



AREA BOARD PROJECTS AND COUNCILLOR LED INITIATIVES APPLICATION FORM 2015/2016.

Area Board Project -Cllr Steve Oldrieve

1. What is the Initiative?

Exhibition materials for the Trowbridge Cultural Food Festival

2. Where is the initiative taking place?

Trowbridge Park

3. When will the initiative take place?

Saturday 16th July 2016.

4. What is the Community benefit/evidence of need/links to Community Plan/Community Issue?

The Trowbridge Cultural Food Festival first ever event was held last September, 2015, at Longfield Community Centre and was a huge success with over 200 people sampling our members food on a paid premise.

Due to the positive engagement at this event we are keen to continue promoting the cultural diversity of Trowbridge and have agreed to host a tent at this year Olympic day. To enable the community to get the most from the event we need exhibition materials to say more about the different cultures present and their food cultures. Information and education is an important part of developing community cohesion and the materials can be used for this and other events into the future.

The food will be 60pence per portion , funded by various small local specialised supermarkets and Tesco's, the proceeds will go to charities.

5. What is the desired outcome of this initiative?

Recognition of the positive benefits of our diverse community

Community cohesion/integration through more public engagement and awareness. The engagement will lead to reduction of hate crimes towards minority communities. Build Trust between communities.

6. Who will Project Manage this initiative?

- Active Trowbridge are managing the event and the Trowbridge Cultural Food Festival consisting of :West Wiltshire Multi Faith Forum, Polish Club" Trowbridge Mosque and St James's Church, will co-ordinate the food hall.

The Steering Committee Trowbridge Cultural Food Festival.

Farzana Saker (West Wiltshire Multi Faith Forum) is the project leader for July 2016.

The other committee members are:

Kamel Jeddi (Trowbridge Mosque)

David Wildman and Margaret Wildman (St James's Church)

David Saker (Trowbridge Mosque)

Danuta Gogoleff and Maria Annal (Polish Club)

Lorena Pino Montilla (West Wiltshire Multi Faith Forum)

7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)

Total Cost £1,395 , match funding £200 TCAF , bid £1,195

8. Additional information

This is a FREE day filled with sport, activities and play opportunities. The event is being organised by the Active Trowbridge Team at Trowbridge Town Council. They have asked Trowbridge Cultural Food Festival community group to provide affordable food tasting at 60p per portion, to highlight the cultural diversity in Trowbridge.

The event itself is now in its sixth year and it never fails to attract a huge footfall, which has been over 12,000 people in the past. The Rio-themed Olympic event will bring Trowbridge Park to life with a mixture of sports, culture, music, food and a vibrant carnival atmosphere. We hope to engage and inspire our community to become more active, experience the cultural diversity, its food and traditions, volunteer on the day and take part in the sporting opportunities available.

The Trowbridge Cultural Food Festival food tent, offering up to 15 selected countries different food experiences from all over the world. We are limited to 15 countries due to the size of the tent. *Algeria , Bangladesh, India, Morocco, Pakistan, Poland, Spain, Sri Lanka, Seychelles, Tunisia , Wales, England, Venezuela , Palestine, Israel , Turkey, Portugal, Nicaragua, Venezuela and Columbia*, would like to have displays, pop up and an exhibition stands that inform the public about where the food has come from, the variety of cultures represented at the Food festival and cultural and faith information about the diversity of the group;