

ENJOY

LOCAL FOOD
AND DRINK
in and around
EAST YORKSHIRE



Welcome to East Yorkshire Local Food Network's March 2014 Newsletter

CHAIRMAN'S UPDATE

VHEY Remarkable East Yorkshire Tourism Awards 2014

Congratulations to all of our members who won awards at the glittering ceremony at The Spa Bridlington on 13 March. You won 7 of the 10 awards where we were competitive. This really is a mark of excellence for the Network when we represent such outstanding small businesses.

Winners:

Remarkable Bed and Breakfast
Remarkable Cuppa
Remarkable Sustainable Tourism Award
Remarkable Fayre
Remarkable Self Catering Provider
Remarkable Hotel Accommodation
Remarkable Restaurant of the Year

Village Farm Bed and Breakfast, Skipsea
Millers Tea Room and Farm Shop, Raywell
Drewton's Farm Shop, South Cave
Mr Moo's Real Dairy Ice Cream, Skipsea
High Barn Cottages, Bempton
Beverley Tickton Grange
The Star @ Sancton

Highly Commended:

Remarkable Business Tourism Award
Remarkable Fayre

The Spa Bridlington
Side Oven Bakery, Foston on the Wolds

Congratulations also go to all finalists.

Pictures on <http://www.visithullandeastyorkshire.com/reyta-winners-2014.aspx>

Tracey from three60marketing&pr has kindly issued a press release on behalf of the Network, which might bring in some enquiries for individual businesses.

Board Appointments

At our recent Board meeting, I was elected to continue as Chair for another year and Mark Farnsworth took over from David Nowell as Vice Chair. We must thank David Nowell, who remains a Director and Chair of the Business Development Group (the ideas arena), for all his help and support in establishing our new independent Network. We are trying to delegate responsibilities, so each Director helps Julia to cover the wider breadth of activity. Ray Thompson was elected Membership Director and Neil Marshall Finance Director. Mark is liaising with Helen Watson to combine our Awards with Beverley Food Festival Awards this year, with support from Rob Farnsworth on the Business Development Group. The Awards Ceremony will take place at Beverley Tickton Grange on Monday 22 September. We expect it to be the event of the autumn, so please put the date in your diary now!

We have arranged some accounting help for the Network (and Julia, now there is so much more activity).

During April, Julia will be mainly concentrating on the 'Enjoy Local Food & Drink Guide' and the spring event taking place at The Spa Bridlington on Monday 12 May. **(NB Julia will be circulating booking forms for the guide and the spring event at the beginning of April on her return from holiday!).** These are both time consuming jobs, so please help where possible with early responses when the time comes!

Member's Guide

Mark Farnsworth and his team have sent the new Member's Guide off to print, which we can all use to help recruit new members. The guide has details of all the members' benefits and includes a section that advertises associated services to members. These businesses are also putting together some great offers for our members, so you will save money in some areas by being a member of EYLFN. I would therefore encourage you to use these businesses in return for their support please.

Consumer Guide 'Enjoy Local Food & Drink in and around East Yorkshire 2014-15'

Julia and a sub group are working on this guide, which we plan to launch at our Spring Event on Monday 12 May at The Spa Bridlington. It will be an A5 member's only guide from this year. Remember, 30,000 copies go to residents and tourists, so please encourage your fellow local food businesses and service contacts to join the Network and take an entry in the guide. It really is good value PR at only £30 for an enhanced entry, which includes an image and 50 words.

We are working on two exhibitions offering you the opportunity to promote your businesses in person. PLEASE REMEMBER WE ARE A FOOD CHAIN NETWORK, not just food producers, so our hospitality and retail members also have the opportunity to have displays and promote themselves, as do organisers of food festivals and events. This is particularly important at Sewerby Food Fair on Sunday 24 August, where there will be a mass of tourists and visitors from across the East Riding and beyond.

