

# Food festivals toolkit



**Bwyd a Diod Cymru**  
**Food & Drink Wales**



Llywodraeth Cymru  
Welsh Government



Food festivals go hand in hand with the wider tourism economy in Wales.

To help you plan, develop and improve your food festival, this toolkit provides hints, tips and best practice ideas to get you thinking and help you with the practicalities along the way.

It is not an all-encompassing document but a simple to use toolkit with additional suggested reading summarised at the end. While you may be new to organising a festival or a veteran of some years, we hope each section provides you with a practical checklist of ideas to build upon.

Over the coming years, as part of the Welsh Government Food Tourism Action Plan for Wales 2015 – 2020, we will be looking to build on this toolkit further in order to assist you with all aspects of your promotional work. We therefore welcome any feedback or additional tips you think we should incorporate as part of this evolving toolkit of ideas.



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# 01

## Introduction



### Where it all began

Food festivals are all about celebrating and enjoying food. Often, they are some of the only places that bring producers and consumers together under one roof. Traditionally, a food festival was a celebration of the harvest within a local community and a way to acknowledge the produce grown during the season.

The act of celebrating the harvest time can be traced back thousands of years, making food festivals an ancient tradition.

### Food festivals today

Nowadays there is almost a food festival every weekend in Wales, from small local affairs, to well-known international festivals. One of the most well-known festivals in Wales is the Abergavenny Food Festival, other major events include Pembrokeshire Fish Week, Cardiff International Food and Drink Festival, Gwledd Conwy Feast and the award-winning Cowbridge Food and Drink Festival. These and many more offer an excellent opportunity to show off the exceptionally high standard of produce that Wales has to offer.

### This toolkit

The aim of this toolkit is to provide you with the information and guidance needed to run a food festival.

By the end of the toolkit, you will be more informed about the steps involved with planning the festival, how to design and plan festival content and the logistics of planning the festival. You will also have a greater understanding of the legislation and requirements of running a festival, how to market and evaluate your event, and finally where to find further information should you need it.

# 02

## Planning



**The following questions need to be answered before going any further with the event.**

### **Why are you organising a food festival?**

Your motivation behind putting on an event is termed the event objective. This is a short statement that sums up the reason for running the event. Share this objective with everyone involved in organising your event, and keep it in mind as you proceed through the stages.

### **What is the company name and structure?**

The majority of festivals include their location in the name. When deciding on the company structure, it is important to keep the event objective in mind. If it is a charitable event, a not for profit limited company could be the right option, similar to Abergavenny Food Festival. Gwledd Conwy Feast, on the other hand, is a Community Interest Company; something worth considering if investing in the community is your objective.

### **Who is your audience and what is your theme?**

Being clear about whom your event is targeting makes decision-making a lot easier. The term 'target market' is used to describe your audience. Consider demographics such as age, gender, and income level, as well as interests and personality types. Once you have decided on your audience, you will have a better understanding of your theme. Will it be solely food? Will there be alcohol? Live music? Art? Culture?

### **What is your unique selling point?**

Some international festivals these days concentrate on what is unique about their offer and use that to draw crowds. For example, the Baltic Herring Festival in Helsinki continues a Finnish tradition when, since 1743, fisherman relied on selling their wares at the festival to determine the price of fish for the whole country. Today, this is part of a week-long celebration not only of seafood but also storytelling, musical theatre performances, stand-up paddling and rowing, ensuring that the festival is both family-friendly and action packed with something to entice everyone.

## More than just food?

Did you know the successful Grillstock Festival is a mix between food and music? Grillstock Festival in Bristol is as much about good music as it is about good food. Describing itself as a 'full blown weekend of meat, music & mayhem' Grillstock has carved itself a unique place within the UK festival scene combining the best of British music with the culture and cuisine of the American south.

