

Members' Library Service Request Form

Date of Document	31/12/19
Originator	John Cunningham
Originator's Ref (if any)	
Document Title	EL Food + Drink BID - ANNUAL REPORT 2019

Please indicate if access to the document is to be “unrestricted” or “restricted”, with regard to the terms of the Local Government (Access to Information) Act 1985.

Unrestricted	<input checked="" type="checkbox"/>	Restricted	<input type="checkbox"/>
--------------	-------------------------------------	------------	--------------------------

If the document is “restricted”, please state on what grounds (click on grey area for drop-down menu):

For Publication

Additional information:

Links to report to Cabinet on 19 January 2021

Authorised By	D Proudfoot
Designation	Exec Director
Date	11/01/21

For Office Use Only:	
Library Reference	4/21
Date Received	11/01/21
Bulletin	Jan21



EAST LOTHIAN FOOD & DRINK LTD

ANNUAL REVIEW



INTRODUCTION

It is my pleasure to introduce the annual review as compiled by our outstanding team at East Lothian Food and Drink (ELFD).

We have had an extremely positive year which started with the appointment of Rebecca Muir as Business Manager in January 2019. Since then, the ELFD team have helped drive forward the Business Improvement District (BID) by increasing its presence and its member benefits. They have also held a number of excellent events and have more lined up throughout the year.

Food and drink is the backbone of Scotland and in East Lothian we are fortunate to have an amazing array of producers offering something unique to the market. To come together as a BID is something which makes our county unique in comparison to other counties within the United Kingdom.

I encourage you to engage with ELFD and our board to help set out our agenda going forward. We have a program of events lined up and I would encourage all members to come along.

I look forward to seeing as many you at upcoming events and wish you all strong trading for the next year.

Graeme Ford

Chairman
East Lothian Food and Drink.



BACKGROUND

In 2016, local food and drink producers and East Lothian Council took the decision to form a Business Improvement District (BID). The BID, known as East Lothian Food & Drink Ltd, is the world's first food and drink sector BID.

East Lothian Food and Drink has now been running for over two years. It continues to showcase East Lothian as Scotland's Food and Drink County.

We currently employ two members of staff, Rebecca Muir (Business Manager) and Julie Scanlon (Business Improvement Administrator). Rebecca was appointed to manage the BID in January 2019.

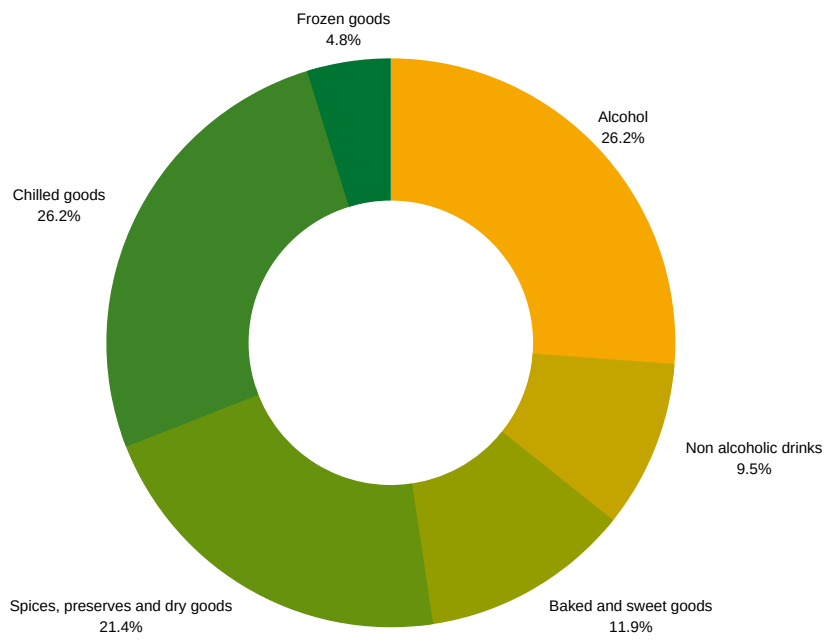
Rebecca, who is experienced in both retail and law, works full time at the ELFD office at Queen Margaret University. Rebecca studied law at both undergraduate and postgraduate level at The University of Edinburgh. Her studies focused on contract and property law. Whilst at university, Rebecca published an academic paper focusing on the negotiation of commercial leases. Before joining the BID, Rebecca worked for John Lewis for six years as a children's shoes expert. She has also worked in various law firms.