EYLFN Annual Spring Event – Showcasing the Local Food Chain – Monday 12 May – The Spa Bridlington

In addition to the usual Meet the Producer area, there will be exhibits from other members, our fishery colleagues, East Riding of Yorkshire Rural Partnership, VHEY and colleges/skills providers. We are pleased to welcome Robert Ramsden from Delifresh as our guest speaker, together with Andy Tordoff from DEFRA and Tim Frenneaux from the YNY&ER LEP. There will be lots of networking opportunities and information about how you might grow your business, so come and join us, either as an exhibitor or a delegate. Further details will be circulated in due course, but in the meantime, please make a note of the date in your diary.

Support Skills in the Workforce (SSW)

I attended a session on Skills training last week. There is new monies from a scheme called Support Skills in the Workforce (SSW), which allows training at your workplace. It is light on agriculture, because of double funding, but good on catering skills, retail, business management, accounting etc. It is co-ordinated by Hull College, but has East Riding and Bishop Burton Colleges as partners:

http://www.hull-college.ac.uk/uploads/files/SSW_Overview_Flyer.pdf

I have agreed we should use Andy Black at Bishop Burton as our Network contact to make it easier (Andrew.Black@bishopburton.ac.uk) There will be stands with full details at the Spring Event. Sean Welsh and Katie Taylor will be talking about skills and financial help available, using their own businesses as examples.

Sewerby Food Fair: Celebrating Fruits of the Land and Sea – Sunday 24 August – Sewerby Hall and Gardens

Sewerby Hall and Gardens is celebrating its 300th Anniversary this year. It also sees the completion of Phase 2 of the Sewerby Access Project, a £2.6m restoration scheme part-funded by both East Riding of Yorkshire Council and the Heritage Lottery Fund. Sewerby Food Fair will be held on August Bank Holiday Sunday on the same day as the East Yorkshire Thoroughbred Car Club Rally and a brand-new animal handling activity, so a good footfall is expected. We are pleased to be working in partnership with Sewerby Hall and Gardens, one of the ERYC tourism facilities, and are very grateful for their help and support in promoting local food and its importance to our East Yorkshire businesses. We will be taking our mobile demonstration kitchen along to carry out cookery demonstrations using locally sourced seafood and member's produce as part of our 'Enjoy Seafood from the East Yorkshire Coast' project, funded by the Holderness Coast FLAG.

Stands will be available for all EYLFN members to promote their businesses to visitors, including local producers, hospitality businesses and organisers of farmers' markets and food festivals and events. The event will take place in the Orangery and a marquee on the front lawn. If you are a member of EYLFN and interested in taking a stand, please contact Myles Bacon at Sewerby Hall and Gardens via email on myles.bacon@eastriding.gov.uk or by phone on (01262) 673769 ext. 209. <http://events.eastriding.gov.uk/Event.aspx?id=336420>

New LEADER programme from 2015

Information about the new LEADER funding and support from the York, North Yorkshire and East Riding LEP will be presented at The Spa. In the meantime, if you want to feed into the new LEADER programme which is very much based on tourism, farm diversification and economic growth, you may wish to let me have your thoughts or attend one of the following consultation meetings:

Evron Centre, Filey, Wednesday 2 April from 2.00pm – 4.00pm

Sproatley Village Hall, Thursday 3 April from 2.00pm – 4.00pm

Holme on Spalding Moor Village Hall, Monday 7 April from 2.00pm – 4.00pm

Cranedale Centre, Kirby Grindalythe, Tuesday 8 April from 2.00pm – 4.00pm

Person Required to Deploy EYLFN Mobile Demonstration Kitchen

We need a safe, undercover storage facility. We also need someone to tow the unit to its various appointments, return it and clean it. There are good financial rewards! You need a towing vehicle and a licence to tow trailers. Please contact Graham Ward on pandg@ivyhouse.karoo.co.uk for full details if interested.

Free Listing on Holderness Coast FLAG Website

A new website is being produced to promote the Holderness Coast Fisheries. If you are a retail outlet or hospitality business sourcing local seafood or an organiser of a farmers' market or food festival where local seafood can be purchased and you would like a free listing for your business on this website, please contact Julia by email on info@enjoy-eastyorks-food.co.uk and she will forward your contact details on.