## Do you have a good cluster in your area?

Be it a concentration of cheese companies or apple orchards, why not organise a festival tied into a wider cluster? For example, the California Wine Festival, held each year in Santa Barbara in July, features over 50 Californian vineyards and wine producers from the Napa Valley, Sonoma County and beyond. Although the wine is the main attraction, local food purveyors provide canapés and savoury and sweet delights to compliment the varying wines on offer and the festival gives back to the local wine-producing region by hosting auctions and donating some of its profits to local charities.

## When will it be?

It is important to consider other current food festival dates before deciding on your own. Conflicting with other Welsh festivals could affect funding, producer availability and popularity. It is also beneficial to take seasons into consideration; is your event more suited to the winter or to the summer? Does your event coincide with a public holiday, sporting events, religious holidays or school holidays?

## Where will it be?

The location will depend on the size of the festival and the amount of people you hope to attract during the first year. Many festivals begin as small events in a village square with local traders which can then expand to a larger venue or multiple locations. It is also important to consider the infrastructure and layout of the site. Will it be centred in a building? Will it be outdoors? Under a marquee?

## Who is your team?

For small events, you may be covering a variety of roles from event manager to creative director. If you are relying on volunteers, consider their different skills and allocate roles appropriately. However, if budget allows, it is beneficial to allocate roles to specialists and create a team. For example you may want to appoint an event manager, which attends meetings, co-ordinates the events and plans logistics.

## What is your projected footfall?

A lot of your arrangements will depend on the size of audience you get, so it is important to get it as accurate as possible. Factors dependent on audience size include: toilets, car parking, gates, ground staff, and number of food vendors.

There are several ways of estimating audience size and it is important to use a combination of the following methods to achieve a valid estimation:

- Previous events attendance
- Similar event attendance
- Fixed capacity venue
- Effect of current circumstances such as the economy, the weather, transport problems, the season, fashion trends.

## Top tip

Start small at a manageable size, and plan to increase the size in subsequent years.



## How will you finance the event?

If you do not have the finance already at hand, avenues to consider include partnership and sponsorship. In addition to offering financial investment, businesses can also offer other types of benefits and brand association. For a small event, look to local businesses but make sure you enquire early on as a lot of businesses allocate their funding a year in advance. If you are considering public funding, ensure you find out application deadlines and eligibility criteria. Alternative forms of revenue include ticket sales, bar sales, and charging a pitch fee to producers.

## What is your budget?

Be realistic and be creative. Do your research to find out how much different elements of the event will cost, and work out what you can afford. A small budget is not necessarily a bad thing; it will force you to be creative and could result in a unique experience for the customer!

The following list is not exhaustive but should cover the main factors to consider when budgeting:

- Venue including power, front-of-house crew, inflated fees at peak times, extra hire hours to include the build of the site.
- Content, competitions, brand experiences, design of venue and props.
- Entertainment i.e. live music, a DJ, children's entertainment, workshops, demonstrations.
- Infrastructure and furniture: marquee, stalls, tables, chairs, bins.
- Electric and water supply for caterers.
- Security. The more people, alcohol and press coverage involved equals more security needed. Will the venue provide security, or will you need to arrange this?
- Branding. You may be tempted to design the brand yourself, but unless you specialize in this area it is worth paying a professional to do it.
- Marketing. Although you could do a lot of marketing on social media, flyers and strategically placed banners can greatly increase your visibility.
- Staff with special skills in each area such as event management, logistics, traffic control, crowd control, health and safety, hosting, marketing, PR and media.
- Administration costs including insurance, your expenses and your time.

# 03

## Design & content



**The branding and content must communicate the event's purpose, so keep in mind who your target audience is and how best to communicate with them.**

### Event name

Naming the event is very important as it is often the first piece of information people see about your event. It should describe the event, there is no need to over complicate; often the simple option is the right option. An example of a well-named event is Abergavenny Food Festival. Immediately, the reader is aware of the location and type of event.

### Event logo and branding

Think first of all if you require a logo or whether you could keep the brand simple. Branding is more than a nice logo; it aims to establish a view of your event in your audiences' minds. This may be done just as effectively with simple colour themes for your material. If you are a larger festival it is highly recommended to work with a professional designer to create your logo as it sets the tone for the whole brand.

