

TASTE TIDESWELL

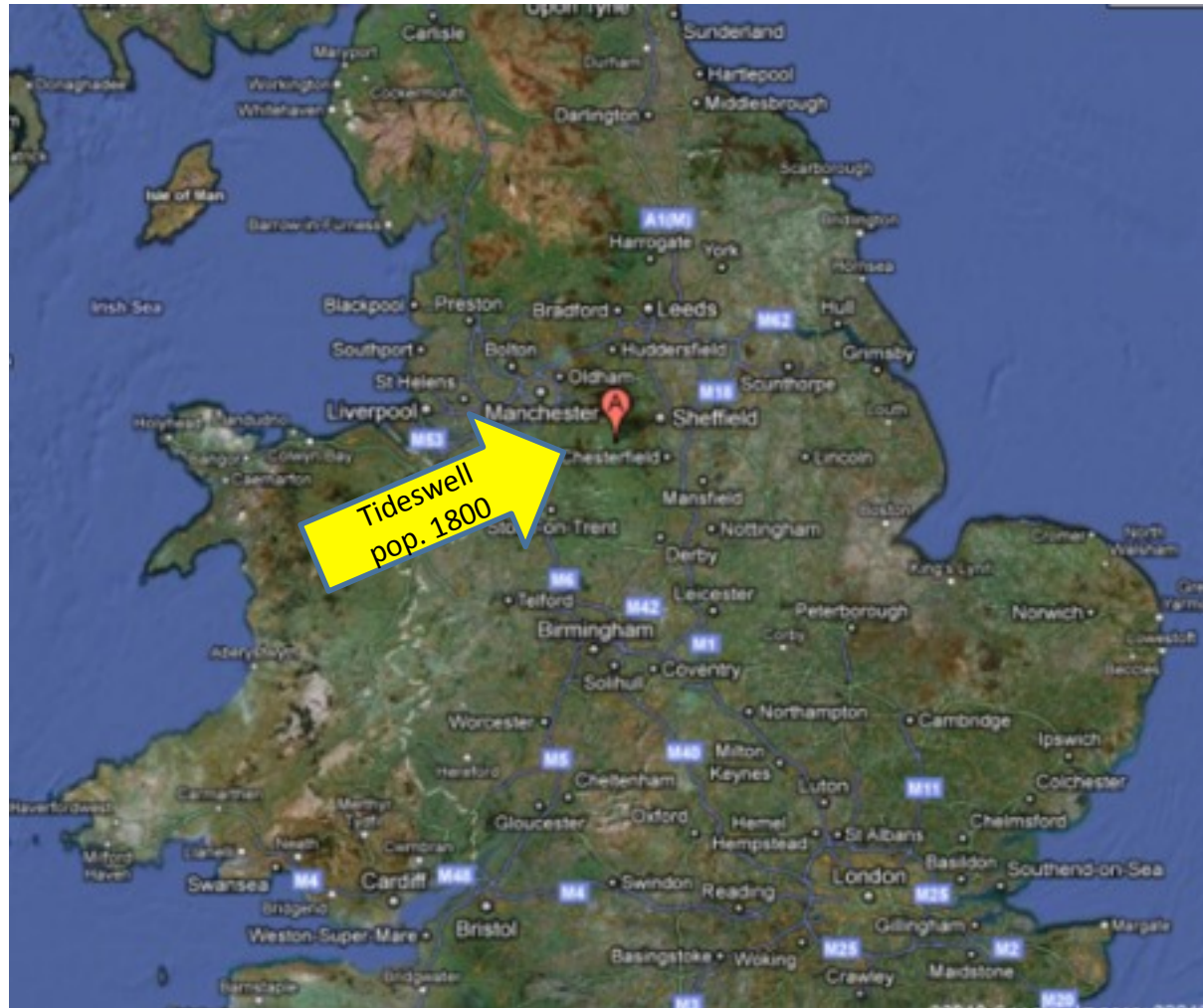
a community in action

Pete Hawkins
Chairman Taste Tideswell



RSN & Knight Frank 'Land & Environment' Seminar
11 April 2011

WHERE IS TIDESWELL?





VILLAGE SOS: WHAT'S IT ALL ABOUT?



- Showcase for what UK villages can do to inspire a **rural revival** via enterprise
- Support to 10 villages across UK to start their own community owned enterprise
- Funding: £400k for each village
- Village Champion for 12 months
- 1hr BBC One TV coverage Summer 2011 for each of 6 villages



VILLAGE SOS

VILLAGE SOS OUTCOMES

- **People making a difference in their local area**
 - *Meet social and economic needs of community*
 - *Using Enterprise*
- **People in rural villages have stronger collective identity and sense of pride**
 - *Stronger social networks*
 - *Reduction in isolation*
- **People recognise their strengths and resources**
 - *Greater capacity to secure a sustainable future for themselves*
 - *Better equipped to adapt to change*

HOW DOES TIDESWELL SPEND 400K?



The Process

- ★ Open Meeting to brainstorm possible ideas
 - dance/movement, multi-cultural programme, eco-village, renewable energy, arts festival, digital Tideswell
- ★ Publicity in 'Village Voice'
- ★ Second meeting to consolidate and decide

HOW DOES TIDESWELL SPEND 400K?



The Outcome

Important we built on things that the village was good at and not introduce something totally new

and Taste Tideswell was born

WHAT ARE WE DOING IN TIDESWELL?



We are going to **boost our local food economy** by developing our artisan food industry and improving everyone's expertise in growing, making, cooking, and selling good food.

We're going to make Tideswell famous, with a reputation and capability in food summed up in a nationally known and trusted brand.

