



## **Post-Festival Report** **By Jo Kidd**

On the 6<sup>th</sup> of May 2017, we held our third Kent Vegan Festival. This was, as last year, at the Westgate Hall in the centre of Canterbury.

The aim of the Kent Vegan Festival is to raise awareness about veganism as a compassionate, holistic, healthy and intrinsically non-violent way of life. The event will be inclusive and welcoming, with the aim of encouraging all people in their vegan journey.

Kent Vegan Festival believes that there needs to be a pro-intersectional approach towards veganism and that this is, in fact, at the heart of the movement. Systems of oppression are interconnected not isolated. We believe that veganism can transform society by challenging and disrupting systems of oppression and reducing violence and injustice towards all living beings.

We do not support oppression, domination or discrimination of any type towards anyone. This includes racism, sexism, classism, ableism, biphobia, homophobia, transphobia, belief-based bigotry and speciesism.

In other words, together, we are aiming towards a 'Justice for All' approach, which involves working towards a movement that promotes all aspects of social, environmental and animal justice.

We aim to promote other justice movements such as the anti-slavery movement, anti-poverty and fairer trade. We seek to avoid companies that promote exploitation of human animals as well as nonhuman animals and we avoid companies and practices that exploit and harm Mother Earth.

Our first festival was in October 2015, when we had around 1,300 attendees. In 2016 we had around 1,600 attendees. This year the figure was up to 2,000 people.

We had a volunteer team of 28 people on the day, a reference group (to help with planning the festival) of 25 people and a core team (actually organising and delivering the festival) of 5 people.

We worked with Akon Security who provided a team of three lovely security staff. We also worked with the Curzon Canterbury team who provided support with the presentations and the film.



The £300 from the Vegan Society was specifically spent on the design of our branding and marketing material. We have received amazing feedback about the design, which was done by Kathryn Siveyer. The flyer below is one example. We also had posters, banners, T-shirts printed and digital material.



poster design: kathrynsiveyer.carbonmade.com



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## Speakers and Workshops:

This year, we had nine speakers/workshop leaders and showed one film (What the Health). We worked in partnership with Curzon Canterbury and use one of their screens for our film and some speakers:

Name	Organisation	Talk title
Liz Tyson	Ethical Progression	Hate Seaworld? It's time to extend our concern to ALL captive wild animals
Issie Hutchinson	Animal Aid	The Vegan Festival of Britain: Creating a Compassionate Future
Trent Grassian	UKC	The Vegan Journey: How to help yourself and others go (and stay) vegan
What the Health	Film	
Mandy Wallace	Animal Equality	Animal Equality's work and their recent investigations into the UK Dairy industry
Richard Barnard/Carl Adams	Primal Roots	Primal Roots - Nature's Gym
Richard Barnard/Carl Adams	Primal Roots	Nature's Gym - an immersive experience
Farrah Rainfly	Food for Life	Nutritional lectures by Dr. Neal Barnard
Farrah Rainfly	Food for Life	Cookery demo: nutritious, delicious and affordable meals
Mark Stanbridge	Rockin' Almost Raw	Vegan 101: Finding your Balance
Rob Smith	Rob the Vegan	Why would an East End man in his fifties go vegan? The journey so far...



**Performance – Music and Poetry:**

We had a music and performance tent in the road closed at the front of the hall. Here is our line-up:

