



NEWS UPDATE MAY 2019

A Coffee Festival for Otley

Welcome to the second Otley Coffee Culture news update. Our first update was issued in January.* This set out the vision for Otley's (and Yorkshire's) first coffee festival. This newsletter tells you what we have been doing over the last three months and how things will develop over the next year until the festival on **Saturday 25th April 2020**.

What is a Coffee Festival?

Coffee festivals are a chance to enjoy good coffee, find out about 'the journey from bean to cup' and have a great day out.

Why is Otley Coffee Festival special?

The mix of national, regional and local exhibitors will be complemented by a programme of events for all the family, taking place not just in the central hub, but in cafés throughout the town. Music will be present alongside fun demonstrations and the opportunity for visitor involvement.

*January newsletters are still available - just ask.

Great festival progress being made.

During the last three months we have still been in an informal phase of building partnerships. This is designed to ensure that the core support we need to deliver a really great day next April is in place. We have spoken to roasters and cafés for advice, presented to Otley Town Council and the Otley BID and chatted to experts in marketing, festivals and all things coffee. We have continued to add exhibitors to our list of those provisionally signed up and are delighted that we are now 50% of the way to a full complement of exhibitors with a year still to go before the festival takes place.

Otley Coffee Culture Ltd.

Our ambition for coffee in Otley goes beyond running a brilliant festival in 2020. That is why we have registered our new company as Otley Coffee Culture Ltd. Its aim is not just to facilitate the organisation of the festival, but to secure a legacy of establishing Otley as Yorkshire's coffee town.

As a company, we can now assure our funders, exhibitors and partner cafés that accounting processes are transparent and robust. This is particularly important where public money is concerned.

The Exhibition

At the heart of the day will be our hub in Otley parish church. This is a wonderful space and will accommodate 25+ stands, appealing not just to coffee lovers, but to a wide range of visitors. Whilst coffee tasting will be at the heart of the experience, there will be stands with all things coffee related: food to complement coffee; coffee equipment; other beverages; merchandise and pottery. Some of our exhibitors will have a national profile, some will be regional leaders and some will be unashamedly local. You will need to leave two hours to see everything properly.



Jubilee Clock, Otley Town Centre

Our First Local Exhibitor

We want the Otley Coffee Culture Festival to showcase Otley Business. Puffin Pottery is a great newcomer to Otley and we were keen to sign them up for the festival; everybody has their favourite coffee mug and, with Puffin Pottery, you can design your own. We are therefore delighted that they will have an exhibition stall where you can try your hand at painting your own coffee mug design. This exemplifies the involvement from local businesses that we would love to see on the day.

Tickets and Prices

Tickets for the festival will be £7.50 (free for under 12s), with a special offer for Otley residents. The ticket will allow:

- Admission to the exhibition
- Admission to the event space
- Free drink tastings
- Access to café events, discounts and festival food and drink specials

Otley residents will have a one-month opportunity to buy tickets at a special early-bird price of £5, before they go on general sale in the early autumn. It will be important to buy early, as we are restricting total sales to just under 1,000.

Launch Event

We are currently planning our launch event, when we explain the day, introduce the Otley Coffee Culture website and issue our first tickets. Provisionally, this will be early evening on October 8th, so please make a note in your diary now, as ticket sales will begin after this and you will not wish to miss out. We are really grateful to Dark Woods Coffee for sponsoring the launch and providing great coffee for it.

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.

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