### Event theme

A theme pulls all the elements of the branding together and dictates the atmosphere your event is striving to achieve. Flags and bunting in your colour scheme are an easy way of creating a real festival feel. They can be quite pricey to buy with your own branding on, so why not challenge the local sewing club/school/community group to create some for you?



# 04

## Site management



### Safety

The first and most important aspect to consider when selecting a site is safety. Access points are extremely important; considerations must be made for wheelchair users and ambulance entry.

### Size

Once you have calculated estimated footfall (see planning section), it should be fairly easy to calculate site size. You will need to take into consideration the following:

- Number of stalls/plots (as a starting rule of thumb add 30% to calculated total to include required fire spaces and contingency)
- Entertainment space
- Cookery demonstrations area (as a starting rule of thumb add 30% for audience space)
- Services (offices for event manager, cashier, security, cash collection, vehicle parking areas, toilets, first aid, police, refuse collection area)
- Access (you will need roads wide enough for emergency services)

### Car parking

You will need to take into account three groups of vehicles:

- Staff
- Exhibitors
- The public

Staff parking will depend on the size of your team on the day, and may also be used for disabled parking, first aid and celebrity guests. Exhibitors may need to unload from a large truck and will need onsite access, or may keep their vehicle onsite and operate from it. Ensure you gather information on transport requirements of the exhibitors when booking. With regards to the public, your estimated footfall projection will enable you to calculate the amount of additional parking spaces required.

## Location

Location is extremely important. It must be somewhere fairly central with good public transport access and near to a target central population. If it is a paid event, the site will also need a secure perimeter; ensuring members of the public can't gain access without a ticket.

## Layout

You must ask for advice from the local fire and rescue services to ensure the layout of the site and stalls meet health and safety requirements. The gap between stalls must be wide enough for vehicles to set up and de-rig, as well as providing enough space for the crowd to circulate. It could be useful to create a large-scale site plan with stalls and offices drawn out. With regards to stall sizes, you may want to offer a one size fits all stall, or offer a variety of sizes with prices increasing with size.

## Hire

It is likely that you will need to hire some infrastructure and equipment such as marquees, stalls, refrigeration, generator, lighting, tabling etc. Make sure you factor this cost into your budget and plan in advance to ensure you get what you need.

## Something a bit different...

Dependent on your theme and audience, a chill out area could be very successful at your event. An area with cool drinks, chai tea, bean bags / hay bales, deckchairs, newspapers, cushions and board games can provide a much needed escape from the often frenzied food areas.

## Staff (volunteers / paid staff)

Staff are critical to your event, and team members will need specific skills and experience to perform their tasks efficiently. As event manager, you will be responsible for supervising and managing staff, as well as potentially issuing special training.

### Numbers

Once you have decided on which roles need fulfilling it is fairly easy to work out how many staff are needed. For example, how many security staff needed is dependent on how many gates you have, is there alcohol being sold at the venue, are they working shifts, do you have sickness cover?

### Roles

As mentioned previously, dependent on the size of the event you may find that one person will fulfill a range of roles, or each role being delegated to specialists for larger events. Once you have allocated roles to relevant personnel, it is important to create a job description for each member of staff, and organise possible staff training and briefings.

## Entertainment

Live music is an excellent way to create a festival atmosphere and encourage people to extend their stay. It also provides a form of entertainment for friends and other members of the family who may not be as interested in the food side of the event. Local bands will often play for free and are likely to come with loyal fans that will boost visitor numbers. If your venue allows, why not extend the festival into the night? This creates a perfect opportunity to generate extra revenue through your bar.

Alternative forms of entertainment include comedians, pets, amateur dramatics, magicians, contortionists, local choirs and Welsh folk dancers. Activities that may be particularly popular with families include bouncy castles, bucking bronco, table tennis, skittles and giant board games. A great cheap form of entertainment that will keep children busy for hours are hay bales (they can also double up as outdoor seating!). You should be able to negotiate with a local farmer to pick them up at a relatively low price.