**10.00- Luke Smith and The Tunes**

**10.30- Pogy Hatton**

*Soulful RnB & Jazz Influenced Folk*

**11.00- Geoff Minter**

*Singer/songwriter*

**11.30- Tom Abrahams**

*Blend of Gypsy Jazz, Funk, Hiphop  
& Flamenco*

**12.00- Alex Vellis and friends**

*Spoken Word Art*

**12.30- Sam Rapp, the dyslexic poet**

*Spoken Word Artist*

**13.00- Pete Hicks**

*Americana & Folk Rock*

**13.30- Skyplane**

*Doomfolk Jazzy Blues Rock*

**14.00- Luke O' Gorman**

*Hip-Hop Influenced Folk Pop*

**15.00- Paul Terry**

*Atmospheric Instrumental Piano*

**15.30- Lisa Sanchez (Back To  
Winehouse)**

*Amy Winehouse Tribute Act*

**16.00- Jules Madjar**

*Experimental Flute and Clarinet*

**16.30- Go Eskimo**

**17.00- Rudy Warman & The Heavy  
Weather**

*Grass Roots, Rock'nRoll, Country,  
Folk; & Blues*





**Stalls:**

We had 58 stalls, ranging from sweet and savoury food, wholefoods, dog food and treats, clothes, skin care, animal rescues, animal rights groups, children's books and apps, complementary therapies, upcycled and zero-waste products, teas, soaps and ceramics!







Potato Tomato (from Whitstable) ran our café all day.



We had two children's areas with face-painting, storytelling, songs, crafts, games, information about our Abbot's Mill Project's Be the Change project for young activists and a wishing tree.



The Lord Mayor of Canterbury, Cllr. George Metcalfe and Lady Mayoress, Mrs Lillian Metcalfe, attended and were over the moon with what they saw and learned.



You can see a short clip of the Lord Mayor's view on vegan ice cream here:  
<https://www.youtube.com/watch?v=KgeulJnNywk&feature=youtu.be>

We had a general information stall with lots of flyers about all aspects of veganism, including many from the Vegan Society.

Our official after-party was held at the new vegan pub, the Monument in Canterbury.

### **What worked well at the festival?**

- The marketing and promotion of the event – website, social media team, press articles, radio, blogs etc.
- General organisation – we had very positive feedback from stallholders.
- The volunteer team worked brilliantly together – the pre-festival briefing stood everyone in good stead;
- The design of marketing material (see attached);
- Mix of stalls – a good variety;
- Security team – really friendly and appropriate for the event;
- Extra stalls outside;



- Music and poetry;
- Speakers in Curzon;
- Road stewards were excellent;
- Children's areas;
- Link with Curzon cinema;
- Sponsors;
- Wristbands for attendees;
- Giving out food samples and volunteers chatting with people in the queue.

### **What would we do differently next time?**

- Additional stalls in rear corridor and back marquee did not work well due to it being a very cold day;
- Speakers in back marquee needed more room;
- Maybe we need to charge fee to people accessing outside stalls too;
- Main caterers inside didn't do as well as last year due to increase of food stalls outside;
- Need to work out payment desk differently – keep more confident/chatty volunteers working there;
- The door to the Curzon screen - needs to be clearer that people must have a wristband to go in – volunteer there at all times;
- Not everyone was handed a programme so we ended up with a lot left at the end.

### **Feedback:**

A few examples of comments on our social media pages or via email:

Linda (attendee from Thanet):

Saturday I went to the Vegan Fest in Canterbury (Kent) I was so proud at what I saw and how it was presented to the public. The people who organised it and those who helped must be very proud of themselves. This has to be the way forward. There was something for everyone and so friendly. No litter left behind either. I have been Vegan for 48 years (since age 19) and we have come such a long way. The food stalls all look like a banquet. Saw some old friends that have been Vegan for years and some very new ones and others curious as wanting to learn. I have not felt such positive vibes for years..... I am proud of ya.....

Badger (stallholder):

Well done again Jo and crew. Wish I could have enjoyed more. instead of working behind my stall all day. Lol. One of my favourite shows of the year. Small but perfectly formed. 😊🤗 despite my feedback, perhaps don't make it bigger after all.

Pam (attendee from Canterbury):

Many congratulations for a fab festival. Feel privileged to be able to attend one so local to me. I am now the proud owner of a lovely papier-mache cow from the wonderful Hugletts!

