

# Report on Dumfries First International Street Food Festival

## The Event



On Sunday 5<sup>th</sup> June 2022 MOOL put on the Dumfries's first International Street Food Festival in Dock Park Dumfries. The aim to show people how much we benefit from people from different places coming to the area and attempt to shift people's views from regarding the welcoming of displaced people from being a matter simply of kindness to a recognition of the enormous benefits which come from a diverse society.



We were looking for all kinds of Street Food stalls for the festival and a part of the stated intention of the proposal was to involve a wide range of community groups from different cultures to run stalls.

We didn't just want this to be about food. We also hoped it would be a chance to share other aspects of culture. We were hoping to have people who can share particular cultures' music, stories, etc.



The event started nominally at 10:00 but the park really started to fill up after 12:00. We had aimed to get 15 different stalls taking part and had estimated around 600 people would attend. The event actually had 21 stalls of which 13 were community groups (6 concerned with food). The group taken on to ensure security, DGRU, estimated the numbers attending to be around 4000.

The event was extremely popular with genuinely enthusiastic responses from the public and from the stall holders.



# DUMFRIES INTERNATIONAL STREET FOOD FESTIVAL

HELD ON SUNDAY 5TH JUNE 2022



WE ANTICIPATED 500 ATTENDEES BUT WE MANAGED TO WELCOME OVER 4000!!!

WE ENGAGED WITH OVER 15 COMMUNITY GROUPS



WE HAVE RECEIVED AN UNBELIEVABLE AMOUNT OF POSITIVE FEEDBACK FROM VENDORS, ATTENDEES & MEMBERS OF THE COMMUNITY THROUGH OUR SOCIAL MEDIA

EVEN REACHING OVER 50,000 PEOPLE THROUGH THE POWER OF FACEBOOK!

**Demi Powell**  
Well done to everyone involved! I have never seen the park so busy!  
1 h Like Reply Message Hide

**Jasco's Creations**  
Well done to everyone behind the scenes who organised such a successful festival. We loved taking part in DISF Fest, there was a real positive buzz in the atmosphere. We have always wanted a festival like this to happen in Dumfries and it was great to see the whole community come out in support of the event. We would love to see DISF Fest become an annual festival. 😊

**Russell Johnston**  
From all of us at [Dumfries and Galloway Radio Unit](#) it's was a brilliant day and we would love to see this happen year on year. I think it's what's the town needs!

**Page overview** 

Followers: 771

 <b>Post reach</b>	<b>52,036</b>
 <b>Post engagement</b>	<b>9,908</b>
 <b>New Page likes</b>	<b>165</b>
 <b>New Page followers</b>	<b>338</b>

**Adrian Mcgreavy**  
Excellent event well organised and very well supported thanks to all the organisers and hope to see you at the next event  
Regards Adrian Mawbray cheese 🧀

@DISFFEST #DISFFEST  



**Browns family butcher**

1 h · 🌐

What a day! Complete sell out of every last Pie at the very first Dumfries International Street food festival! Well done to the organisers ,we had a ball. Was lovely meeting some new market traders and catching up with some we haven't seen since last summer!!! Thank you for everyone for stopping by, especially those who came especially to see us, it was an honour! Some of the other food on offer was amazing! Hopefully we will see you next year!



Dumfries International Street Food Festival...



**Lee Yeswithbellson Mcqueen**

Yes <sup>100</sup>%!! Was a great turn out and well done 🍌,there can be more street food and mabey cooking demonstrations !?as you grow this funtasic festival 🙌

4 h Like Reply Message Hide 3



**Giles Norcup**

Absolutely fantastic event, well done to all involved! The first event we've really got involved with since moving up here and very much looking forward to it growing over the coming years 😊

3 h Like Reply Message Hide 1



**Russell Johnston**

From all of us at [Dumfries and Galloway Radio Unit](#) it's was a brilliant day and we would love to see this happen year on year. I think it's what's the town needs!

1 h Like Reply Message Hide



**David Brown**

100% yes if you will have us. Amazing day with amazing people!

3 h Like Reply Message Hide 1



**Yemen Scotland**

Love

Comment

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**Adrian MCGreavy**

Excellent event well organised and very well supported thanks to all the organisers and hope to see you at the next event Regards Adrian Mawbray cheese 🧀

9 m Like Reply Message Hide

Write a reply...



**Rachael Lilley**

Hope it becomes a regular things too

1 h Like Reply Message Hide



**Fran Donegan**

What a lovely atmosphere! ❤️

4 m Like Reply Message Hide



**Yasmine Abd Alnasser**

Very nice 🙌

4 m Like Reply Message Hide



Write a comment...