Finally, we are working with Liz Tanner from VHEY to have a joint display cabinet and board with East Riding Artists in the Tourist Information Centres, alongside our guides.

Please in your busy days remember to encourage growth of our Network, to enable all our businesses to flourish.

With best wishes
Graham Ward (Chair)

THINGS YOU MIGHT FIND INTERESTING OR HELPFUL

Consultation on alcohol licensing fees opened

A consultation on local alcohol licensing fees in England and Wales has been opened by the Home Office. The consultation is seeking views on a number of key issues including whether local licensing authorities should be able to charge different amounts for different types of premises; the maximum fee that could be charged; how to ensure the transparency of the fee-setting process; and whether a single national payment date for annual fees should be established. Brigid Simmonds, Chief Executive of the British Beer and Pub Association, has expressed concern that the proposed licence fee cap is too high at £740 and could tempt local authorities to increase their fee. The consultation closes on 10th April 2014.

There is more about the consultation at: <https://www.gov.uk/government/consultations/locally-set-licensing-fees>

And: <http://www.morningadvertiser.co.uk/General-News/Licence-fee-hike-threat-as-Home-Office-begins-consultation>

British Nutrition Foundation's Healthy Eating Week, 2 - 6 June 2014

Open to all nursery, primary, middle, special and secondary schools throughout the UK.

To help structure the week, there are 5 themes. These will be embedded into all the free resources available - of course, you can focus on as many of the themes as you wish:

- Food origins - where does food come from?
- Healthy active lifestyles - The eatwell plate, 5 A DAY, 8 tips for healthy eating.
- Food and drink choice.
- Meal occasions - breakfast, lunch and dinner!
- Food preparation and cooking - let's all get cooking!

All registered schools will receive 5 posters and stickers for use in school, as well as links to free resources! EYLFN will be liaising with schools and feeding back to members. However, if you can stimulate schools in your patch to take part and to use EYLFN as an example of food chain activity, by using our produce for meals and cooking with it, this would give a further boost to our image.

MEMBERS' NEWS

Congratulations to Melanie at Wolds Cottage Kitchen, who recently received a Silver Award and a Bronze Award for her Marmalade at The World's Original Marmalade Awards at Dalemain Mansion, Cumbria.

Wolds Village at Bainton featured on Channel 4's '4 in a bed' every night during the week commencing Monday 17 March.

Wold Top Brewery has produced a limited edition beer, Best Seller, to mark the new Scarborough Book Festival that takes place between 24 – 27 April. Best Seller is a light, fruity amber beer that will be available in selected pubs in Scarborough during March and April.

BUSINESS NETWORKING EVENTS

East Yorkshire's 10 day Festival of Tourism – 29 March to 6 April

Visit Hull and East Yorkshire's 10 day Festival of Tourism 2013 pilot event received huge industry support and has laid the foundations for future events. This pilot event saw 2000 festival passports requested by businesses from across our region, ranging from chain hotels' teams to individual smaller businesses. The industry relished the opportunity to familiarise themselves with what our region can offer visitors and to network with other businesses to see how they can work more closely.

Following on from the Festival of Tourism 2013 pilot event, the Festival of Tourism 2014 has been aligned with VisitEngland's English Tourism Week from 29 March to 6 April. This year's event will see residents as well as tourism businesses of Hull and East Yorkshire invited to sample the tourism offer on their doorstep and celebrate all things tourism.

From shop window displays to themed dishes of the day; from behind the scenes tours to social networking events. This is the time to celebrate what makes our region special and prepare for the far reaching effects of Hull's UK City of Culture 2017 status.

To find out how you can get involved contact us at fot@vhey.co.uk

Another Great Ne(x)tworking Event – Tuesday 1 April – Freedom Centre, Hull (6.00pm – 8.30pm)

An exclusive audience with "Mistress of Marketing Magic" Tamsin Fox-Davies, founder of the Entrepreneurs' Finishing School, marketing mentor and speaker. If you want ideas to improve your marketing, ***DON'T MISS THIS EVENT!***

Member's Tasting Evening – Wednesday 23 April – T C Patisserie, Beverley

Rob is kindly liaising with Thierry regarding this event and further details will be circulated shortly.

