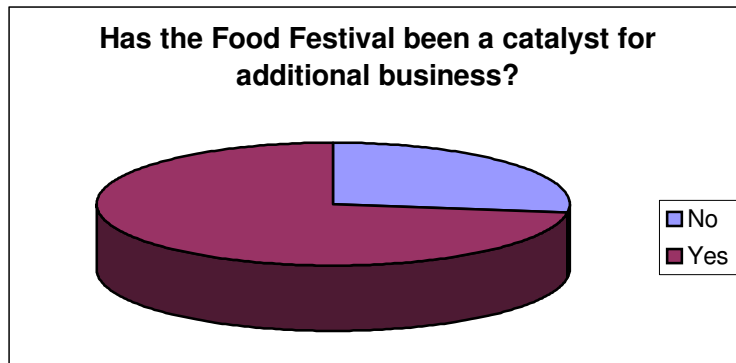


Table 3.4.10a

Local businesses overwhelmingly endorsed this strategic approach in scheduling Food Festival, and two-thirds of business thought that the 2002 Food Festival was an ‘Average’ to ‘Excellent’ success.

Table 3.4.10b

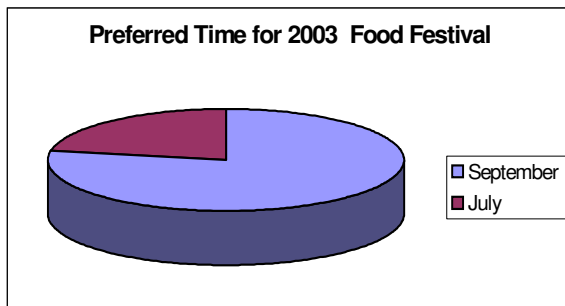
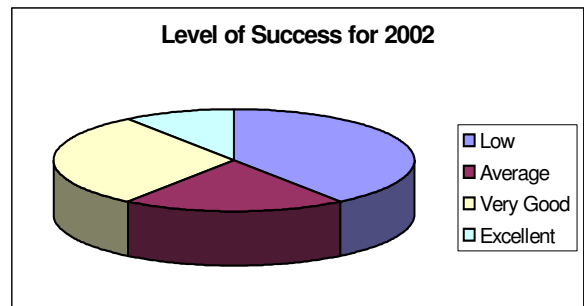


Table 3.4.10c



**3.4.11 Recommendations - Business Involvement**

- ❶ In contrast to 2001, a wider range of businesses supported or participated in the event, but more must be done to encourage businesses to finance the Festival, to ensure long term sustainability
- ❷ Opportunities for covering costs from advertising should be explored in 2003 (e.g. festival programme, internet, shared press advertising).
- ❸ The lack of support for Steering Group meetings is in contrast to the level of support given during the week, suggesting that businesses would prefer “someone else” to organise the event, but they are happy to get involved when the time comes.

- 10 Management costs represented 43% of outgoings. Coordinating and promoting 19 activities across 400m<sup>2</sup> over 7 days, involving an estimated 45 volunteers requires a central management. On an island of less than 3000 people, characterised by small or medium sized enterprises, and a workforce predominantly self employed, engaging a coordinating organisation appears to be the only way forward.
- 10 The challenge for future years is to see if the same business community is prepared to finance the core costs of the event if a major sponsor is not available.

## 3.5 Indirect Outputs & Developments

In developing the festival as a community led event, MICT also encouraged producers other than farmers, crofters and fishermen, in particular craft producers, to become involved in setting up producer markets in representative areas around Mull and Iona.

### 3.5.1 Developing local producer markets

Following the Food Festival in September, the communities on the Ross of Mull have hosted a successful Producers Market event in Creich Village Hall at Christmas time. They are working towards regular markets each quarter. This activity is a direct result of Food Festival and ought to increase trading opportunities at the South of the Island which is particularly lacking in infrastructure and essential service provision.

### 3.5.2 Village Halls Development

The village halls and their committees were involved in hosting food festival events as a means of generating income for the halls, building activities within disparate communities and finding innovative means of raising money for local groups and charities.

*See appendix [5.5 ] for details of participating village halls and charities that benefited from Food Festival involvement.*

### 3.5.3 Launch of a National Bank

In working with the social economy sector, MICT has built good relations between ethical banks such as the Charities Aid Foundation (CAF), Triodos, and Unity Trust. These banks are keen to invest in the voluntary sector and community business to fill gap-funding requirements. Due to the close relationship, where MICT directed several community businesses to CAF for funding assistance, CAF chose Mull and the Food Festival to launch the Charity Bank. Jackie Baillie MSP and other local dignitaries attended the Food Festival.

### 3.5.4 Healthy Eating Developments

The Scottish Executive have focused on the promotion of healthy eating in Scotland to address Scotland's poor eating habits and the worst record of health within Europe. They promote community food development through the Scottish Community Diet Project. MICT successfully applied for a SCDP award in 2001 for the one off project "Feel Good Cooking" and followed the work up in 2002.