**Dock Park Dumfries**

30 m · 🌐

Well done to everyone involved on the organisation of the fantastic and very successful food festival at Dock Park on Sunday. Was wonderful to see the park so full and vibrant. Look forward to the next exciting event.



**Dumfries International Street Food Festival** is 🙌 feeling thankful at [Dock Park Dumfries](#).

Posted by Sian Downes  
5 h · Dumfries · 🌐

To EVERYONE who came along to [Dumfries International Street Food Festival](#) yesterday- THANK YOU 🙌

From vendors to volunteers, community groups to choirs it was such a special day!

DISF Fest truly was what we hoped it would be- an amazing family day out with (thousands) of people welcoming and learning about new cultures, trying new foods and making new pals!

To see so many vendors sold out was a total joy! Though sorry if you missed out!

A huge amount of work goes in behind the scenes to make events like this happen and we are so grateful to everyone who supported us!



Dumfries International Street Food Festiva...

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3 h Like Reply Message Hide 1



**Russell Johnston**  
From all of us at [Dumfries and Galloway Radio Unit](#) it's was a brilliant day and we would love to see this happen year on year. I think it's what's the town needs!

2 h Like Reply Message Hide



**David Brown**  
100% yes if you will have us. Amazing day with amazing people!

3 h Like Reply Message Hide 1



**Yemen Scotland**  
United Yemeni Community in Scotland is delighted to be part of it next year including further activities and surprises.

3 h Like Reply Message Hide 1



**Lotte Derricourt**  
Yes! What a great festival

1 h Like Reply Message Hide



**Rachael Lillev**

Dumfries International Street Food Festiva...



**Katriona Bailey**  
Well done everyone it was a fantastic event

2 h Like Reply Message Hide



**Janet McGreavy**  
What a great event, well done 🍌

3 h Like Reply Message Hide 1



**Demi Powell**  
Well done to everyone involved! I have never seen the park so busy!

1 h Like Reply Message Hide



**Jasco's Creations**  
Well done to everyone behind the scenes who organised such a successful festival. We loved taking part in DISF Fest, there was a real positive buzz in the atmosphere. We have always wanted a festival like this to happen in Dumfries and it was great to see the whole community come out in support of the event. We would love to see DISF Fest become an annual festival. 😊

3 h Like Reply Hide 2



**Lee Yeswithbellson Mcqueen**  
Yes <sup>100</sup>%!! Was a great turn out and well done 🍌, there can be more street food and mabev cooking demonstrations !?as you

Paul McGregor

17:11



What a fantastic event congratulations to everyone who organised it and all the street food stalls i hope this will be a regular thing





## Page insights



Last 28 days

### Page overview

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## What went well?

The work done by Strawberry Lemonade Events to publicise the event was excellent. The numbers attending attest to a really good reach of publicity particularly in view of the other events available on the day.

All the stall holders were excellent in coming in with an attitude of welcome and community spirit.

To the people attending the event seemed well-run and properly organised. See note below on group requirements.

The event produced a variety of food which many of the people attended had not had the chance to try before.

All the stall holders achieved excellent sales and many, if not all, sold out by the end of the day.

## What could we improve?

Strawberry Lemonade events were faced with stall holders who, because of the unusual makeup of the proposal, were not as clear about their requirements and needs as they could have been and there were several enterprises who, having earlier committed to coming in had to back out for various reasons. Coping with the confusion and getting everything working required a lot of on-the-spot adaptations which were nonetheless executed very successfully.

Owing to this being the first time we had run the event I underestimated the likely take-up from the public. While this meant that all stall-holders achieved more sales than they expected it also meant that food ran out and people were left wanting more towards the end of the event.

We were unable to get as many groups involved in the entertainment as we would have liked and, although those that did come were wonderful it would have been good to have a bigger variety and more options.

We were not as clear about the starting time of the event as we could have been resulting in staggered arrivals of stall holders (though some got lost trying to find us) and a slow arrival by the public. We might want to open later in the morning although the success of this first event and the lack of National Jubilee competition (and even the fact that the food ran out somewhat) might make people come in earlier.

We should consider additional Health and Safety precautions particularly if more groups will be using open flames.

If the numbers grow, then we might need a person to do some stewarding around the parking. There were definitely issues around traffic and parking on the day although these may have been exacerbated by other events in the town at the same time. We may need to do a TTRO- which is a meeting with the council and Police Scotland around traffic and get a company to put some cones out (signed off) to prevent rogue parking.

We might seek to get in a better sound system.

We would need to give more thought to waste disposal during the day. We need to think about more waste bins in particular food recycling and a budget for bins to be maintained throughout the day as overspill was challenging.

More entertainment both for adults and for children (possibly including a bouncy castle and similar items).