## Waste / Recycling

All large outdoor food festivals produce similar waste products, e.g. glass bottles, drink cans, plastic and paper/cardboard. Most of these materials are valuable resources that can be collected for recycling and reprocessed into useful objects.

Recycling is good for the environment, as it saves valuable resources and energy. By offering recycling at the event, your festival presents a positive environmental message to visitors, enhancing the public image of the event.

During your discussion with the relevant local authority, talk to them about waste collection along with any possible additional fee. It may also be worth researching private contractors to offer bins/collection if you feel this would provide you with an added option.

Along with the bins and collection, you'll also need litter pickers onsite to collect dropped litter throughout the event and empty any overflowing bins. One possibility would be to contact local volunteer groups to see whether they can assist with this element of the work.

Other waste to consider is the disposal of waste from portable toilets that you will have organised. Most companies that provide portable toilets will also assist you with this for a fee. Remember to ask your portable toilet provider how often they will empty the toilets over the festival period and how they will do this.



# 05

## Legislation & requirements



The Health and Safety at Work Act 1974 is one key piece of legislation you should be aware of. The Act determines the law that protects the health and safety of other citizens. Your objective whilst planning the event is to ensure you prevent staff, visitors and everyone involved in your event from harm.

### Who is responsible?

The event organiser.

### What do I have to do?

You need to make sure that the health and safety of everyone is always the first consideration. It is important to communicate with the venue owners, local authority, fire authority and your local health and safety executive. It is also your responsibility to ensure all staff receive relevant health and safety training.

### A big crowd is always good, right?

Not always... if the crowd is too large, it could cause high levels of fear and stress that could put people off returning.

### If everyone uses their common sense, there shouldn't be any problems, right?

It has been widely proven that the mindset of a crowd can be very different to individuals acting alone. Never assume that people will use their common sense, and always plan for the worst!

## Risk assessment

A risk assessment is a formal review of potential hazards, the harm they could cause and how they could affect the health and safety of people involved with the event.

### Key Terms:

- **HAZARD** - Anything that has the potential to cause harm, e.g. moving heavy objects, trip hazards and electricity.
- **RISK** - The likelihood that the hazard will cause harm, and a measure of the severity of the harm.
- **LIKELIHOOD** - The chance of the accident happening, you estimate this.
- **IMPACT** - The scope and depth of the resulting impact if an accident happens, e.g. falling off a tall ride could result in fatality or serious injury – the impact for this accident would be high.

## Food safety

In any event, food safety is important. However, in a food festival dealing with a large number of food handlers can become complicated. To simplify the process, ensure you have a set of requirements that all food handlers must adhere to. The following is a list of documents you will need from all food handlers:

- Food Hygiene Certificate/s
- Food Hygiene Rating (e.g. you could set a minimum requirement of 3 out of 5 to keep standards high)
- Public and Employers Liability Insurance
- The local authority they are registered with
- Gas safety check documents (if operating with gas)
- Electrical safety documents (most events require all electrical equipment to be PAT tested)

## Planning restrictions

You will need to check with the local authority if there are potential planning restrictions for building temporary infrastructures as each authority will have different rules.

## Traffic and road closures

- **Management** - Traffic management is of utmost importance, and it would be wise to appoint a traffic manager. The role of the traffic manager will include planning the safe arrival, parking, security and departure of all traffic, and they will have to work closely with the local police.
- **Contingency** - Although you have already worked out your estimated footfall, unforeseen circumstances such as a hot, sunny day could double your numbers. You must keep this in mind and arrange overflow car parks. Alternatively, you will also have to plan for heavy rain, which could make the parking fields unusable.
- **Signage** - Signs are vital in keeping order during the arrival and departure process. Information which needs communicating includes the location of the coach park, disabled parking, all other car parking, and emergency access routes.
- **Road closures** - If the event is held on or around a street, you may need to restrict traffic. However obtaining road closures can be very costly. You must consult with the local authority, police and local residents early if there is any potential effect to surrounding areas.