MEMBERSHIP

CURRENT MEMBERS

We currently have 42 members who produce a wonderful array of produce. The majority of our members produce alcohol or chilled goods:



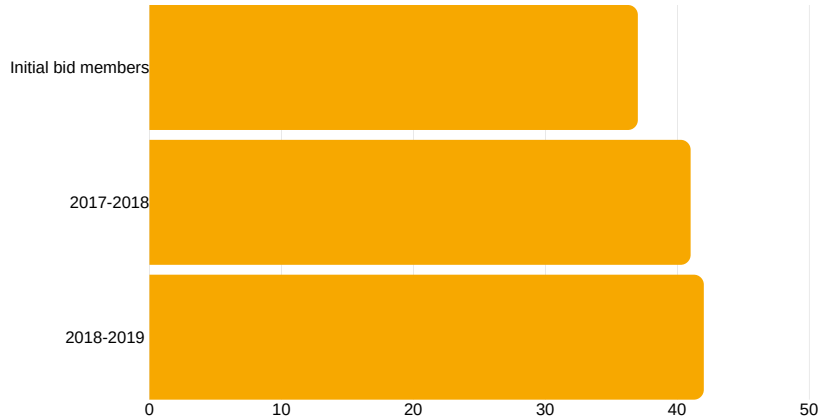
MEMBERSHIP GROWTH

In the past six months, we have welcomed three new members to East Lothian Food and Drink:





Since 2016, our membership has grown by an average of 4.67% every year.



In order for our membership to continue to grow, we must ensure that our benefits are clear and coherent to existing and prospective members. As well as working to expand member benefits, the ELFD office are currently collating a list of membership benefits that can be circulated to relevant parties.

MEMBER FEEDBACK

Thank you @fooddrinkcounty ☑ great to be involved with you and love this photo!

FIDRA GIN

[We] really enjoyed the event this morning. It was great to meet some of the other members and we learned a lot from all of them - not least about licensing

LOUISE MCNAUGHT, HURLY BURLY BREWERY

MEMBER COMMUNICATION

We send out bi-weekly newsletters to our members to keep them up to date with opportunities and events.

54%

of our members are highly engaged with our newsletters and open them regularly.

10%

of our members are moderately engaged and sometimes open and click our newsletters.

37%

of our members are not very engaged and rarely open and click our newsletters.





DELIVERIES AND SALES

LOGISTICS

In February 2019, the board decided that the ELFD delivery van was no longer an economically viable investment for the BID. In order to ensure that our members continued to have access to a professional delivery service, the BID negotiated a preferential rate with APC Overnight.

A local rate (excluding VAT) of £3.00 + 3.5% fuel surcharge has been negotiated for all next day deliveries within EH postcodes and FK1-16 postcodes for parcels under 20kg. There is an additional £1.00 to be paid if the contents of the parcel are liquid.

This rate is available to all members who open or currently have an account with APC.

CONSOLIDATED ORDERS

We currently offer East Lothian Food and Drink customers a consolidated ordering system. This allows businesses to purchase wholesale produce from a selection of East Lothian producers and receive one invoice and one delivery.

We currently sell on behalf of 17 members but we hope that this number will grow as our business grows. We plan to increase our customer numbers organically by attending trade shows and sending out information by email to relevant third parties.

In the past 12 months, we have processed over £17,000 worth of sales through our consolidated ordering system.



EVENTS AND EXHIBITIONS

EVENTS AND WORKSHOPS

May 2018

We hosted a members networking event at The Premium Bakery. Attendees had the opportunity to network and tour the factory.

September 2018

We attended Westminster Parliament to host a 'Taste of East Lothian Event'. This event was attended by members of parliament and arranged by MP Martin Whitfield.

We held a full day workshop on export at Queen Margaret University. This event was run in conjunction with Scottish Enterprise.


We also had a members networking event at Brodies, which included a tour of the factory.

February 2019

We hosted a one to one marketing consultancy session at Queen Margaret University. Our members were able to book one hour slots with Christopher Lamotte to discuss their social media strategy.

