

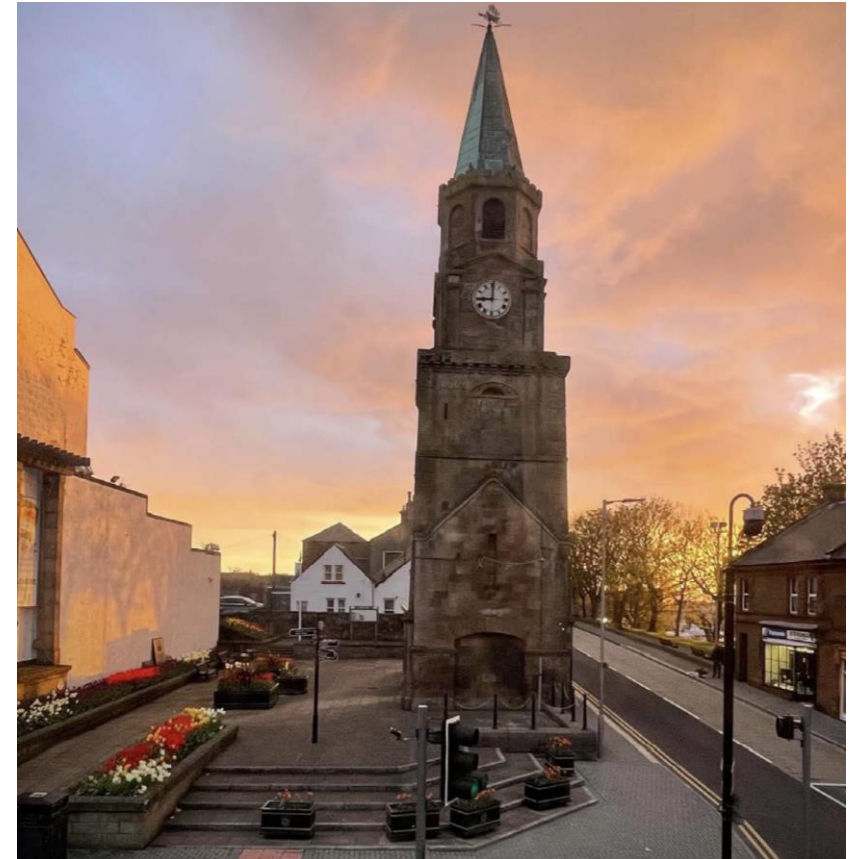
Girvan Tattie Fest

Celebrating Local Food and
Growing Pride in the
Community



Girvan in context

- Population of c.6,500
- Former seaside haven with booming tourism industry (1950s-1970s)
- Loss of fishing industry, rise of cheap flights, lack of investment from local and national government
- Lack of diverse employment opportunities
- Failing high street
- Parts of Girvan are ranked in the most deprived decile on the SIMD
- BUT! Strong sense of identity and pride
- Beautiful natural assets, e.g. beach, hills, Ailsa Craig
- For the most part, a 'get on and do it yourself' attitude
- Has a very active community – 15+ community groups. One of the newest is Go Girvan: Community Led Tourism



What is Go Girvan?

- **Pilot project** which started in 2021, funded by Scottish Government, led by SENScot and Creetown Initiative Ltd
- **Aim:** to create new tourism opportunities, and diversify existing opportunities to the benefit of the community
- **Some projects:** digital profile (website, social media, marketing campaigns), event support, feasibility and scoping studies, improved signage and banners, Ailsa Craig Centre, Tourist Information Point, events such as Girvan Tattie Fest



Why Tattie Fest?

- **Ayrshire Epicure Tatties** are synonymous with Ayrshire and grown around Girvan by a collective of farmers – Girvan Early Growers
- In 2019, received PGI status
- Covid meant Girvan could not celebrate the status
- Go Girvan priorities included events organization – celebrating the PGI status with an event was a no-brainer!

What we wanted to achieve

- Celebration of – and spotlight on – locally grown produce
- Free, accessible and inclusive event
- Range of activities and events for wide appeal
- As many community groups involved as possible
- Educational element as well as focus on fun, food and creativity
- Appeal to both locals and visitors to help tourism economy



Tattie Fest 2022

- Involved: Girvan Early Growers, Go Girvan, Girvan Town Team, Girvan Academy, Girvan Youth Trust, Men's Shed, RecoveryAyr, CRAG, Girvan Community Garden, Biosphere Bikes
- Seed funding from original SG/SENScot fund
- Programme ran from March – June in 3 phases:



Phase 1: planting, growing and nurturing tattie plants



Phase 2: harvesting tatties, cooking, sharing





Phase 3: celebrating the harvest and wider success of Epicures

- Live music, arts & crafts, free hot and cold dishes, poetry competition



Tattie Fest 2023

- Similar to 2022, with a bigger diversity of activities and more engagement with local businesses as well as community groups
- Still free, inclusive and accessible to all!
- This year included...





Tattie Trail, live music and free food at Community Gardens, free pro photos on the beach, arts & crafts, and alpacas (obviously)



How can community food growing contribute to Scotland's health, wealth and environment?

- Tattie Fest offers a free event to the community and visitors which:
 - Celebrates local produce
 - Teaches about food growing and preparing
 - Benefits local businesses
 - Highlights social enterprises and charities
 - Increases pride of place
 - Makes Girvan a more attractive town

