

**REPORT TO:** Cabinet

**MEETING DATE:** 12 November 2024

**BY:** Executive Director of Place

**SUBJECT:** East Lothian Food & Drink - Business Improvement District

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## **1 PURPOSE**

- 1.1 To update Cabinet with regards the progress made by the East Lothian Food and Drink Business Improvement District (BID) 2021-2023, seek confirmation of committed funding, and note their plans for a potential future re-ballot of the County's food and drink producers.

## **2 RECOMMENDATIONS**

- 2.1 It is recommended that Cabinet confirms the Council's financial commitment of £25,000 for each of 2024/25 and 2025/26 from the Council's Economic Development budget.
- 2.2 That Cabinet notes that the BID Board intend to survey and then re-ballot the County's food and drink producers in 2026 to ascertain whether there is continued support for the initiative and to re-establish the BID for a further 5 years. A future decision would be required in relation to ELC funding and other support, a report will be provided in due course.

## **3 BACKGROUND**

- 3.1 The Economic Development (ED) service develops, supports, and implements projects and activities that bring investment into East Lothian. Through the Business Gateway, the service helps to start up and grow businesses. It aids the creation and safeguarding of jobs, stimulates economic development and business performance, and attracts and retains visitors. In doing so, Economic Development works in partnership with external agencies and other council departments.
- 3.2 East Lothian Food & Drink (ELF&D) was initiated in 2004 with the twin objectives of supporting the local food and drink industry and of raising awareness of the high quality produce available in East Lothian.

- 3.3 In 2015, discussions with and guided by East Lothian's Food and Drink producer's industry steering group, ELF&D identified a potential project around a Food and Drink sector Business Improvement District. A Cabinet report dated 8 December 2015 approved the project along with Council funding, at that time, of £20,000 per annum. A ballot of food and drink producers was held and a result of more than 90% in favour saw the BID established in June 2016.
- 3.4 Primary legislation for a BID is contained in Part 9 of the [Planning etc Scotland Act 2006](#) and other secondary legislation, including UK parliamentary regulations to implement reserved aspects of the policy. A key component of this legislation is the requirement for a formal ballot, undertaken by the Electoral Reform Society with the Council's Returning Officer overseeing the process.
- 3.5 A BID can last for 5 years prior to seeking a new mandate through a further ballot. Member funding for the BID is via a levy to all relevant companies in the BID area that is legally binding.
- 3.6 A second ballot was held in June 2021 reestablishing the BID for a further 5 years with an agreed commitment from ELC of £25,000 in annual funding for its full term subject to a satisfactory review of performance at the end of year three, the subject of this report.

### **Review of Progress**

- 3.7 The objectives of the ELF&D BID are:
- To improve the economic opportunities for food and drink businesses in East Lothian
  - To make the BID "cost neutral" for each business
  - To build on businesses relationships with each other, the local authority, and the community
  - To market East Lothian's food and drink sector to a local, regional, and national audience
  - To give businesses a strong unified voice
  - To support local voluntary groups whose aims align with the BID
- 3.8 The achievements of the BID over the last 3 years (2021 to 2024) are attached as an annual review (see Appendix 1), with a number of key highlights being:
- Income and expenditure within acceptable parameters, appropriate reserves held
  - Launched North Berwick producers' market as a new sales opportunity and income stream
  - Launched a Social Media Campaign "The Great East Lothian Menu" and grew social media follower numbers
  - Maintenance of BID website  
<https://www.scotlandsfooddrinkcounty.com/>

- Leverage of additional external funding not available to companies and / or local authorities including funding from Scotland Food and Drink and others, e.g. Regional Food Fund
- Delivered a range of workshops, seminars, exhibitions and events including promoting ELF&D and members e.g. the Royal Highland Show, Larder of the Lowlands, Specialty Fine Food Show, and ScotHot etc. (in 2023/24 members attending trade shows secured orders or additional turnover to the value of £360,000).
- Involvement in High School and DYW careers events to promote the sector

3.9 Officers are content that the progress made and activity to date is in line with the BID Business Plan, and Cabinet is asked to confirm continued funding for 24/25 and 25/26 from the current Economic Development Budget.

3.10 Cabinet should additionally note that the BID Board have indicated their intent to begin the process of re-balloting their members for a potential 3<sup>rd</sup> term of the BID. This process would begin in late 2025 and would require the support of the Council both logistically and financially. Given the timeline noted in Appendix 1 a decision with regards in-principle support for a third term should be taken no later than November 2025. Given the Council's financial position it would be prudent to explore with the BID Board and Manager alternate funding sources / business models that would reduce the BID's reliance on Council funding.

