



STEATHAM FOOD FESTIVAL -London

Preface

The Streatham Food Festival in London strives to celebrate local and world food. The week long event posed for safe family fun and created a hub of good food and comapany.

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Located in the London Borough of Lambeth the district of Streatham brought a mouth watering week long festival that started in the last week of March. The Streatham Food Festival showcased an assortment of food that represented Streatham’s heritage. Throughout the week, the festival had a range of events such as food tasting, cake designing, pie competitions and more. Mel Larsen, the Festival Director this year (founder of the Streatham Festival) said that she was approached by the Lambeth Council to run a festival that was food based to help support local businesses. Larsen founded the Streatham Festival in 2002 because of an article she read in the Evening Standard that stated SW16 as one of the least desirable postcodes in London. “ I disagreed with that, I felt Streatham had a lot to offer and should be celebrated.” The Streatham Festival is in its 11th year this summer. It has grown into an acclaimed event with a an assortment of comedy, food, photography dance and music. The Streatham Food Festival shows great potential in comparison with its sister festival. Initially in 2009 the Streatham Food Festival was only one day long with several events following. Today it runs a week long with events that appeal to every age. The festival’s goal is to make a difference to local businesses (restaurants cafes and bars) in in-creasing awareness of their services. “ (I want) to make a difference to local people by putting on events that they enjoy and that reflect their pride in the area.” Larsen has hit many roads block with the festival with limited funds and paid full-time. “Typically organizing a week long festival takes anything from 3 months to a year. Ideally you need a year ...I have had short notice and only 3 months to organize it”. However, locals and visitors enjoyed the chance to experience the food rich environment. Both festivals have been open for sug-gestions and feedback. Melonie Syrett wrote



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on Streatham Food Festival’s facebook page, “(I) enjoyed pasta making at bocca, mead and tasty chicken on the green and a wander around the craft market. We had no idea it was on the whole week prior. Maybe a leaflet drop or larger posters by bus stops/ in shop windows?” Streatham has put up a fight to prove its existence and pride. Residents and visitors of Streatham have a lot to look forward to in the years ahead.

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Q&A

Mel Larson
Director of Festival

What is your position in conjunction with the festival?
Director of Festival 2009 and 2012 (I didnt direct the 2nd one in 2010.

When did the Festival start?
Since 2009

How long has it been going on?

Labeth Council wanted to do something to support local businesses and asked the Steatham Festival to run based initiative.

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