Barbecue & Wine Tasting – Monday 9 June – Drewton's Farm Shop, South Cave

Katie and Sean are busy planning this member's networking event and further details will be available in due course.

Member Visit to Manor Farm Beef – Tuesday 14 October

Another date for your diary! Our thanks to Charlotte for offering to host this event. Further details available in due course.

MEMBERS' EVENTS

Sewerby Hall & Gardens Wedding Fayre – Sunday 23 March

The Muddy Souls Events team from Wold Newton will be showcasing their fabulous venue, amongst other exhibitors.

Come Dine with Me 6-course Ice Cream Feast – Friday 11 April (7.30pm) – Drewton's Farm Shop

The producers whose ingredients are used to create the dishes on the menu will attend the meal to chat to diners about how they're produced. Places, priced at £38 per person including a glass of house wine, can be booked by telephoning 01430 425079.

Tasting Fairs – Wolds Village, Bainton

Sally is planning some tasting fairs on the following dates:

12th & 13th April
2nd & 3rd August
22nd & 23rd November
6th & 7th December

Bridlington Old Town Summer Festival - Sunday 29 June

Food and Craft Market along the Bridlington Old Town's period Georgian High Street, with entertainment all day long, including six Morris dancing troupes, mini acoustic festival, classic cars, traditional fairground rides, tug-o-war, entertainment from The Spa Bridlington, along with all the usual attractions of Bridlington's historic Old Town - galleries, antiques, traditional inns with real ales, and popular local tea rooms and restaurants - and bags of atmosphere! **For a booking form, please contact Andy & Caroline Todd by e.mail : Andcaroline1@live.co.uk - stalls will be £36, and producers/traders with their own unit will be charged £45.**

The Festival will include live cookery demonstrations to promote local produce, with special guest Sarah Muir of the Arches North Yorkshire Moors Cookery School <http://archescookeryschool.co.uk/>.

Sarah would like to hear from local producers and suppliers who would be willing to offer donations for her to cook with, particularly local seafood, artisan bakery produce, and other specialists with "different and inspiring produce". Please contact Sarah on info@archescookeryschool.co.uk or Tel: 01287 644231. The demonstrations will be promoted as part of the Old Town Festival Day programme.

Farmers' and Local Producers' Markets

Saturday 22 March (9.30am – 1.30pm) – Hornsea Local Market
Sunday 30 March (9am – 1pm) – Goole Farmers' Market
Saturday 5 April (9am – 1pm) – Driffield Farmers' Market
Sunday 6 April (9am – 1pm) – Humber Bridge Farmers' Market
Saturday 12 April (9am – 1pm) – South Cave Farmers' Market & Crafts
Saturday 19 April (8am – 12 noon) – Market Weighton Local Producers' Market

The Driffield Sensational Saturday Markets return for the summer on Saturday 19 April (9.00am – 2.00pm) at Cross Hill, Driffield YO25 6BW. Locally produced food, designer makers, quality arts and crafts, live music and entertainment. Free parking. For more information visit www.realdriffield.com

Park Rose Village, Carnaby, near Bridlington will be holding a monthly farmers' market commencing Saturday 19 April. If you would like any further information, or if you would be interested in having a stall, please contact James Horsley at Park Rose Village on 07712 655910 or email james@yorksproperty.co.uk

FUTURE NEWSLETTERS

Members - Don't forget to forward your news and details of your events to Julia.Soukup@eastriding.gov.uk for inclusion in future newsletters.

**If you have not already done so,
why not join East Yorkshire Local Food Network and reap the benefits!**

**Further details and an application form can be downloaded at
<http://www.enjoy-eastyorks-food.co.uk/membership-benefits/>**



A Recipe for Success!

East Yorkshire Local Food Network Ltd is a not for profit company limited by guarantee
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