#### **4 POLICY IMPLICATIONS**

4.1 Council funding for the ELF&D BID will support and achieve aims and objectives of the East Lothian Local Economy Strategy 2024 to 2034.

#### **5 INTEGRATED IMPACT ASSESSMENT**

5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy.

#### **6 RESOURCE IMPLICATIONS**

6.1 Financial: Due to the statutory nature of the BID, £25,000 is budgeted for in 2024/25 and 2025/26 within the Economic Development budget and is not being proposed as a saving in 2025/26. Consideration with regards financial support for a re-ballot and with regards future Council funding for a third BID term will need to be considered in due course.

6.3 Personnel: ELC officers will continue to sit on the BID Board and provide business support services.

6.4 Other – N/A

## 7 BACKGROUND PAPERS

7.1 None.

Appendix 1 - ELF&D Mid-term Report

Appendix 2 – ELF&D Indicative Ballot Timetable

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<b>DATE</b>	28 October 2024

**Appendix 1 – ELF&D Mid-term Report (Oct 2024)**



East Lothian Food and Drink Ltd

Year 1-3 Report 2021-2024

Years 4-5 Projections 2024-2026

## **1.0 Executive Summary**

### **1.1 Mission Statement of the East Lothian Food and Drink BID**

We will:

- Deliver positive economic impact and effect economic return for our members and partners
- Be the voice of the area and advocate for food and drink companies located in East Lothian
- Support growth, success, and prosperity for members through actively seeking inward investment and relevant grants
- Inspire all to develop a cohesive and inclusive food and drink sector that is collaborative, coordinated and positively communicates internally and externally

### **1.2 Aims and Objectives of the East Lothian Food and Drink BID**

The principal aim of the BID is to deliver projects and services that will improve the trading environment of the BID area to benefit businesses, their customers, and visitors.

The objectives of the BID are:

- To improve the economic opportunities for food and drink businesses in East Lothian
- To make the BID “cost neutral” for each business
- To build on businesses relationships with each other, the local authority, and the community
- To market East Lothian’s food and drink sector to a local, regional, and national audience
- To give businesses a strong unified voice
- To support local voluntary groups whose aims align with the BID

### **1.3 Progress years 1-3**

East Lothian Food and Drink is seen as a very strong Regional Food Group that collaborates well with the local authority, East Lothian Council (ELC), VisitScotland (VS) and Visit East Lothian (VEL) as well as with other Regional Food Groups (RFGs) – This is very important to the company’s ethos, and this

is why we are asked all the time by other RFG's and authorities for help and support with events, memberships, collaborations and company structure.

We are currently helping Taste of Shetland, Taste of Orkney and Inverness with their collaboration next year which is a B2B event in Inverness showcasing the three regions' producers after they were inspired by Larder of the Lowlands over the last couple of years.

East Lothian Food and Drink (ELFD) Is the world's only Food and Drink Business Improvement District (BID). This is something to be extremely proud of for East Lothian and many other Regional Food Groups (RFG's) seek to follow our model and often ask for advice. For example, Inverness, Cornwall council, One North East, Dundee and Isle of Arran.

From the business plan 2021-2026 the estimated income was £346,100

From financials from August 2021-July 2024 and estimates for year 4 and 5 – the income is expected as £365,773.57.

This leaves a difference of +£19,673.57

From the Business Plan 2021-2026 the expenditure was estimated at £346,100

From financials from August 2021 until July 2024 and then estimates for year 4 and 5 – the expenditure is projected at £360,842.13

This leaves a difference of - 14,742.13

Therefore profit and loss of +£4,931.44

## **2.0 Background**

### **2.1 What is a Business Improvement District (BID)?**

A Business Improvement District (BID) is a geographically defined area, where businesses come together and agree to invest collectively in projects and services that the businesses believe will improve their trading environment. BID projects are new additional projects and services; they do not replace services that are already provided by East Lothian Council.

BIDs are developed, managed and paid for by the non-domestic sector by means of a compulsory levy. This means the eligible persons in the proposed BID area must vote in favour of the BID before it can be established. Each eligible person liable to pay the BID levy will be able to vote on whether the BID Renewal goes ahead.

### **2.2 Background to BIDs**

BIDs first started in Bloor West Village, Toronto, Canada nearly 50 years ago, by the town's business community. The town's businesses were increasingly under pressure from the new shopping centres that were being developed on the outskirts of the town, diverting shoppers away from the traditional town centre out to the new shopping malls. As a result, some businesses were forced to cease trading and the town started to look tired and neglected.

To stop the haemorrhage of deserting shoppers, local businesses fought back to revitalise the town. They successfully lobbied for legislation for all the businesses in the proposed BID area to pay a levy. The levy money was used to improve the physical appearance of the town, and then promote the town centre as a vibrant, attractive, and safe place to work, shop and live. The strategy paid off, as shoppers started to return to the town centre in large numbers.