This became part of the food awareness preparation leading towards Food Festival 2002. MICT employed 2 people to work on a consultant basis to develop the healthy eating project. The consultants delivered cookery classes to a target group of young people in Dervaig. Furthermore, MICT worked with the local fresh produce delivery service to encourage the transportation of local meat and food boxes across the islands. The consultants also included the development of a web site to indicate progress. These initiatives were reviewed and catalogued by several Universities working on community based healthy eating projects.

### 3.5.5 Lunch Club Development

Following the 'Feel Good Cooking' developments at Dervaig, the Village Hall Committee have concerned themselves with establishing a lunch / social club for older residents in the area. This is a work in progress and will depend upon the needs of the community.

*Festival Profile Next Page.....*

## 4.0 Festival Profile

### 4.1 Publicity

Given the uncertainty concerning the final budget available to the organisers, significant investments in advertising and PR were not possible. Instead efforts were concentrated on raising local awareness, so that visitors to the islands during the week had sufficient evidence to participate in activities.

However mindful of the 'day tripper' market and those able to take short breaks out of season, linked to the "September Glasgow Weekend", efforts were made to ensure an internet presence and advertorial in the Oban Times, Argyllshire Advertiser and Holiday West Highland.

There was no radio presence and no coverage in nationals as far as we were able to ascertain.

#### 4.1.1 Press (articles, advertisements or entry forms appeared in the following publications)

Oban Times (and associated publications – Argyllshire Advertiser, Campbeltown Courier)

*Food Glorious Food* – Advertising Feature – August 15<sup>th</sup> 2002

'World First at Food Festival' – Front Page - September 12<sup>th</sup> 2002

'Very tasty on Mull & Iona' September 27<sup>th</sup> 2002

'Mull & Iona Food Festival a hit' - 4<sup>th</sup> October 2002

Press & Journal

ALLSTB "Tourism News" Issue 25, August 2002 – Advertising Feature

Am Muileach (local monthly community paper) July, and September

Round & About (local monthly community free paper) July, August, September and October

All press releases circulated by Charity Bank to promote its launch featured references to the Food Festival. – e.g. Sunday Herald 15<sup>th</sup> September 2002

#### 4.1.2 Websites

- Entries appeared on the following sites :
- Argyll the Isles Loch Lomond Stirling & Trossachs Tourist Board – Activities Guide
- Round & About Diary of Events [www.roundandabout.co.uk](http://www.roundandabout.co.uk)
- Caledonian MacBrayne events and activities [www.calmac.co.uk](http://www.calmac.co.uk)
- Mull & Iona Community Trust – dedicated web page listing the weeks activities
- Iona, Mull and Tobermory Diary [www.tobermory.mull.com](http://www.tobermory.mull.com)

#### 4.1.3 Leaflets & Posters

- 10,000 A5 leaflets / flyers were printed and distributed across the island and in Tourist Information Centres in Perth, Stirling, Glasgow, Oban, Tobermory, Craignure.
- 50 A3 Posters were distributed throughout the islands and at Oban TIC. 30 were generic and the remainder highlighted specific events.
- Poster displays were mounted at the Clock Tower, Tobermory, and at the ferry disembarkation point at the Tourist Information Centre, Craignure.
- Throughout the week roadside posters were placed, according to the event.

#### 4.1.4 Banners

2 x 5metre Banners "*Taste of Mull & Food Festival*" and "*Producers Market Here Today*" were produced and displayed at key locations throughout the week.

#### 4.1.5 Recommendations - Publicity

- ❶ Publicity was better than 2001 but still "too late and too local". In order to maximise publicity, a Marketing / PR Officer or consultant should be engaged, part time, from funds raised to ensure maximum coverage in press, radio, TV and in all relevant "Diaries".
- ❷ The depth of island based activities and range quality produce, coupled with the unique setting of the islands (in contrast to mainland food festivals) should be exploited in the publicity.

## 4.2 Survey Results

A copy of the Questionnaire is included in Appendix 5.4. The general feedback indicated that the majority of respondents favoured the month of September as the best time to host a Food Festival of 7 days duration, most people participated in more than one event, and the overall ratings were between “Very Good” and “Excellent”. Most respondents thought that the Food Festival was a catalyst for increasing trade in the long term.

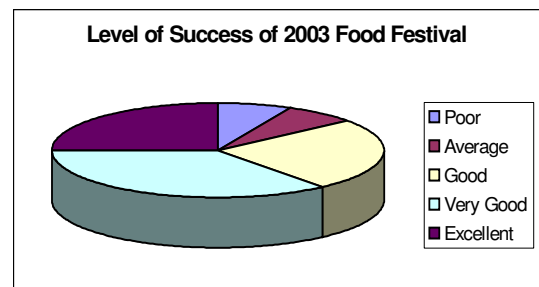
MICT also undertook a survey from a sample of shops in Main Street Tobermory to determine whether Food Festival had improved business.

