



FULL COUNCIL 4TH MARCH 2025

Chocolate Festival – Information from Organisers

WHITBY'S FIRST HOT CHOCOLATE FESTIVAL

In support of Whitby Defibrillator Project-batteries campaign

Firstly, can I say a very big thank you for giving me this opportunity to talk about my vision for a hot chocolate festival in Whitby. I was asked by my fellow committee members of the Whitby Defibrillator Project to come up with a fund-raising initiative that would boost our batteries fund. The WDP are a small group of dedicated volunteers, totally committed to the maintenance of 40 defibrillators in Whitby and the surrounding area, all of which need to be maintained and kept in good working order. Each defibrillator battery requires replacement every 4 years at a cost of approximately £165, sooner if a unit is used on a casualty.

This proposal is a non-commercial, non-profit idea, I simply value good hot chocolate and feel this would be a great opportunity to raise funds for replacement defibrillator batteries but would also promote the various café establishments of Whitby as well as inform the public about good hot chocolate.

How it would work in simple terms: café venues; chocolate shops and cocktail bars etc. would be invited to register to take part in the festival, rather like the Fish and Chip festival. At this moment in time, it is thought that £40 would be a suitable donation for this. Payments would be made directly to the Whitby Defibrillator Projects bank account. For that payment we would promise to promote the festival Yorkshire wide, using local and Yorkshire publications, radio stations, social media, TV and Tourist Information offices around the area. As yet, we do not have a date for the festival, but it has been mentioned by more than one person that we commence on 14th November 2025 to coincide with Whitby Christmas Markets. As for a closing date we might consider Sunday 7th December 2025. This, of course can be discussed.

Each registered venue would have a film window sticker informing potential customers that they are taking part in the festival. There would be a printed route map of all participating venues, these would be available in all venues as well as Tourist Information, The Library, social media etc. We will also provide some venues with loose change collection boxes to further boost the WDP batteries funds. We would not at any time ask Whitby Town Council for any financial support in this. We simply wish to inform the council that such a festival would be taking place. Primarily it would be the venues themselves that would be dealing with the public like any other customers.

I would suggest to the café' venues that they offer their customers a smaller, espresso size sample of hot chocolate. We would like customers to visit several venues to try different varieties of hot chocolate and make the best decision on which would be the outright winner. This is something that I would take on, the attitude and willingness of the café' managers will be crucial to the success of this festival. Having already spoken to several venue owners I feel that we would have a lot of support in this. All planning, registration and route maps would need to be in place by 15th September 2025 when Whitby's First Hot Chocolate Festival will be launched, and promotion will start.

Voting for the best hot chocolate in Whitby would likely take two forms. I would need to learn how, but I hope to make QR codes for each venue. This gives each registered venue an opportunity to say a little about their business, their history, ethos etc., the QR code would also be the voting system. I would also need an alternative paper voting system for those of us who prefer to do things more 'old-school'.

It might be fun to devise a colouring in competition or an activity pack for the young ones. This would require further consideration, perhaps even sponsorship. I will make enquires with NYC events team/the police.

Once again thank you very much for this opportunity, I am always happy to listen to ideas, I appreciate that you have listened to the plan for Whitby's First Hot Chocolate Festival.

Whitby Defibrillator Project batteries campaign.