The success of the Bloor West Village BID paved the way for future BIDs, not only in Toronto; but spreading throughout Canada, and the USA in the late 1960s and 1970s. Today there are well over 1800 successful BIDs worldwide.

An additional measure of BIDs success is in the renewal process. Most BIDs run for a period of five years with the vast majority continuing, for consecutive terms, when they come up for renewal. In Scotland, to date, there are 20 BIDs in their second or third BID terms equating to 27 successful renewal ballots demonstrating that the businesses value the projects and services delivered by the BIDs.

BIDs can support regeneration, grow local economies, create local employment and create a cleaner, safer trading environment. A key element to their success is that the local businesses take ownership and responsibility for their trading environment, identifying the projects necessary to resolve common problems and issues, and overseeing their implementation, whilst also contributing to the future direction of the area and its future development.

BID legislation was passed in Scotland in 2006 with the Scottish Government funding 6 pilot projects in March 2006. The Scottish Government fully supports the development of BIDs in Scotland.

Currently there are 37 fully operational BIDs in Scotland of which 20 are in their second or third terms equating to 27 successful renewal ballots. In addition, there are a further 30 in preparation for their first ballot.

### **3.0 East Lothian Position**

#### **3.1 Why does East Lothian's Food and Drink Sector need a BID?**

With a population of 112,284 (as at 30<sup>th</sup> June 2022) East Lothian is one of the most picturesque areas of Scotland. The county stretches from the eastern edge of Edinburgh to the waters of the North Sea. Rich in history, the past is kept alive with rugged castles, historic market towns and the remains of ancient settlements.



With over 40 miles of magnificent coastline, golden beaches, rolling countryside, spectacular cliffs, award-winning tourist attractions, an excellent food and drink offering from producer to plate, together with the world's finest selection of links golf courses, East Lothian combines the best of Scotland in miniature! East Lothian offers the freshest, seasonal produce in your farm shops and the best places to eat out for a special occasion.

East Lothian is a gastronomic delight! It has everything from Scottish cider and fruit liqueurs, award-winning butchers, freshly caught seafood and the juiciest fruit and vegetables, all served in the finest restaurants.

On the last Saturday of each month, Haddington plays host to the [Farmer's Market](#) which offers a wealth of local food and the opportunity to meet the farmers who grow and rear the produce.

East Lothian Food and Drink has operated as part of East Lothian Council since 2004 supporting the food and drink industry; encouraging local food producers and processors to supply to the local hospitality business, farm shops, visitor attractions and retail outlets throughout the county.

Resultant of this activity the brand East Lothian Food and Drink (ELFD) was developed to support all food and drink producers and processors in the area in growing and developing their business. The work developed to support product sales across Scotland. This has involved a multi-agency support package for individual business involving East Lothian Council Economic Development and Strategic Investments, Business Gateway, Scottish Enterprise, Scottish Development International, Queen Margaret University and Scotland Food and Drink.

In 2016, the businesses had a desire to commit to the next stage of growth and to support the creation of a Business Improvement District to drive the awareness of East Lothian as providing fantastic quality food products across a wide range of categories and benefit from shared marketing and promotional resource.

### **3.2 The History of BIDs in East Lothian**

Food and Drink businesses in East Lothian were first introduced to the BID concept in 2015. At this time, a decision was taken by the original East Lothian Food and Drink working group that to deliver sustainable growth, increased investment and dedicated staff time would be required. The initial development of the BID through 2015 was undertaken by East Lothian Council and with the support of both East Lothian Council and the Scottish Government, a separate entity and new steering group were formed to drive the BID process forward.

The BID developed to include food and drink businesses that are located within the geographical boundaries of East Lothian that are producing, processing, manufacture or adding value to food or drink products and who sell these products business to business. Levy payers would be businesses that were working from commercial, non-domestic rated premises and an associate

membership programme was established for businesses working from domestic rated premises.

The initial ballot for East Lothian Food and Drink BID took place in 2016. At this time over 95% of potential levy payers voted to support the creation of the BID, the payment of the levy and the outline business plan presented at that time. The key reasons given for the overwhelming support was a desire to see benefit from increased marketing and promotion. East Lothian Food and Drink BID was the first food and drink BID in the world and retains its position as the only sector-based BID in Scotland.

In its first term, the BID has actioned the requests made in the consultation of 2016 through the creation of a branded website, increased promotional activity and attendance at consumer facing events such as the Royal Highland Show. These events have provided BID levy payers and Associate Members with a platform to promote their products which would be cost-prohibitive for them to undertake individually. In addition, the BID benefits from 11 voluntary members where their food and drink businesses are located in a domestic rated property. These members see clear value from the work of East Lothian Food and Drink to make a voluntary contribution to its activities.

