

# CONNECT LOCAL

Project Impact: 2016-2020

**10,400**  
people employed



Turnover of  
**£1.35 billion**



Gross Value Added (GVA) is

**£440 million**

up 12% since 2015

LOCAL FOOD  
& DRINK SECTOR  
GROWTH:

Data from 2017



visitors to  
[www.connectlocal.scot](http://www.connectlocal.scot)  
for business support  
and advice

Over **700,000**  
people reached  
through  
Connect Local  
social media  
channels

**1**

food  
tourism  
action plan  
launched

**New**  
supply chain linkages  
supporting Food  
Tourism



Overall  
Project Impact

**£53.5M**

(at 22 April 2020)

Every  
**CONNECT LOCAL**  
£1 has  
generated

**£18.70**

in the economy

Digital  
"Seasonal  
Seafood"  
campaign  
with The Staff  
Canteen,  
producing  
**2.54m**  
opportunities  
to see, over  
**120,000**  
a month

Sponsorship of  
**10**  
key food  
service events

Supported  
**10**  
regional seafood  
events right  
across Scotland

Supporting  
Local Seafood

Pride of Plate  
National Chef  
competition  
(2018 & 2019)  
with over  
100 entries,  
**206,317**  
impressions  
and **4224**  
engagements

delivered by



SAOS

SCOTLAND  
FOOD & DRINK





**60**  
workshops  
delivered across  
Scotland

**1-to-1**  
Business Advice to  
**1276**  
businesses



**11**  
Good  
Practice Guides



**59**

regional and  
sector specific  
groups supported

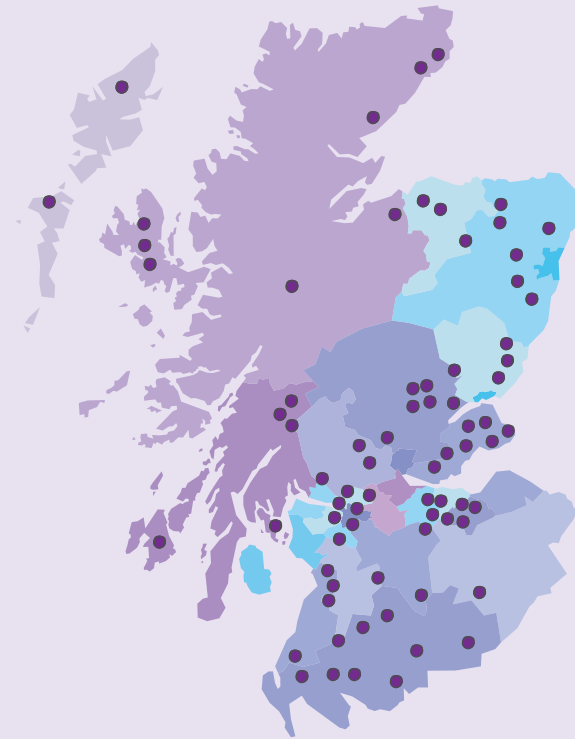
Mapped **national**  
and **regional**  
**wholesalers**  
across Scotland



**1**

local sourcing  
heat map

## Geographical location of Regional Food Fund projects



**79**  
Regional Food  
Fund Grants  
Awarded  
with a value  
**£359K**



Every Regional  
Food Fund **£1**  
awarded has generated  
**£74**  
in the economy  
(figure based on 48 completed projects)

Connect Local delivered the Regional Food Fund and provided support for regional food groups and food tourism, Showcasing Scotland Regional supplier development and seafood from Scotland.