



## NEWS UPDATE JANUARY 2021

### A Coffee Festival for Otley

It is over six months since our last newsletter - a difficult and challenging period for many people when planning for a festival was not only difficult, but inappropriate. With vaccination now happening and the promise of normality returning, we thought it a good time to update on Otley Coffee Culture and our main event - Otley Coffee Festival.

### 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.

### Coffee Culture in Otley

Otley is known for its great coffee shops. Even during the pandemic, Otley's coffee shops have been finding new ways to serve the community. No-one café is like another, and each has responded to challenges in its own way, with new lines and menus and different approaches to takeaway. Between them they have kept coffee culture alive in the town.

When Otley Coffee Culture was set up, we wanted to celebrate and support this rich tradition of coffee retailing. Lockdown and the pandemic frustrated our plans for a festival and for networking; we have managed to keep a social media presence live and have set up a website, which we now want to develop further.

As the pandemic eases, so we want to see support for coffee in Otley grow. We will play our part in promoting Otley's culture of coffee during 2021.



### Otley Coffee Culture Merchandise

For 2021, we want to launch Otley Coffee Culture merchandise. First up will be tee shirts. We already have a design as shown, but we are looking for suggestions for another slogan we can use. We will run this as a competition and there will be a free tee to the winner. We will advertise this through social media and will be grateful for your support.



*Mock up of potential merchandise*

## Social Media and Website

We are delighted that, despite the lack of festival news to share, our Instagram account has continued to gain followers. Through it, we have tried to support the firms that will form the core of the festival. There is a growing community interested in coffee and, we hope, in coffee in Otley.

Whilst we are waiting for the festival, we would like to use our social media and website to advertise coffee in Otley, so we are keen to hear what you are doing. If there is anything unusual or different going on, let us know.

The Otley Coffee Culture website is still live, but, unsurprisingly, not a lot has happened on it recently. The aim is for that to change soon. We are also hoping to complete the website entries on coffee shops in Otley which were put on hold last year. Once the impact of the pandemic has lessened, we will contact coffee shops to discuss this further.

## Festival Planning

When the original date of the festival coincided with the first lockdown, we said we were determined to reorganise the event for a new date. We are currently beginning to plan for spring 2022. When we run the festival, we want it to provide the full experience of a great coffee festival to all visitors. We would rather wait a little to ensure that this is possible.

## Contact

We'd love to hear from you.

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 **[@otleycoffeeculture](https://www.instagram.com/otleycoffeeculture)**

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