### **3.3 How does East Lothian benefit from a BID?**

Food and drink production businesses benefit from the projects and services that the BID will deliver.

ELFD BID delivers:

- increase the growth of the Food and Drink Industry in East Lothian
- promote the county reputation for food production and processing
- focus the energy of businesses toward fulfilling sector growth
- provide leadership and strategic focus
- involve local business with its drive and initiative
- attract additional funding to the area
- grow the local economy
- assist East Lothian Council in realising The Single Outcome Agreement
- deliver local support and develop wide partnership with a strong commitment of the private sector
- create sustainable business, by growing new markets and increasing sales to existing market
- increase employment and job stability
- support rural industries.

### **3.4 Local Authority Support**

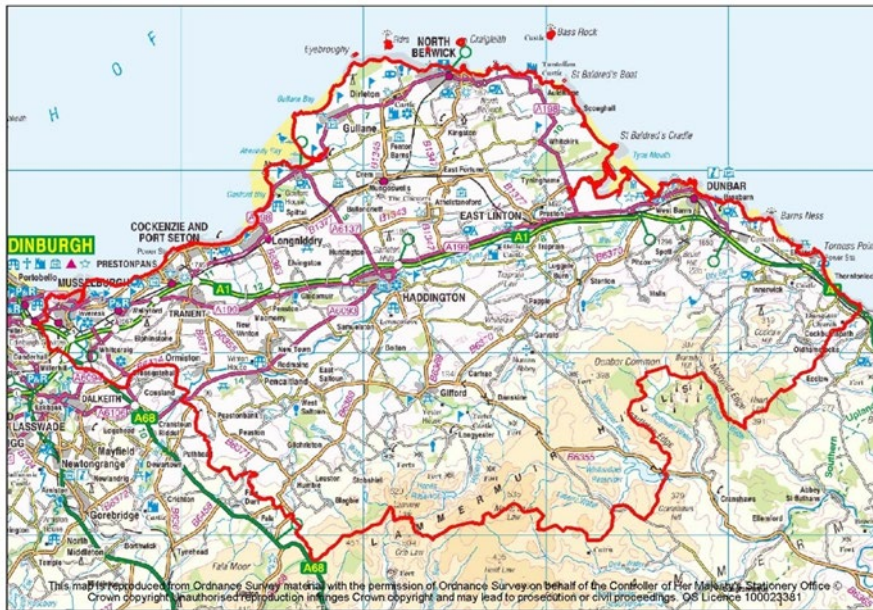
The renewed East Lothian Food and Drink BID, as a single sector BID, has furthered the work of the initial BID term. It has secured economic development and growth for its levy payers who are food and drink businesses based in East Lothian. It is essential to have the support of the local authority and access to its expertise throughout the development and implementation of the BID.

East Lothian Council supported the development of the BID renewal. Elected member, John McMillan, spokesperson for Economic Development is a member of the Board of Directors of East Lothian Food and Drink Ltd. The BID also benefits from the support of council officers with a member of the Economic Development Team, Matthew Foulds also a Board Member. The BID team has excellent support from the administrative and support teams at ELC including PR and communications, tourism support, finance and accounts. As well as storing of the Demo Kitchen we hire out twice yearly for events.

### **4.0 The BID Area**

**The BID area is the geographic boundary of East Lothian Council. The size and rural nature of this geographic region mean a street-by-street listing is not possible.**

The geographic area of East Lothian was chosen as food and drink provenance is important and East Lothian has an established reputation for good quality food and drink products. The BID team calculated that this equates to circa 30 businesses, the eligible person of which were entitled to vote on 1 July 2021. Following the successful ballot all eligible persons within the BID area are required to pay the BID levy.



## 5.0 BID Management

### 5.1 BID Staff

The Project Manager for the BID is Emma Bouglet. The Project Manager is accountable to the BID Board of Directors.

### 5.2 BID Board of Directors

The BID Board of Directors is made up from a cross section of the food and drink business community in East Lothian and includes one locally elected councillor and an officer from East Lothian Council. The Board of Directors provides direction to the development of the BID, delivery of BID activities and BID staff.

Ultimately all key decisions relating to the developing BID have been taken by the BID Board of Directors, who are as follows:

Name	Sector/Subsector
Marie-Clare James (Chair)	Ambient/Fish
Chris Luca	Frozen/Ice cream
David Strachan	Ambient/Preserves
Jocelyn Williamson	Alcohol/Whisky

Ray Donovan	Ambient/Water
Matthew Foulds	East Lothian Council
Councillor John McMillan	East Lothian Council

### 5.3 Management of the BID

Following a successful renewal ballot, the management and operation of the BID will remain as a not-for-profit limited liability company, East Lothian Food and Drink Ltd.

