

THE KINGS FEAST

There is one thing that humans all have in common, we seek out **FOOD** & **enJOY** eating, and **eating together** more so than eating alone. Coming together to 'break bread' is an intrinsic part of being a 'happy human'.

In the first of what will become an annual event in memory of Hay-On-Way's eccentric and anarchic King, staged through the town in the form of a Jubilee style immersive *Street Theatre of Food*, the **King's Feast** will commemorate the Life and Legacy of its much-loved **King Richard Booth** and his mission - **Hay Home Rule**.

If you like this project, please also see **'The Divine Right Of Things'** an associated project currently in planning for 2024



KINGDOM PROJECT

Rationale

Community Spirit in Britain has been in noted decline over the recent decades, with researchers finding that the number of neighbours we know by name has halved in the past 30 years.

At the same time it is also widely recognised that the way Britain came together for the Queen's Jubilee celebrations went some way in reversing this marked decline.

It is well documented that street parties & feasts such as those that took place in 1977 and the Queen's Diamond Jubilee undoubtedly brought the nation & its communities closer together. **Surveys found that on average those who took part met five neighbours that they didn't previously know, with 1 in 5 reporting that community spirit in their neighbourhood improved thanks to the revelries.**

Concept

As with the Queen's Jubilee –through the **King's Feast** a joint celebration of both an iconic local figure and his extraordinary legacy – will provide the perfect 'permission slip' for the community to come together.

Reclaiming Castle Street for the day by closing it to traffic (the shops can still stay open), this community feast will be staged as a long line of tables in the centre of the road running along the whole of Castle Street to the steps of the Hay Castle.

King Richard Booth created many local legends himself during his time as King by marking those he felt were key part of the community, such as 'Saint Lucy' of the Three Tuns, by honouring them with titles awarded by him during theatrical ceremonies when he resided at the Castle.

Building on this narrative, the Kings Feast has the potential to include a partnership with the newly renovated Hay Castle which will open its doors again fully in 2022 for the first time since King Richard Booth lived there. This partnership has potential to demonstrate the Castle's commitment to the community in a creative, fully accessible and playful way and would undoubtedly help cement the Castle firmly into the hearts of the local people.

Community Engagement

Finding cultural, class fused positive integration within the local community of Hay On Wye and its neighbouring areas are the focus of this project. For example, for the community cooking project we aim to target local estates such as Wyeseide Gardens, Warren Close and Gypsy Castle offering the opportunity for engaging quality involvement within the project to lessen the likelihood of separatism and increase the potential of equal engagement throughout the whole community.

In the month leading up to **Kings Feast**, the community will be invited to take part on a series of **culinary workshops** Once the participants have perfected their dishes, the selection of edible delights would be recreated by the participants on feast day and laid out on the tables - for all to enjoy

At the same time promoting the appreciation of healthy eating by inspiring & stoking culinary passions to result in what could be a theatrical display of delicious and varied hand cooked dishes & edible delights

And for those that don't participate in the workshops - great fun and a chance to better thy neighbour's welsh cakes, the whole community will be invited to get involved and to make their own chosen sweet or pudding to add to the feast as a part of **'The Kings 'Just Deserts!'**





Recruitment - Golden Tickets

Interest in the project and the community cooking element, will be generated by key members local community groups who have offered to go door to door to discuss the outline concept of the Kings Feast & its opportunities. Weighted towards the estates and less affluent areas, those interested will each be given a Kings Feast lottery style ticket, with 'golden ticket' holders winning the chance to participate in the quality culinary workshops led by a known chef.

Our aim in structuring the communication about the project and sign up process in this way is to address the usual inequalities in access and involvement with the aim to negate the potential of the Kings feast being a predominantly wealthy persons experience.

The new King Of Hay – business engagement and opportunities

This project also creates potential for an impactful showcase of the myriad of wonderful local restaurants, cafes & eateries – who will all be invited to give something back to the community by providing their speciality dishes for the feast tables

As the culinary revelries continue, Hay's new King will lead his own community award ceremony drawing focus to local independent businesses that have helped others & had a positive impact both within the community and on the environment. The new **King of Hay** will award selected businesses with a **Hay Royal Warrant**, to become among the first pioneers to receive what we are sure will become a much-coveted annual award.

The Kings Feast also creates an exciting opportunity for innovative local food brands such as 'Two Farmers' and the 'Orgasmic Cider Company' to provide edible and drinkable product placement for the feast.