Taste Tideswell.

TASTE TIDESWELL

- FOOD FROM PLOT TO PLATE



- Grow It
- Cook It
- Make It
- Sell It

Share It



“GROW IT” – NURSERY GARDEN



“GROW IT” – COMMUNITY SPIRIT



COOK IT AND MAKE IT- TIDESWELL SCHOOL OF FOOD



**BRINGING GREAT
FOOD TO LIFE**



TEACHING KITCHEN



**BRINGING GREAT
FOOD TO LIFE**



LOUNGE AND DINING AREA



CONFERENCE ROOM



COMMERCIAL KITCHEN - MAKE IT



NANO BREWERY



**BRINGING GREAT
FOOD TO LIFE**



COURSES - COOKING AND BREWING



Full Price: £150 - £130 a day, £80 a half day

Community Courses - £25 for 2.5 hours

Cookery Clubs - £5 a session

Plus events - wine tasting, inter-pub curry cook-offs

COURSES - COOKING AND BREWING



**BRINGING GREAT
FOOD TO LIFE**



WEB

www.tideswellschooloffood.co.uk/



**BRINGING GREAT
FOOD TO LIFE**

The screenshot shows the homepage of the Tideswell School of Food website. At the top, there is a navigation bar with links: HOME, COURSES, LOCATION, FACILITIES, NEWS, and ABOUT US. The main header features the school's logo on the left, a quote by Tim Nisbet in the center, and a photo of a man on the right. The quote reads: "TIDESWELL HAS AN UNPRETENTIOUS, REAL LIFE QUALITY TO IT THAT WE HOPE IS REFLECTED IN TASTE TIDESWELL AND THE SCHOOL OF FOOD." Below the quote is the name "Tim Nisbet - Tideswell School of Food".

The main content area is divided into several sections:

- Italian food is possibly the most enjoyable cuisine.** This section includes a photo of spaghetti and a small bowl of sauce, with a link to "More about our Italian cookery course".
- FIND A COURSE** This section contains a search form with fields for "Duration", "Type of course", and "Preferred date", and a "Find" button.
- VISITING TIDESWELL AND THE PEAK DISTRICT** This section features a photo of a church and text describing Tideswell as a beautiful village in the heart of the Peak District National Park, with a link to "WHERE TO STAY AND WHAT TO DO IN THE AREA".
- PART OF VILLAGE LIFE** This section includes a photo of a person cooking and text stating that great food brings the people of Tideswell and surrounding communities together, with a link to "FIND OUR COURSES CREATED FOR LOCAL PEOPLE".
- RENT OUR COMMERCIAL KITCHEN** This section shows a photo of various pastries and a link to "Start-up food business? Local shop looking".
- BREW YOUR OWN BEER** This section features a photo of a glass of beer and a link to "Our Home-Brewery is a custom made".
- TASTE TIDESWELL** This section shows a photo of a group of people and a link to "Taste Tideswell is a community led social".

SELL IT – PROMOTING AND PROTECTING LOCAL RETAILERS



TIDESWELL MADE TRUST MARK

KEY PRINCIPLES



- As local as possible - from Tideswell or within 30miles if it's available
- As good as possible
- With respect for the whole village and its reputation
- As helpful as possible



REASONS FOR BUYING LOCAL FOOD

Reasons for buying locally produced food

- 30% of consumers now say they buy locally produced food, **doubling since 2006,**
- 57% believing it is fresher
- 54% that it is good for local producers

BUT - CHALLENGING TIMES

Local Challenges

- a sceptical “it’ll never work” bunch
- involving keen locals as fully as we can
- Volunteer board time

Wider Challenges

- national publicity (delay to broadcast)
- establish a sustainable business in a year
- work within the constraints set by the Big Lottery Fund
- financial challenges - need to be generating £15k a month by the time our money runs out

WEB

www.tastetideswell.co.uk





GROW, COOK, MAKE, BREW, SELL, SHARE, TASTE ALL ABOUT TASTE TIDESWELL



Home Taste Tideswell Official Documents Jobs @ Taste Tideswell Gallery Contact

DEC 06 2010

We're Open

admin December 6, 2010

Tideswell School of Food is Open! Today's opening event went ahead despite the builders not being fully finished (snow got in their way!) and the icy weather.

Tideswell Male Voice Choir superbly entertained us, and the church bell ringers rang out a magnificent peal at midday as Naimh and Amy from Bishop Pursglove School cut the ceremonial six foot sausage (supplied by Tideswell's butcher Phil Gibbs). A large crowd of villagers and suppliers were gathered to watch, drink some bubbly stuff and then have a look round the new facility.

Reaction was 100% positive as our two chefs Trevor and Otto delivered dish after dish of tasty food for all to sample whilst Lisa and Judy beavered away in the commercial kitchen turning out the best flapjack.



Naimh and Amy performing the opening sausage cutting ceremony at the Tideswell School of Food.



Click Here

Have a Hand in It

To be added to our volunteers list, please fill in the form below.

First Name

Email Address

Repeat Email Address

See posts by Subject

Select Category

Archives

- December 2010
- November 2010
- October 2010

Village SOS website

Click Here

Latest TT Tweets

 Latest TT

Tweets

 RT @TideswellFood: Tideswell School of Food is on Facebook, take a look and 'like' our page! <http://on.fb.me/f0xFlF> - posted on 12/01/2011 13:02

 RT @TideswellFood: Last chance to book on to A Day Making Bread, running this Friday 14th Jan at Tideswell School

THANKS



- Open for business...

Get in touch:

- pete@tastetideswell.co.uk
- 01298 871262