Amber (volunteer):

Thank you! Was amazing being in a room with like minded individuals. Truly grateful to have been apart of the day. Smiles all round. An amazing experience for me and my sister, especially to do it together. The day was beyond perfect. X

Georgia (volunteer):

I'm still reeling with excitement from the day. Thank you for making this wonderful day happen, its always as restorative for my faith as I hope. Thank you for the chance to work with this amazing community ❤️

Chloe (volunteer):

Honestly so, so happy I was able to be part of this! Had an absolutely wonderful time, surrounded by absolutely wonderful people!! ❤️

Isabelle (volunteer):

Another wonderful and successful event! Thank you for organising xx Everyone and everything was amazing! 😊

Darius (head of security):

Can't wait for next the next one. Also please don't forget my company will be more than happy to contribute by supplying all your tees 😊

Sue (attendee):

Loved everything, can't wait until next year xxxx

Katy (stallholder):

The vegan festival was great and to see so many people there was brilliant. We really enjoyed making pizzas in the oven. Well done everyone x

Hollie (Volunteer):

Had such an amazing time surrounded by lovely people. Can't wait for it to happen all again next year. 🌱🌿❤️

Diana (attendee):

A very impressive day - well done everyone.

Michele (attendee):  
We had a great day!!

Bea (attendee):  
It was a really great event- all the stalls were brilliant.

**Main organiser's post-event 'thank you' on Facebook:**

Vegan festivals should be all about community, education, encouraging each other, collaborating, making connections, raising awareness and kindness.

I think we can safely say that, between us all, we certainly experienced those things on Saturday!

This is our community, and you lovely people are all part of making our world a more compassionate, less violent and more inclusive place.

There are lots of people to thank...

Teresa, Helen, Jules, Isabelle and Terry for their hard work behind the scenes;  
Our team of wonderful volunteers on the day - I have had so much positive feedback about you all :)

All our generous sponsors.

All our amazing stallholders, speakers and performers.

Potato Tomato for running the café.

Kathryn Siveyer for all her beautiful design and branding.

Darius and his team from Akon security for rising to the occasion and being so friendly and supportive.

David and Andy at the Westgate Hall for all their help.

Ersi and her team at Curzon cinema.

Roger Casement signs for providing all the road signs for free!

Ian Pepper at Canterbury City Scaffolding for providing poles for the banner for free.

Lis at West Track Studios (Skillnet Group) for lending us the sound system for free.

Canterbury City Council and Canterbury BID for all their support.

David Babaian for photographing the day.

Lara B. Hewitt for capturing the day on film.

Alex Claridge from the Kent Messenger for all his support.

The team at Barratt's Jaguar for letting us use some of their power and for their patience and helpfulness.

Jo and Tom at the Monument for hosting the official after-party.

The Lord Mayor, Cllr. George Metcalfe, Lady Mayoress, Lillian Metcalfe and their escort, John, for coming and supporting us.

My Mum, Gwen, for looking after our daughter for two days and making sure that she got to enjoy the festival.

And all our lovely smiling visitors for making the day so uplifting and memorable :)



Vegan; compassion, non-violence; for the animals, the humans and the planet XXX

**Highlights film of 2017's festival:**

<https://www.youtube.com/watch?v=MUWD0Zla-V0&feature=youtu.be>

Also, another film by attendee Lily Bloom:

<https://www.youtube.com/watch?v=kqyRvfjJUZE>

**For more feedback and photos see our Facebook page:**

<https://www.facebook.com/KentVeganFestival/>

Twitter feed: <https://twitter.com/kentveganfest>

And Instagram feed: <https://www.instagram.com/kentveganfestival/>

**More photos below:**









Articles:

Thursday, May 11, 2017 (10)

www.kentonline.co.uk

To advertise 01222 768888



Giancarlo Roncato with his wonderful display of cakes; entertainer Thomas Abrahams; and Sam Phipps tucks in



The scene inside Westgate Hall; Lora Christy and Richard Blythe enjoy vegan hot dogs; Beth Apps and Ashley James of Vegan Antics; and Hayley Hudson makes a purchase from Bonnie Ablngdon and Becky Howlett of Herne Bay's Wallflower Cafe



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## Please sir, can we have some more?

Thousands enjoyed Kent's third Vegan Festival in Canterbury on Saturday. The Westgate Hall was packed throughout the day, with visitors enjoying a variety of foods made entirely without animal products.

There was also music from entertainer, talks on veganism and information displays on living a meat-free life.