March 2019

We held a members networking meeting at S Luca's, Musselburgh. As well as giving our members a chance to chat over a cup of coffee, all in attendance were able to have a tour of the famous S Luca's factory. Simon Turner, PureMalt, also spoke to our members about collaboration opportunities and provided samples of PureMalt's products.



The Mid and East Lothian Food and Drink Awards 2019 were sponsored by East Lothian Council. Two of our members were nominated for awards: Spice Witch and LC Artisan.

At the end of March, we visited the Scottish Parliament to showcase East Lothian Food and Drink at the Annual Celebration of Small and Rural Towns. A selection of our members also attended the COSLA Convention at the Brunton Theatre.

April 2019

We arranged CPR training for our members. This training was provided by Musselburgh Fire Station. We invited our members to bring along employees to this training as it was relevant to the whole workforce.

We also co-hosted a networking event with Food from Fife and Ayrshire Food Network. This event considered how food tourism influences and inspires business in central Scotland. Melanie Auld from Spice Pots spoke at the event on behalf of East Lothian Food and Drink. The event was a great opportunity to East Lothian businesses to make connections out with the county.

EXHIBITIONS

June 2018


We attended the Royal Highland Show with the support of East Lothian Council.

January 2019

We attended Scotland's Speciality & Fine Food Fair with the support of East Lothian Council. The Spice Witch won a bronze award for their spiced cherries.

March 2019

In March 2019, we attended ScotHot, thanks to the support of East Lothian Council.





MARKETING



SOCIAL MEDIA MARKETING

East Lothian Food and Drink has improved and develop its social media presence. All social media management is done internally. We currently use Facebook and Twitter regularly.

A dark blue vertical panel containing two circular icons with a white 'f' on a yellow background. The top icon is above the number '1,480' and the text 'Existing Facebook followers'. The bottom icon is above the number '277' and the text 'New followers in past 12 months'.

Metric	Value
Existing Facebook followers	1,480
New followers in past 12 months	277

A dark blue vertical panel containing two circular icons with a white bird on a yellow background. The top icon is above the number '1,223' and the text 'Existing Twitter followers'. The bottom icon is above the number '29' and the text 'New followers in the past 12 months'.

Metric	Value
Existing Twitter followers	1,223
New followers in the past 12 months	29





MARKETING

PORTFOLIO

We recently updated our portfolio to include all new members and to reflect changes to product ranges and branding.

LABELLING

We recently had extra adhesive labels printed. These labels can be used on refrigerated and frozen goods. We are beginning to distribute these amongst our members.

INFORMATION SHEETS

We are currently creating information sheets that include contact details of all ELFD members. These sheets can be included with invoices or alternatively can be put in delivery boxes.

WEBSITE

We plan to update our website to include the following:


- 1) Job advertisement section
- 2) Tourism section.
- 3) Associate members information.
- 4) Members only forum.

We have applied for funding to carry out these changes.

VIDEOS

All East Lothian Food and Drink members are entitled to a 2-3 minute promotional video shot by Front Edge Media.

PHOTOGRAPHY



All new members are entitled to a professional product shoot. The images from this shoot are used on the ELFD website and portfolio.



LOOKING FORWARD

PARTNERSHIPS

We intend to create partnerships with professional services companies. In particular, we want to build connections with graphic designers, photographers, videographers, utility providers and commercial cleaners.

EXHIBITIONS

In June 2019, we will be attending the Highland Show alongside East Lothian Council.

MEMBER EVENTS

In May 2019, we will be offering a SALSA workshop to our members. This event will be hosted by Enterprise Foods Ltd and Outsource Solution. Enterprise Food supply into retailers such as the COOP.

In June 2019, we will be offering one to one sales consultancy to our members. This will be provided by Food2Market, a consultancy company that has extensive experience selling to large retailers.

ASSOCIATE MEMBERS

East Lothian Food and Drink Ltd would like to encourage local restaurants, cafes and tourist attractions to support local food and drink producers. We are therefore hoping to expand our membership to include 'associate members'.

Associate members will include restaurants, cafes, accomodation and attractions that support East Lothian producers and want to support East Lothian as Scotland's Food and Drink County.



By working together as an industry, we hope that we will be able to overcome some of the current supply barriers and will be able to create a thriving food and drink economy that encourages and supports the use of local producers within East Lothian.

At the moment, the ELFD office are collating a list of associate member benefits that can then be advertised to food and drink businesses operating within East Lothian.