## Permissions

Before you begin the bulk of the organising work, you must get the all clear from all relevant authorities in written format. The first point of contact should be your local authority - ask them which types of permissions are needed. Once you have obtained permission from the local authority, you will likely receive a formal letter of agreement outlining the restrictions and conditions the event manager must adhere to. If you intend on selling alcohol, or even giving it away as a prize, you will have to apply for an alcohol licence.

## Temporary event licence & notices

Contact your council for a Temporary Event Notice (TEN) if you want to carry out a 'licensable activity' on unlicensed premises in England or Wales.

Licensable activity includes:

- Selling alcohol
- Serving alcohol to members of a private club
- Providing entertainment, e.g. music, dancing or indoor sporting events
- Serving hot food or drink between 11pm and 5am

The process of applying is formally known as 'serving' a Temporary Event Notice.

You will also need a TEN if a particular licensable activity is not included in the terms of your existing licence, e.g. holding a wedding reception at a community centre.

## Restrictions

Under a TEN your event must:

- Have fewer than 500 people at all times – including staff running the event
- Last no more than 168 hours (7 days)
- You must be at least 18 to apply for a TEN.

## How to apply

Contact your local council to apply for a TEN. You must do this at least 10 working days before your event.

- You will have to pay a fee of £21.
- You must send a copy of the TEN to the police at least 10 working days before the event. If you apply online, the council will contact the police for you.
- The date of submitting the TEN and the day of the event are not included in the total number of working days before the event.
- You can only apply for a TEN as an individual, not an organisation.

# 06

## Marketing & PR



### Advertising

Advertising is not always necessary but can be very beneficial. If budget allows, use a professional. If not, there are plenty of ways you can effectively advertise your event. Firstly, target the local community by making announcements at local meetings, erecting signs, advertisements in the local paper, radio or corner shop, and on public transport. The cheapest form of advertisement, however, is on the internet.

### Social media

There are a variety of platforms available, and the most successful one will depend on who your target audience is. If you are looking for stallholders, you may find that Twitter and direct e-mailing could be more efficient. On the other hand, you may find that Facebook is the best way to reach the potential audience you want to attract. When it comes to social media, the following tips can be helpful:

- Engage your audience in conversation by asking them questions and responding to their comments.
- Don't be too 'sales focused'. This can put people off. Instead, make sure you include novel material or behind the scenes pictures.
- Be informal, this is not a business pitch. You want to convey the theme and atmosphere of your event.
- Pictures work better than words. Ask your caterers to send you the best pictures of their food and post them to generate some excitement pre-event.
- Include features of local stallholders and tell their story.
- Run competitions that encourage people to share your content for the chance to win free tickets.

### Signage

Signposting pre-event can be very beneficial in increasing your footfall. Ensure you gain permission from the local authority and owner of the land. Key information to include: event type, date, time, entry fee and a website or phone number. Small signs which pedestrians can read could include further information and be displayed in shop windows.

## Delivering a bilingual food festival experience

Whether Welsh is your first language or you can barely string a sentence together, you may wish to think about incorporating Welsh into your marketing and wider food festival activity.

Along with Welsh speakers, who will appreciate and be attracted to your festival having communicated with them in their first language, there are also advantages when targeting those from further afield. Potential food tourism visitors from outside Wales are often intrigued and fascinated by the Welsh language and it can add a new and unique dimension to their visit of your festival as it showcases a different heritage from what they are used to.

### A few key benefits of ensuring a bilingual food festival are:

- **Unique** - Bilingual marketing provides a strong identity; this offers a unique selling point, making your festival and brand more memorable and differentiating you from competitors.
- **Heritage** - Welsh is one of the oldest languages in Europe – marketing bilingually proves that your festival is knowledgeable and respectful of national history and heritage enhancing customer/visitor experience.
- **Loyalty** - It increases interest, support and loyalty from Welsh speakers and Welsh customers.
- **Reputation** - Within food tourism, Wales is reputable both for its food production and tourism industries so creating bilingual marketing feeds off this strong reputation.
- **Local** - Bilingual marketing cements the idea that your festival is embedded within and supporting the local economy and culture.
- **Niche** - Promoting your festival bilingually will highlight a niche and novel experience to customers outside of Wales and further afield.