This Company is managed by the Board of Directors. The Company operates in an open and transparent way, answerable to the businesses in the area. The Board of Directors ensures that a Code of Conduct (including a Register of Interests) and Management and Governance is created and agreed as policy by the Directors.

The Board of Directors consists of up to 8 directors. Every eligible person that pays the levy has the opportunity to nominate themselves or someone else from BID levy payers to be elected to the Company Board but limited to one eligible person from each eligible business. The Company is run by the businesses for the businesses. This Board is responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

Nominations of directors, non-voting representatives or advisors from outside of the BID, who **do not** pay the levy and **who may or may not** represent those making voluntary or other financial contributions toward the BID, is strictly at the discretion of the Board of Directors.

East Lothian Food and Drink Ltd operates with one full time BID manager and one part time administrative assistant to ensure the efficient delivery of the projects and effective communications with the levy payers.

The Board of Directors is representative of the businesses and stakeholders in the area. The Chair is elected from the Directors of the Board.

The BID Company Board has the authority to adapt or alter the projects and services from year to year to reflect any change in economic circumstances or any new opportunities that may arise. This will be in the best interests of the levy payers and without recourse to an alteration ballot.

### 6.0 The BID Levy

#### 6.1 Who pays the levy?

A BID levy is an equitable and fair way of funding additional projects and services, which the local authority and other statutory bodies are not required to provide. It has been agreed by the Board of Directors that the levy rate will be a fee structure based on the rateable value of the food and drink business premises on the day of the ballot, 1 July 2021, and throughout the BID term.

The BID levy will be paid by the business owner as the person eligible to vote. Where businesses operate from more than one premises, only their primary production site will be eligible for the BID levy. Vacant properties are excluded from the scope of the BID.

The Board of Directors have agreed that the levy amount will increase by RPI annually subject to approval. For the purposes of financial planning, this has assumed to be 2% pa.

There are circa 30 food and drink businesses in the BID area which will generate a BID investment levy income of approximately £14,000 per annum and an estimated total levy income of £74,000 over 5 years.

Further notes on the collection of levy payments:

- The BID levy will be paid by the property occupier (the eligible person liable to pay the non-domestic rate).
- The levy payments are not linked to what businesses pay in rates but are based on the rateable value of the property.
- Eligible businesses are those who produce or manufacture food and drink products, are based in the East Lothian Council area, occupy a premise subject to non-domestic rates and where the product is sold to other businesses.
- Preferably, payment should be made in full within 28 days from the date of invoice however, by prior arrangement with East Lothian Council, payment can be made on a monthly or quarterly basis.
- New businesses which meet the terms of the BID levy will pay a reduced levy of £150 for their first two trading years. In subsequent years of trading, the businesses will be required to pay the appropriate levy from the levy table.
- VAT is not charged on BID levy.
- The BID Board of Directors has agreed that the levy would be applied to properties with a rateable value of £2,000 and above. Various band levels have been applied with a maximum banding of £95,000 and above.

## **6.2 Voluntary levy membership**

Where a business does not meet the full terms of the BID levy criteria – for example where they occupy a domestic or agricultural property or the rateable

value of their property is less than £2,000 - but wish to take advantage of the benefits of joining the BID, they can opt to become a Voluntary Levy Payer.

Since these businesses do not have a non-domestic rateable value, their membership fee will be based on the size of their business as per the table below

East Lothian Food and Drink Voluntary Levy Table 2021-2026. Where BID terms are not met (e.g. where an agricultural rated property is occupied). Subject to annual RPI increases	
Number of employees	Annual Voluntary Levy Payable
Less than 10 employees	£385
10 or more employees	£450
Businesses in their first two years of trading	£150

This table is subject to an annual RPI increase which will be approved annually by the Board of Directors.

Voluntary Levy Payers must commit to their status for the full period of the BID term. Voluntary Levy income is expected contribute £4,000 in Year 1 and a total of £22,000 across the BID term. Voluntary members do not have the right to vote in the BID renewal ballot.

Further notes on the collection of voluntary levy payments and associate membership fees.

- Preferably, payment should be made in full withing 28 days from the date of invoice however, by prior arrangement with East Lothian Council, payment can be made on a monthly or quarterly basis.
- In the first two years of trading where new businesses wish to become Voluntary Levy Members, these businesses will be required to pay an annual levy of £150. In subsequent years of trading, the businesses will be required to pay the appropriate voluntary levy from the voluntary levy table.
- Voluntary levy rates will be based on the size of the food and drink business. For businesses with less than 10 employees, the levy rate will be £385 pa. For businesses with 10 or more employees, the rate will £450 pa. These rates are subject to annual RPI increases.
- VAT is not charged on BID levy.

