



Invitation for proposals to take forward the Scottish Wild Food Festival (SWFF) from 2021

Background

Forth Valley and Lomond LEADER have developed and funded the first ever Scottish Wild Food Festival. The first festival was held at Cardross Estate on 14 September 2019, and the second festival will run on 9 May at the same venue.

The festival has proved to be meeting the needs and interests of many and has much to offer moving forward, however the LEADER funded project was purely a pilot, with the goal being, if successful, that the festival would find a new team to carry it into the future.

The three largest areas of growth in Scottish Tourism in recent years are Nature Tourism, Food Tourism, and Experiential Tourism. Wild food/foraging represents the intersection of these three areas. A thriving foraging culture can bring social, economic, nutritional and environmental benefits to an area, improving the quality of life of its population. The Scottish Wild Food Festival provides an opportunity to celebrate all that foraging and wild food has to offer in our region, and we hope it will continue to grow and prosper into the future.

The festival aims to appeal to all ages, and offers a mixture of free and commercial activities. The festival celebrates our natural environment and wild food by introducing visitors to, or building on their knowledge of, a wide range of foraging and wild food activities. Our first festival offered a mix of information and market stalls, wild food, foraging and plant related workshops. A 'demo tent' had a programme of interesting and engaging free demonstrations throughout the day, and one of the highlights was the ticketed long table lunch... showcasing the best that the wild can offer. Some of the most positive feedback following the event was about the people behind it - the clear passion expressed by all those involved on stalls, running workshops, or doing demonstrations. This is a quality vital to its success.

The successful applicant will benefit from the following support package:

- Scottish Wild Food Festival brand – including the result of a PR campaign for 2 festivals in 2019/2020
- Facebook (843 followers) and Instagram (702 followers) accounts – growing weekly and expected to increase greatly in the lead up to the May festival
- SWFF logo

- Dedicated website with images and videos from previous festivals (currently in development)
- Handover from current festival event manager, Rogue Village, and opportunity to learn on the job/be involved in SWFF 2020
- Possibility of coming on a study trip (funded by LEADER) in July to visit and learn from the [Zaube Wild Food Festival](#) in Latvia.

Submitting a proposal

We invite proposals from businesses/social enterprises/partnerships demonstrating that they meet the following criteria:

- 1) The Scottish Wild Food Festival (SWFF) needs to remain in the Forth Valley and Lomond Leader area.
- 2) The SWFF needs to involve as many complementary local businesses as possible to encourage economic and community benefits
- 3) The SWFF needs to have a well thought out environmental policy and process, which strives to reduce both climate change and negative environmental impacts. It must take into consideration transport related emissions and seek to provide advice and alternatives to car use.
- 4) The SWFF needs to have a well thought out longer term sustainable business plan, with financial projections for the next three years. Please demonstrate strategic plans for the growth of the festival.
- 5) The SWFF needs to demonstrate that it takes into account the wider benefits to the economy, in particular opportunities for contributing to the tourism market, benefitting wider audience.
- 6) The SWFF needs to demonstrate it is trying to make the festival site as accessible to all as possible, and that this evolves continually. Both on site and getting to the site.
- 7) The SWFF ABSOLUTELY MUST demonstrate that all its activity seeks to educate and encourage festival teams, contractors and festival goers to adhere to the code of conduct for sustainable and responsible foraging, so that plants and habitats are protected from over-harvesting, or other damage.
- 8) The SWFF Legacy providers must demonstrate their experience of running events/event management
- 9) The SWFF Legacy providers must demonstrate a passion for foraging and our natural landscapes. They must also take into consideration sense of community, and the original cohort of wild wonders trainees must be provided opportunity to continue to be involved with the festival should they wish it.

Proposals should seek to demonstrate how they meet the above criteria as succinctly as possible, and should include an overall vision for the festival and details of the delivery team and their relevant skill set.

Please email your written proposals, to Nikki Kenn at kennn@stirling.gov.uk

Deadline for submission is midday on Tuesday 18 February

If you would like to discuss any aspect of the criteria prior to submitting your proposal please email Nikki on the email above or phone her on 01786233174

The successful applicant will be notified during week commencing 25 February.