



PROJECT PROPOSAL:

Lyme Eats Boutique

Prepared for: Lyme Regis Town Council Tourism Committee

Prepared by: Eleanor Carr, business owner, Unique Boutique Events

10 January 2023

***“Highlight of the month!”** Simon, TripAdvisor*

“A good selection of dishes at reasonable prices, even our vegan son had a good choice.

***Delicious.”** Jeannie, facebook*

***“These are always such brilliant events. Delicious food and good company by the sea. It’s relaxed and friendly and everything is provided to a very high standard.”** Sophieboggle, TripAdvisor*



Project Outline

Unique Boutique Events proposes to deliver an event series called **Lyme Eats Boutique**. This pop up street food market takes place one evening per month 4pm - 9pm during the summer.

Why?

Coming together as a community creates a neighbourhood heartbeat. Sharing a meal, breaking bread, joining the community table is a tradition as old as time, and continues to be a reason for people to connect. People experience their town centre through the lens of dwelling in community space. This forges ties and builds pride in our landscape and our town. Lyme Regis has a fantastic space outside the Marine Theatre which could come alive with an early evening event and bringing footfall to this part of the town.

Our events.....

- * **contribute to the local economy by encouraging footfall with the town**
- * **add a regular, quality event to the town's calendar**
- * **build economic resilience**
- * **promotion of the town to wider audiences across our digital platforms and across local and regional press**
- * **are environmentally responsible**



Seaton Eats Boutique in 2021 moved up to Cliff Field Gardens as a response to Covid 19 restrictions.



What does the event look like?

Street food taps into today's zeitgeist for outdoor eating. The street food traders sell global cuisine, freshly cooked and ready to eat. We encourage people to come along and purchase meals from our traders and use the tables and chairs provided to consume their food.

Unique Boutique Events runs the resident pop up pub, The Salty Arms. It stocks excellent quality and locally produced beverages and we find our clientele appreciate quality over quantity.

Depending on access we have a range of traders operating from gazebos, trailers and vehicles. The number of traders per event range from 5 - 10, depending on space and footfall.

What's the plan for Lyme Regis?

1. diarise 3 dates between May and August in consultation with the town council.
2. start with 6 traders in the courtyard outside the Marine Theatre (pink area), maintaining emergency access at all times
3. include some tables and chairs
4. invite participation from local food businesses as well as buskers
5. after 3 events we will evaluate the success and viability for 2024
6. throughout, to maintain a constructive dialogue with the town council
7. consider additional dates for 2024



Project requirements

Lyme Eats Boutique requires no time or resource commitment from with the town or district councils, and will complete the marketing, operational requirements and licensing commitments as required.

- access the site from 1.30pm to set up
- vehicle access NB non trading vehicles are removed prior to the event opening.
- vacate by 10.30pm leaving the site clean and tidy.
- waste is dealt with by Unique Boutique Events. We will purchase facilities for the evening and aspire to create minimal waste, encourage recycling, and insist upon degradable food packaging.
- toilet facilities - there are public conveniences across the road
- Unique Boutique Events carries public liability insurance up to £5million for the event safety. All traders carry their own public liability insurance covering their activity and are registered food businesses.
- The area would be licensed to sell alcohol on and off site using a Temporary Events Notice (Eleanor Carr is a personal license holder)
- Connection to power is desirable. We can use portable generators but these are not in line with our environmental responsibilities and they disturb the neighbours.
- a fair pitch fee that reflects the community nature of our events



Who are we?

Unique Boutique Events was founded by me, Eleanor Carr, a resident of Colyford, East Devon. “We” are all the traders and customers who regularly come to the events and give them their unique shape and atmosphere. It is a mark of the success of these events that the community has developed this sense of belonging and ownership.

I was inspired by a French evening market on holiday in 2014 I decided to try and replicate that buzz and set up a food event in my local community. 6 months after my daughter was born, Seaton Eats Boutique arrived on the seafront. These events gained traction so in 2017 I registered as self employed. The social impact of these dynamic dining experiences became increasingly evident and by 2021 I had completed a year's course with the School of Social Entrepreneurs.



Sidmouth Eats Boutique at Kennaway House, 2022

Although I'm a sole trader, I consider myself a Soul trader also. Purpose drives the event as much as profit, with event profit merely ensuring viability. Each business trading at the event creates its own profit. Therefore, like any market it is “commercial” in its nature, but the overriding benefit is community cohesion and resilience.

I'd like to bring this to Lyme Regis which offers the right space and ambiance to create this new series of pop up events.

We want to deliver a free and regular event, to benefit everybody in the Lyme Regis community.

*“we spent about £150-£200 in the pub alone [after the event]. We won't have been the only ones to use local businesses during our visit. The event definitely increases footfallplus theres the repeat visit too as it reminds people that its a destination for other times when the market is not on”
Lucy, Instagram*

*“as a regular trader at Unique Boutique events I have enjoyed the professionalism from the very first event of this beautiful upmarket festival.”
Edmond, World Food Cafe*