

CONNECT LOCAL

Regional Food Fund

Are you promoting Scottish food and drink at a local level in Scotland? You might be eligible to apply for a £5,000 grant from the [Regional Food Fund](#).

Read the [guidance notes](#) to see if you meet the criteria and if you do, keep reading for some advice from the panel to make sure your application ticks all the boxes.

Your project must promote and encourage collaboration both at a local and regional level.

Panel tips:

- Be as specific as you can about the network of producers that your project will involve and benefit. Ensure your partners are listed on the application form. If they have specific roles in your project, highlight what they may be.
- Consider how your application positively affects others in the food and drink arena. If there's little evidence of collaboration, can the application be altered to feature others and extend the reach of the initiative?
- Ensure the project is truly collaborative, benefits a range of businesses (i.e. not just one business) and will grow and develop local food and drink.

You must demonstrate how the project links into the national food and drink strategy and aligns with the local and regional priorities in the recently launched Food Tourism Action Plan.

Panel tips:

- Think laterally about the range of benefits and outcomes that the project will deliver that support identified strategic opportunities – it could be for a range of businesses, a locality, a linked sector such as overnight stays and extra local spend associated with an event.
- Demonstrate how your project will champion the use of Scottish and regional produce and communicate this. Further to that, how will your project promote your region as a food tourism destination and enhance the reputation of the area as a destination for excellent quality food and drink?
- Take a look at the food and drink strategies available on the [Scotland Food & Drink](#) website to familiarise yourself with the key outcomes and action points. This will help you ensure your plans fit with one or many of the key objectives.
- Try and include the wider reach of the potential project and reflect on the added value that may result in the potential project going ahead e.g. increased visitor numbers to an area, increased overnight stays, increased sales of other local food and drink products (if so, name them as this could also strengthen the collaboration links).

Your initiative must clearly state the wider and long-term benefits and the opportunities for future growth.

Panel tips:

- Think about the broad impact and outcomes; benefits and beneficiaries directly and indirectly. Think about how these will be measured and how they could lead to enhanced collaboration within the sector in the future.
- What actions will be taken post-project completion and what legacy will it leave?
- Try and express the wider benefits and the long-term impact, if possible. For example, if holding an event will there will be sales for producers, possible overnight stays, additional dining out within the localised area etc. There may also social and community benefits that are non-financial that could also be highlighted.