### **6.3 Associate members (Now Known as Supporter Members)**

In addition to the voluntary membership level, businesses associated with the sector and the region will be able to become Associate Members of the BID. These businesses may include hospitality businesses, wholesalers or businesses providing support to the sector including digital, media and ancillary services.

Associate membership is offered as a flat fee of £100 pa. This membership rate will be subject to annual review by the Board of Directors.

Associate Members are not required to commit to the full BID term but can renew their status annually. Associate Membership fees must be paid in full and within 28 days from the date the membership invoice is issued by East Lothian Food and Drink Limited. Associate members do not have the right to vote in the BID renewal ballot.

#### **6.4 Exclusions and levy cap**

The BID Board of Directors decided that food and drink business that meet the BID criteria will be liable to pay the levy. Where the non-domestic rateable value is less than £2,000 these businesses will be exempt. The levy will be capped at a maximum of £750 for those businesses with a rateable value of £95,000 and over. Vacant properties are excluded from the levy criteria.

#### **6.5 The Levy Table**

The BID Board has chosen to use a fee structure as below to calculate the levy charged. The reasons behind this are as follows:

- The levy payments must add up to the amount required to deliver the business plan.
- A banding system was chosen as it represents a simple and easy way for businesses to identify their levy payment, provides for ease of collection and represents a fair and reasonable methodology. Everybody benefits therefore everybody pays.
- A business start-up rate of £150 is believed to offer a fair and affordable entry rate for new businesses in their first two years of trading.
- A minimum payment of £385 (£7.40 per week) is believed to be affordable for the smallest businesses as they will have the opportunity to benefit from cost reduction projects.
- Through consulting with the businesses, a maximum of £750 is believed to be affordable for the businesses at the higher end of the bandings.

East Lothian Food and Drink BID Levy Table 2021-2026 Subject to annual RPI increases	
Non-domestic Rateable Value	Annual Levy Payable
£2,000 or less	£0



£2,001- £9,999	£385
£10,000-£34,999	£400
£35,000-£54,999	£450
£55,000-£74,999	£550
£75,000-£94,999	£650
£95,000 or more	£750
Businesses in their first two years of trading	£150

## 6.6 Collection of the BID Levy

East Lothian Council collects the investment levy on behalf of the BID, as this is an efficient, safe, and cost-effective method of collection. East Lothian Council lodges the levy within a BID Revenue Account. The BID levy can only be drawn down by the Board of Directors of the BID to allow the delivery of the business plan.

The BID Revenue Account and levy cannot be accessed by East Lothian Council nor can it be used by the Council as an additional source of income.

East Lothian Council will charge East Lothian Food and Drink Ltd £300 p.a. for levy collection.

## 6.7 Enforcement

In the event of any non-payment of the BID improvement levy, it will be strongly pursued by East Lothian Council (as the billing body) using the recovery powers available to the Council. This will ensure complete fairness to all the businesses that have paid. East Lothian Council will be entitled to charge an additional fee to the levy amount to meet any additional costs incurred in the recovery of the levy.

## 7.0 Public Sector BID Involvement

### 7.1 Baseline Services

A baseline service agreement ensures the BID does not use the levy money to duplicate any services provided by East Lothian Council and Scotland Food and Drink. The services directly delivered by the BID are additional to any statutory services. The baseline services agreement gives an assurance to businesses that the levy payment will only be used for **additional** projects which they voted on in the BID ballot. Additionally, a baseline agreement avoids the risk that

public agencies including East Lothian Council will not reduce its statutory level of service to the BID area following a successful ballot.

For a full and detailed list of services provided in the BID area by East Lothian Council, please refer to Appendix 6 Council Baseline information and Baseline Agreement.

### **In summary the services already provided by East Lothian Council as at 2021**

East Lothian Council provides the following services (both statutory and discretionary) within the BID area:

**Statutory:**

Commercial waste collection

Trading standards and Environmental health

**Complimentary – non statutory:**

Local authority – General business development

Local authority – Specific sector support – East Lothian Food and Drink

Local authority - Visit East Lothian

## **8.0 Measuring Success**

### **8.1 Measuring the Success of the BID**

Throughout the lifetime of the BID, all work on the BID projects will be monitored by the BID Board to ensure the projects proposed in the BID Business Plan achieve a high level of impact and are progressing to the satisfaction of the businesses that voted for the BID. BID finances will receive independent review annually before being presented to BID members at the AGM.

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects. BID staff will produce regular management accounts to allow tracking of spend vs budget and consideration of outcomes to assure the Board of Directors that activities and finances are aligned to the business plan.