There are a range of resources available to assist you in delivering a fully bilingual food festival. Below are a few online resources to help you research further:

- **Welsh Government** - Cymraeg – the Welsh Government have a range of resources, news items, and case studies, about the benefits of using the Welsh language. To learn more visit: [www.cymraeg.llyw.cymru](http://www.cymraeg.llyw.cymru)
- **Welsh Language Commissioner's office** offers a wealth of information and resources to help businesses operate bilingually in Wales, including a free proof reading service for up to 1,000 words of bilingual text. Visit their page and see how you can turn use of the Welsh language and culture into a competitive advantage: [www.comisiynyddygyymraeg.cymru/hybu](http://www.comisiynyddygyymraeg.cymru/hybu)
- **Translating services** - Cymdeithas Cyfieithwyr Cymru is the association of Welsh interpreters and translators and also offer practical advice, along with a list of approved translators and interpreters: [www.cyfieithwycymru.org.uk](http://www.cyfieithwycymru.org.uk)



# Top tips

to give your stallholders a helping hand

**No matter how successful you've been in drawing a crowd, you might also want to give a little helping hand to get the best out of your attending food businesses**

**Below are a few top tips you can share with them**

- Think of a few easy ways to make your stall stand out in a professional and engaging manner, e.g. wear a uniform or bring a clean, crisp branded table cloth. A branded apron or table cloth is a quick, easy and cheap way to improve your business image.
- Present your prices in a clear way, e.g. why not use a blackboard – it's reusable and looks fantastic.
- Smile, make eye contact, and be informative and friendly. Don't let your body language turn customers away.
- Entice customers with samples. Customers get to try before they buy and you get a golden opportunity to pitch your product.
- Build customer loyalty. Word of mouth is important so be nice to each customer, you never know who they'll talk to next.

**Crucially ensure your stallholders promote their presence at the festival before, during and after. This could include:**

- Promoting their presence on their social media channels, e.g. Twitter or Facebook.
- Requesting flyers from you about the festival and handing them out during their weekly activity at farmers' markets or street stalls.
- Placing a blog or news item on their website about the festival.
- Promoting in the local media a new product or activity that will be launched at the food festival.
- Crucially, they should maximise their word of mouth. Encourage each stallholder to tell their customers in the weeks building up to the festival that they will be there and when it is on.

# 07

## Festival evaluation



### Debrief and reflect

A final debriefing involving as many members of the team as possible can be extremely productive. A final report on the event should be written to include problems that arose, how those problems were dealt with, and how to best prevent these problems from arising in the future.

You must also consider whether there are easier, more cost effective or better ways of doing things. All staff should be consulted; the toilet cleaner could have a brilliant solution to the problems that presented themselves during the event.

Make sure you thank all staff and volunteers involved.

# Top tips

## from food festival organisers across Wales

We recently gathered together all the food festival organisers in Wales to get their thoughts on what to keep in mind when you start organising your yearly event.

Here are their top ten tips:

