



## NEWS UPDATE JANUARY 2019

### A Coffee Festival for Otley

Welcome to the first Otley Coffee Culture news update. We are really excited about the prospect of Otley hosting its first coffee festival in spring 2020 and have really enjoyed putting this update together to share our plans and progress. Thanks for your interest.

### Festival Venue Now Set

It seems a long way away, but we have now agreed a venue: Otley's first coffee festival will be at Otley Parish Church, a newly refurbished and impressive space, ideal for our needs. Doors will open at 10am at both the parish church, which will be the main hub and at the many brilliant Otley coffee shops, where a whole range of events and offers will be available. We are planning a full day of activities for all ages: if you want to bring children, there'll be plenty to keep them occupied; if you're looking for music, entertainment or education, you will not be disappointed. Most of all, of course, there will be everything you could want associated with coffee.

### What is a Coffee Festival?

Coffee festivals are more and more popular. London Coffee Festival is one of the world's largest and Manchester has had a great festival for the last five years which has grown steadily from 400 visitors in its first year to 2,000 in 2018. The Bristol event began last year. The festivals are, in the words of one expert, 'all about the journey from bean to cup'. At a coffee festival you can enjoy finding out more about coffee and associated products, whatever your level of expertise. At a festival, you would typically be able to taste and compare coffee, watch, and perhaps participate in, latte art, coffee tasting competitions and brewing demonstrations. Coffee brands and merchants would tell you their story. Otley Coffee Culture Festival will have all this and more.

### What is special about Otley Coffee Festival?

Otley has a long tradition of welcoming visitors, especially to the great events we stage every year. Otley's coffee festival sits in that tradition and will use venues across the historic town centre to host locals and guests alike for a day focused on the coffee consumer. We will learn from other coffee festivals, but also intend that our festival will be distinctive: a day long series of events in a range of locations, suitable for both the coffee connoisseur and those just looking for a great day out.

#### **Putting fair trade and the environment at the centre**

Within the coffee trade there is great opportunity to do good. The trade is a significant international activity. Responsible coffee businesses can promote fair shares for producers and can support appropriate measures to protect fragile ecosystems. At the Otley festival, we will be working with and showcasing businesses that use their economic muscle to promote good practice.

#### **Celebrating coffee and the local economy**

We want to use the festival to promote Otley and Otley businesses. We know, too, that there are great West Yorkshire businesses that ought to be involved. The day will ensure that we do this. We hope that it will persuade people that Otley is a true coffee town, but also (as we know), a brilliant place to visit again and again. It will also, of course, introduce many people to the joys of coffee culture.



*Otley Parish Church, a great venue for the festival.*

## Coffee Roasters at the heart of the day

We want the Otley Coffee Culture Festival to celebrate local success. We are blessed with some great coffee roasters in West Yorkshire and we knew that, if our first festival were to be successful, it was vital to achieve the support and advice of these businesses. Over the last couple of months, therefore, we have been talking to some of them, listening carefully and asking them to join with us next year. We are delighted that five have provisionally signed up:

From West Yorkshire, four brilliant and dedicated roasters-

- *Casa Espresso*
- *Cielo*
- *Dark Woods*
- *North Star*

And a national favourite of ours-

- *Union*

## Thanks to all our supporters

We are grateful for all the support we have already had: to the parish church for their agreement to be the festival hub location and for the help we have received from Linda Sharp, the administrator; for the advice and enthusiasm of so many Otley people and organisations, especially the Chamber of Trade; to people in the coffee business for giving us advice.

## How you can help

Putting on a festival is expensive and tricky. It requires money and people. If you can help, let Richard know at [richard@theyorkshirewordwright.co.uk](mailto:richard@theyorkshirewordwright.co.uk). We need the following help already:

- Another coffee shop proprietor to join the board of the festival delivery company. This will involve a maximum time commitment of two to three hours a month.
- Sponsors to help with the costs. Various sponsor packages are available from £50 to £500.

As we get nearer the event, we will need to recruit volunteers in a number of roles. Be ready!

## The Otley Coffee Culture Team

- Richard Hughes of The Yorkshire Wordwright - learning more about coffee
- Tom Winder of Cranberry Coffee Shop - learning more about time management
- Stuart Jobbins - contributing an accountant's realism

We'd love to hear from you.

**[richard@theyorkshirewordwright.co.uk](mailto:richard@theyorkshirewordwright.co.uk)**