The BID will undergo an independent evaluation of its activities at the end of year 3 and towards the end of the second term. It is also planned that the BID will undergo Assessment and Accreditation Interim Review (AAIR) for Scottish BID Companies – this is work in progress.

The AAIR

- is a bespoke review which recognises and accords with the Scottish BIDs legislation and the public and private sector environment in Scotland
- gives confidence to businesses and the Board of Directors that the practices of the BID Company are robust and accord with good practice and
- supplies an audit trail to support any future evaluation of the BID Company.

## **8.2 Marketing, Communications and Social Media**

To ensure openness and transparency in the management of the BID company the Board of Directors have agreed the BID Business Plan should include, but not limited to; -

- One to One business engagement;
- business briefings;
- social media engagement;
- regular e-bulletins and updates on changing market dynamics;
- press releases;
- business forums;
- business networking meetings.

Additionally, the following information is to be displayed on the East Lothian Food and Drink BID website:- ([www.scotlandsfooddrinkcounty.com/aboutus](http://www.scotlandsfooddrinkcounty.com/aboutus)):

- The current BID business plan and annual review documents
- The names of BID board members and the names of their business
- The annual accounts (via a private member's only link)
- The BID ballot result (when available)
- A means of contacting BID staff
- The methods levy payers can provide feedback to the BID e.g. AGM and/or other regular meetings

## **9.0 Financial Management Arrangements**

A financial update will be provided at each Board Meeting highlighting any variation within budget.

The Board will agree on an annual basis how funds for subsequent years will be allocated. This will be based on business feedback during the previous year and the priorities for the coming year, which allows the BID the flexibility to respond to changing business needs and requirements.

East Lothian Council will collect the levy payments on behalf of the BID and will retain these funds in a separate account until the BID Board calls these funds down. The BID Board will manage the levy funds that are collected by the Council. This arrangement will ensure that projects are delivered, and any financial liabilities of the BID are transparent.

## **9.1 Estimated Income and Expenditure**

There are currently circa 30 businesses who meet the qualifying terms of the BID. BID levy income is calculated to be approximately £14,400 in Year 1 increasing by 2% annually. The voluntary income is based on the current voluntary membership of 9 businesses and is calculated to be £3,200 in Year 1, increasing by 2% annually.

It is anticipated that there will be 4 new business start-ups annually which met the qualifying terms of the BID. This is calculated at an income of £600 in Year 1 increasing to approximately £2,800 by the end of Year 5. Hospitality businesses will be given the opportunity to become an Associate Member and this is projected to provide an income of £2,500 in Year 1 increasing to £5,400 in Year 5 as more businesses see the benefit of Associate Membership.

In 2021 collection rates for the BID levy are reported to be standing at approximately 89% (based on 2019 levels). **In 2024 BID levy collection rates are at 100%.**

East Lothian Council has committed to continue to provide increased funding for Years 1 -5 of £25,000 per annum.

**This agreement is subject to review in Year 3 and is subject to submission of satisfactory evidence of the performance of the BID's impacts and outcomes. Applications for additional grant funding from the Council and other agencies such as Scotland Food and Drink and Visit Scotland for specific projects will also be considered based on their merit.**

Queen Margaret University continued to support the BID up until August 2024 which was year 1-3.

**Funding for years 4-5 have ceased and we no longer have a registered address and office space within QMU.**

The BID levy makes it easier to obtain other sources of funding for specific projects and these opportunities will be pursued. The BID aims to attract other investment, sponsorship and trading income to increase the amount available to spend on your projects as they develop.

As the BID progresses, more income will be attracted, and this will be invested in enhancing and improving the activities and reputation of East Lothian Food and Drink.

In the event any or all of this funding is not realised then the scope of some of the projects outlined will be adjusted correspondingly, to ensure that they remain within budget.

**East Lothian Food and Drink BID Projected Income 2021-2026 (from Business Plan 2021)**

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>BID Levy</b>	<b>£14,065</b>	<b>£14,346</b>	<b>£14,633</b>	<b>£14,926</b>	<b>£15,224</b>	<b>£73,195</b>
<b>Voluntary Levy</b>	<b>£4,300</b>	<b>£4,386</b>	<b>£4,474</b>	<b>£4,563</b>	<b>£4,654</b>	<b>£22,377</b>
<b>New members</b>	<b>£600</b>	<b>£1,122</b>	<b>£1,545</b>	<b>£1,984</b>	<b>£2,858</b>	<b>£8,109</b>
<b>Associate members</b>	<b>£2,500</b>	<b>£3,570</b>	<b>£4,162</b>	<b>£4,775</b>	<b>£5,412</b>	<b>£20,419</b>
<b>East Lothian Council</b>	<b>£25,000</b>	<b>£25,000</b>	<b>£25,000</b>	<b>£25,000</b>	<b>£25,000</b>	<b>£125,000</b>
<b>Project Income</b>	<b>£12,000</b>	<b>£12,000</b>	<b>£12,000</b>	<b>£12,000</b>	<b>£12,000</b>	<b>£60,000</b>
<b>Sponsorship</b>	<b>£6,000</b>	<b>£7,000</b>	<b>£8,000</b>	<b>£8,000</b>	<b>£8,000</b>	<b>£37,000</b>
<b>Total</b>	<b>£64,465</b>	<b>£67,424</b>	<b>£69,814</b>	<b>£71,248</b>	<b>£73,149</b>	<b>£346,100</b>

