



**Booking is now open for the
Ledbury Food & Drink Festival, part of the Great Ledbury
Celebration 2017 – food, drink, poetry, music and heritage
Sunday 9 July 2017**

11.00am until 6.00pm

We are delighted to invite you to join us at this year's Great Ledbury Celebration, a joint collaboration between Ledbury Food Group, Ledbury Poetry Festival and Ledbury Town Council. This will be a wonderful festival of food, drink, poetry, music and history celebrating 400 years of Ledbury's historic Market House.

Venue

This year the Festival will be held in Ledbury High Street, with entertainment on a stage by the Market House and food and drink stalls at the top end of the High Street. We are planning to create specific areas, namely 'street food' and soft drinks. There will be a seating area, sponsored by The Nest, for festival visitors to sit and eat, drink and enjoy the entertainment.

Complications with regard to the venue, local bylaws and licensing requirements prevent us from offering stands for alcoholic drink sales this year. However, we will be liaising with local shops, pubs, cafes and restaurants to ensure that locally produced alcoholic drinks will be well represented within these establishments. We will be focusing also on all the fruit drinks we produce locally, with stands featuring local products served in all kinds of refreshing ways.

Live entertainment

There will be live poetry and music on a stage next to the Market House until 6.00pm, which will encourage people to stay through the day and to buy food, drink or picnic items which they can consume there and then, as well as take home. The Town Council are planning historical themed entertainment to take place around the High Street on the day, and competitions for the Town's youngsters.

Publicity

Local publicity will be maintained with articles about the festival in the Ledbury Reporter, Hereford Times and Malvern Gazette. Banners, street signs and locally-distributed flyers will make sure people do not miss it! As the event is being organised in conjunction with Ledbury Poetry Festival, it will be widely promoted by them via their festival brochure, on their website and through their mailing list, whilst the Town Council will also be undertaking publicity. The Poetry Festival itself attracts national press publicity. It will also be listed online in the Visit Herefordshire, Food Festival finder and other event websites, and in detail on the Ledbury Food Group website amongst others.

And as an early bird incentive, if you book before 24th March you will be listed in the Poetry Festival brochure and on the event flyer.

Stall details

8ft x 4ft stalls with an awning-style roof will be provided if required. Electricity is available at a small extra cost. Preference will be given to those in Ledbury and the vicinity, but if there is no local producer/manufacture of a particular item, applications will be accepted from those further afield to ensure a good choice of products. We are looking for a good variety of stalls offering food for immediate consumption as well as to take home.

Charges are held at the previous two years' prices. There is a charge of £45.00 per stall for food and soft drink producers. If you require electricity there is an additional charge of £15.00 per stall. Payment must be made at the time of booking. Application forms and payment must be received by 31st May 2017.

Ledbury Poetry Festival attracts a large number of visitors to the town, and with the combined 400th anniversary of the Market House we hope this promises to be a fun and exciting event. We very much hope that you will be part of it - simply return the accompanying forms to us as soon as possible to ensure a stall.

With best wishes

Katie Bott

Ledbury Food Group

t: 07949 030580 or 01432 890388

e: katiebott@gmail.com

and postal address

Old Orchard Cottage, Yarkhill, Hereford HR1 3TD