The general feedback indicated that the majority of respondents felt that there was no significant impact on normal trading with a minority indicating an increase in trading. Interestingly, one local hotel indicated no impact on business but it was known anecdotally that the majority of guests staying and eating at the hotel had come to the island specifically for Food Festival.

### 4.2.1 People Attending Food Festival

Table 4.2.1a

The public attending the various events throughout the Food Festival week were surveyed. These results highlighted some interesting evidence of the success of the Festival. This evidence reinforces the sensation that the Festival has become. This is demonstrated by the 90% of people classing event as ‘Average’ to ‘Excellent’.



Attendees also tremendously endorsed the timing of the Festival in September. Subsequently the attendees also approved of the one-week length of the events. The success of the Festival is further confirmed with some 20% people asking for the event to be longer!

Table 4.2.1b

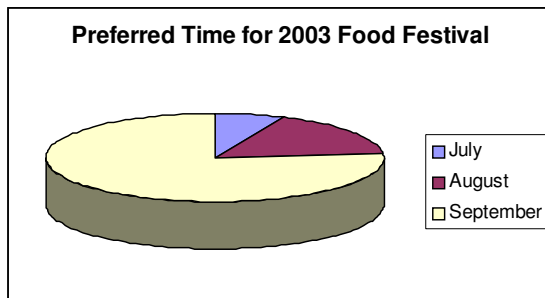
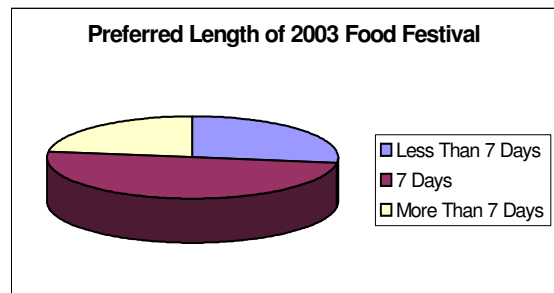


Table 4.2.1b



The evidence collected during the week, from businesses, participants and residents suggests that a week long format in September is the right approach for Mull.

## **5.0 Appendices**

### **Appendix 5.1 Promotional Leaflet**

**Item 1 – 2002 Programme**

**Item 2 – 2001 Programme**

## Appendix 5.2 Publicity

**Oban Times** (and associated publications – Argyllshire Advertiser, Campbeltown Courier)

*Food Glorious Food* – Advertising Feature – August 15<sup>th</sup> 2002

‘World First at Food Festival’ – Front Page - September 12<sup>th</sup> 2002

‘Very tasty on Mull & Iona’ September 27<sup>th</sup> 2002

‘Mull & Iona Food Festival a hit’ - 4<sup>th</sup> October 2002

ALLSTB “**Tourism News**” Issue 25, August 2002 – Advertising Feature

**Am Muileach** (local monthly community paper) July, and November

**Round & About** (local monthly community free paper) July, August, September and November

## Appendix 5.3 Questionnaires

- **Visitors / Stallholders**
- **Businesses**
- **Chefs**

## Appendix 5.4

# Participants & Acknowledgements

Participating community groups and fund raising events:

### **Acknowledgements:**

Alice Lambert	Andre Van Rhyn
Anne Flavell,	Ardalanish Farm
Ardmore Fish	Argyll and Bute Council
Argyll and Islands Enterprise	Aros Hall Committee
Billy Menzies	Caledonian MacBrayne
Callum MacLean	Chris Baker
Christopher Trotter	Claire (Argyll Hotel)
Clydesdale Bank	Craignure Hall Committee
Creich Hall Committee	Crofting Commission
Dan Morgan	Derek Crook
Dervaig Village Hall Committee	Driftwood Furnishings
Findhorn Community	Felicity Hansen
Glengorm Farm Meats	Glenforsa Crafts
Greenan Herbals	Golden Ducatt Farming Co. Ltd
Hydro Seafoods Salmon	Holiday Mull
Isle of Mull Fresh Foods	Island Bakery
Isle of Mull Oysters	Isle of Mull Knitwear
Isle of Mull Traditional Farm Cheese	Isle of Mull Shortbread
Jaqui Hinge	Jane Oswald
Keri Logan	Jason & Sara Cloette
Lagganulva Farm	Knock Farm
Lighthouse Scotland	Liam Griffiths
Lochdon School	Linda Cameron
Mull Butchers Ltd	Maureen Hilder
Mull Slaughterhouse Ltd	Mull Pottery
Nick Holmes	Netta's Dumplings
Oban Times	Nick Turnbull
Scottish Beef Direct	Peter Pinnington
Sir Lachlan and Lady MacLean	Serena Micalizzi
Steptoe MacLean	Soil Association
Tobermory Fish Co. Ltd	Tobermory Chocolate Company
Tobermory Distillery	Tobermory High School