- **Understand your offer.** Through understanding your unique selling point and exploiting that to the utmost you can really differentiate your event from others. Ensure you have the basics right for a well organised event and, after that, start thinking of new innovative ways to draw the crowds.
- Always think about ways you could **increase revenue**. For instance, there could be other events on during the evening/night that could tie in well to your event, providing a reason to extend the length of your activity. Perhaps there are possible sponsors in the area and other stallholders who would benefit from working with you at the same time as enhancing your offer and increasing your income.
- The **food centres across Wales** (i.e. Food Innovation Wales) have proven to be a useful resource for many – from lists of producers they can contact, through to health and safety legislation to follow. To find out more visit: [www.foodinnovation.wales](http://www.foodinnovation.wales)
- Be wary of **volunteer burnout**. If you are dependent on a range of dedicated volunteers, always do your best to refresh your volunteer group in order to ensure ‘fresh blood’ and minimise over dependency on a core group of the ‘dedicated few’.
- Try for **awards**. Success is a great PR hook and a way to secure prospective sponsors and increased audiences.
- **Demonstrations** by celebrity chefs can have a mixed success rate in drawing audiences. If you don’t have the budget and a clear plan of how to use them, e.g. in your PR work, then perhaps look instead for local chefs rooted in the community.
- Keep **thorough records** and secure upfront money from stallholders to assist with cash flow.
- **Leave plenty of time to organise your event**. Don’t underestimate how time consuming it will all be.
- Ensure a **good location and avoid clashing with similar events** or activities in the area / region over the same time. This has the potential to affect both footfall and which stallholders can be present.
- **Do your research**. Liaising with other food festival organisers both at home and abroad provides a great source of fresh ideas about how to decrease costs, increase revenue and footfall, and ultimately strengthen the long term viability of your food festival.

# 08 Useful links

The following links provide further information, guidance and food for thought when you are planning, developing and improving your food festival.

## Planning

### **Do's and Don'ts when holding your own event**

<http://businesswales.marketinginfohub.co.uk/topics/exhibitions-and-events>

### **Creating a business plan**

<http://businesswales.gov.wales/zones/startup/making-plan>

### **Holding an event**

<http://businesswales.marketinginfohub.co.uk/topic-overview/holding-your-own-event>

## Design & content

### **Frequently asked design questions**

<http://businesswales.marketinginfohub.co.uk/topics/marketing-strategy/design-faqs>

### **Creating your brand**

<http://businesswales.marketinginfohub.co.uk/topic-overview/branding>

### **Designing a logo**

<https://www.entrepreneur.com/article/71902>

## Site management

### **Visit Wales (major events) guidance on health, safety and welfare**

<http://gov.wales/topics/tourism/marketing/majorevents/guidance/?lang=en>

### **Health and Safety Executive, guidance on running events safely**

<http://www.hse.gov.uk/event-safety/>

### **Organising a voluntary event: a 'Can do' guide**

<https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

## Legislation & requirements

### **Food safety regulation and legislation - Food Standards Agency**

<https://www.food.gov.uk/enforcement/regulation>

### **For further information on Temporary Event Notices (TEN)**

<https://www.gov.uk/temporary-events-notice>

### **Street food questions answered - Street Food UK**

[www.streetfood.org.uk/questions-answered.html](http://www.streetfood.org.uk/questions-answered.html)

## Marketing & PR

### Frequently asked advertising questions

<http://businesswales.marketinginfohub.co.uk/topics/media-advertising-strategy/advertising-strategy-faqs>

### Getting started with PPC advertising

<http://businesswales.marketinginfohub.co.uk/topics/online-marketing/get-started-pay-click-advertising>

### Online advertising

<http://businesswales.marketinginfohub.co.uk/topic-overview/online-and-ppc-advertising>

## Festival evaluation

### Measuring the success of your event

<http://eventjuice.co.uk/measuring-evaluating-the-success-of-events/>

### Using Twitter analytics

<https://business.twitter.com/en/analytics.html>

### Facebook marketing basics

<https://www.facebook.com/business/learn/facebook-ads-measuring-results/>

## Creating a bilingual event

### Using Welsh when promoting your food festival

<https://businesswales.gov.wales/blog/news/using-welsh-your-business>

### Resources from the Welsh Language Commissioner

<http://www.comisiynyddygybraeg.cymru/hybu/Pages/Splash.aspx>

### Sourcing translation services

<https://www.cyfieithwycymru.org.uk/en>



**Bwyd a Diod Cymru**  
**Food & Drink Wales**



**Llywodraeth Cymru**  
**Welsh Government**