

**SCOTLAND FOOD & DRINK PARTNERSHIP
REGIONAL FOOD FUND 2023/24
APPLICATION FORM QUESTIONS FOR REFERENCE**

To help you prepare for your application, this document lists all the questions contained in the online form. Please familiarise yourself with them before you start the online application.

YOUR DETAILS

The person named here must be the main point of contact for all queries relating to the application and, if successful, sign all relevant paperwork and be responsible for the overall management and co-ordination of the project

- Your name
- Name of your business/group/network
- Full address and postcode
- Contact telephone number and email address

PROJECT OVERVIEW & OBJECTIVES

- Project name
- Project description (no more than 200 words)
- Key objectives - please list

How will the project

- Contribute to the promotion and sales of regional produce
- Be collaborative, demonstrating a collective benefit to other food producers/communities and, where possible, connect with a regional food group
- Align with the Scotland Food & Drink Partnership's national strategy, [Sustaining Scotland](#), [Supplying the World](#); [Food Tourism Scotland](#) and pillar 2, Connecting Scottish Producers with Buyers, [Local Food for Everyone](#)
- Demonstrate legacy/have a plan in place for continuity, sustainability and long-term development and growth
- Be delivered by **31st March 2024**

When will it be delivered

- Please state the date (s) of your activity (noting that it must be delivered by **31st March 2024**)

Project objectives & impacts

Please outline how you will measure the impact of your project in relation to its objectives – in otherwords, what you are going to do and how you will know it's been successful. For example:

Project goal - Create a new online regional food and drink marketplace

Objective 1 - Support sales growth of local food and drink companies

Measure of success - 20 new producers listed on the marketplace by end Feb: a further 10 by end March

Objective 2 - Increase consumer footfall to the marketplace

Measure of success- 150 customers shopping on the site by end March; 20% increase month on month

Objective 3 – Develop a promotional campaign to promote the marketplace

Measure of success- launch event with 3 pieces of press coverage generated; 200 followers on Instagram by end March; assets created including social media graphics, flyer and image bank featuring producers and their produce

Please note that if your application is successful further information on monitoring, evaluation and reporting requirements will be issued

Legacy and sustainability

What will the legacy of this project be and how will you sustain the activities after the initial funding?

Your collaborators

Please list the partners/stakeholders you will be working with on the project – for example, a regional food group, local authority, tourism organisation or group of producers, if known. If not known at this stage, please state this

FINANCIAL INFORMATION

Grants between £1,000 & £5,000 are available. Please indicate the total amount being applied for **Expenditure** – please provide a breakdown of key costs

Income – please itemise:

- Projected income from this grant
- Income from other sources, noting for each, if these are actual or forecasted e.g. other grants, private contribution, sponsorship, ticket sales & so on
- Any in-kind contributions

SUPPORTING INFORMATION

- Please tell us anything else you feel is relevant to this application. This could include e.g. market research or feasibility study results or any additional information that you feel will strengthen your application and provide useful background detail. This section should not exceed 500 words
- Although not a requirement, you are welcome to attach any additional information, you feel is relevant and supportive to your application

SIGNATURE

Statement

- ✓ I confirm that I have completed all the questions on this form
- ✓ I confirm that all the information in this application is true and correct
- ✓ I confirm that I will tell you immediately if anything changes which could affect this application in any way
- ✓ I confirm that I am happy for you to provide copies of this form to any person or organisation you need to consult about this application

Name/digital signature/date