Organiser Jo Kidd, who estimates the festival was attended by 2,000 people, said: "The day went really well and we'll definitely be doing another one next year."

"The whole point of something like this is to introduce people to veganism so we can have more vegans in the world."

"Obviously, a lot of people come for the food and are quite prepared to queue up to get in, but this is also about bringing people together and educating people about veganism."

"I think we can safely say that we certainly experienced those things on Saturday. This is our community, and all the lovely people who took part are making our world a more compassionate, less violent and more inclusive place."



Malick and Amadou Samb enjoy blueberry waffles at the Canterbury Vegan Festival on Saturday. Pictures: Chris Dewey (14/05/2017)

Lord mayor of Canterbury Cllr George Metcalfe and his wife, Lillian, were among those who attended.

After the festival, organisers went to the Monument in St Dunstan's - Canterbury's only vegan pub.





Jo Kidd with husband Terry Thompson

Picture: Alan Langley 17/04/2012

# Couple spread the message to a whole new way of life

With the third Kent Vegan Festival taking place in Canterbury on Saturday, organiser Jo Kidd explains why she and her family are devoted to the vegan way of life

For my husband Terry, my six-year-old daughter Rosa and I, veganism is not a question of what we are giving up or missing.

It is about what we are gaining by causing the least amount of harm and suffering as possible.

We have always been honest with Rosa about where meat, dairy, eggs and other animal products come from. When she asks questions, we try to answer her as honestly and clearly as possible so that she is equipped to make informed decisions.

As a family, we believe that we should live as compassionately, sustainably and mindfully as possible and cause the least amount of suffering in the world. Our philosophy is encapsulated in veganism, which provides the template for how we want to live.

Thus, we are involved in various projects concerned with sustainable and compassionate living and social justice.

We co-founded the Abbot's Mill Project and co-ordinate the Kent Vegan Festival, which is going from strength to strength.

At the Westgate Hall on Saturday we host our third festival. Everyone is welcome. Our approach is to be supportive, educational, encouraging and positive.

Veganism is defined as "a philosophy and way of living which seeks to exclude - as far as is possible and practicable - all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose and by extension, promotes



Jo and Terry's daughter Rosa

the development and use of animal-free alternatives for the benefit of humans, animals and the environment".

It is about reconnecting with nature, with ourselves and with other animals. In terms of diet, it involves dispensing with all products derived wholly or partly from animals.

At least 150 billion land animals are killed globally each year by the meat, dairy and egg industries alone, with a further 1-2.5 trillion sea animals for food.

The United Nations has said we need small-scale, low impact, organic farming rather than large scale mass production or genetically modified crops to tackle global food insecurity.

More than a billion people go hungry each day, yet we feed in excess of 50% of all grain to farmed animals.

Animal agriculture is the leading cause of greenhouse gas emissions, deforestation, habitat destruction, species extinction, ocean dead zones and most of the worst

environmental ills facing our world. The World Health Organisation has recently classified processed meat as carcinogenic and red meat as potentially so.

A recent study by the Vegan Society and Vegan Life Magazine showed veganism in Britain increased by 900% between 2006 and 2016. There are now over half a million vegans.

Canterbury has been described as one of the most vibrant cities in the UK. So, it is not surprising that we have seen such a huge surge in interest in veganism here.

We have many eateries offering vegan food, including the long-established Veg Box Cafe, which is working towards being 100% vegan. The Abbot's Mill Project, a vegan project with the aim of developing a centre for sustainability and social justice, is based in the middle of Canterbury.

The most recent to be part of the movement is the newly launched 100% vegan pub, The Monument in St Dunstan's Street, which hosts the official Kent Vegan Festival after-party.

More people want to follow a non-violent way of life, for the sake of the animals, the environment, social justice and their own health - be that physical, psychological and spiritual.

The final words are my daughter Rosa's: "Animals are our friends. I don't want to hurt humans, animals or the earth."

■ The Kent Vegan Festival runs from 10am to 8pm on Saturday. Log on to [www.kentveganfestival.org](http://www.kentveganfestival.org) for more information.