**Assumptions.**

- 1) BID Levy income is based on current levy income adjusted for annual RPI increase of 2%.
- 2) Voluntary levy income is based on current voluntary levy income adjusted for annual RPI increase of 2%. Voluntary members do not have voting rights.
- 3) New member income is based on an estimate of new business start-ups in the region based on historic business success rates and lifespan of businesses.
- 4) Associate members income is based on the hospitality businesses in the BID area opting to become part of the BID on a voluntary basis. Associate members will not have voting rights.
- 5) East Lothian Council have committed to fund the BID. They commit to £25,000 for the first three years of the BID term. This will be renewed based on an assessment of impacts when considering funding for years 4 and 5.
- 6) Project Income is based on the current income derived from the role East Lothian Food and Drink plays in the Scottish Food and Drink Regional Food Network.

- 7) The BID will continue to benefit from corporate sponsorship from Queen Margaret University across the BID term. Queen Margaret University also provide gratis rent for office space within their Business Innovation Zone as well as access to the Innovation and Research Centre. The commitment from QMU is for £6,000 pa in financial support as well as in-kind support through the provision of office space and facilities.

**Please see update in below section with regards to actual QMU support for years 4 and 5.**

**East Lothian Food and Drink BID ACTUAL Income for first three years 2021-2024 based on financials. (August 2021-July 2024)**

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>BID Levy</b>	<b>£14,265</b>	<b>£14,250</b>	<b>£13,130</b>	<b>£13,130</b>	<b>*£15,224</b>	<b>£69,999</b>
<b>Voluntary Levy</b>	<b>£3,060</b>	<b>£3,175</b>	<b>£4,615</b>	<b>£5,300</b>	<b>*£4,654</b>	<b>£20,804</b>
<b>New members</b>	<b>£208.95</b>	<b>£649.62</b>	<b>£450</b>	<b>*£1,984</b>	<b>*£2,858</b>	<b>£6,150.57</b>
<b>Supporter members</b>	<b>£300</b>	<b>£1,100</b>	<b>£1,000</b>	<b>*£1,500</b>	<b>*£2,000</b>	<b>£5,900</b>
<b>East Lothian Council</b>	<b>£25,000</b>	<b>£25,000</b>	<b>£25,000</b>	<b>*£25,000</b>	<b>*£25,000</b>	<b>£125,000</b>
<b>East Lothian Council One-off Event funding</b>		<b>£25,000</b>				
<b>North Berwick Market Income (Started end of 2022)</b>		<b>£3,440 (4 markets per year)</b>	<b>£2,880 (3 markets per year)</b>	<b>£3,900 (4 markets)</b>	<b>£6,000 (6 markets)</b>	<b>£16,220</b>
<b>Project Income</b>	<b>£17,000 (£12K SFD and £5K RFF)</b>	<b>£12,000</b>	<b>£12,000</b>	<b>£17,600 (SFD £12,600 and RFF £5K)</b>	<b>*£12,600</b>	<b>£76,200</b>
<b>Sponsorship</b>	<b>£6,000</b>	<b>£6,000</b>	<b>£6,000</b>	<b>£500 (Rettie and Co) More funding</b>	<b>*£2,000</b>	<b>£20,500</b>

				options TBA		
<b>Total</b>	<b>£65,833.95</b>	<b>£90,614.62</b>	<b>£65,075</b>	<b>£68,914</b>	<b>£75,336</b>	<b>£365,773.57</b>

**\* Subject to Funding**

***Assumptions.***

- 1) East Lothian Council have committed to fund the BID. They commit to £25,000 p/a for the BID term, subject to a successful review at the end of year three.
- 2) Queen Margaret University are no longer funding us for Year 4 and 5 (2024-2026). We also no longer have access to the office space and this is now used for hot desking. Discussions are ongoing with QMU so members and ELFD can still benefit from guidance and expertise.
- 3) We have secured a SF&D Regional Food Fund grant of £5,000 to produce and East Lothian Recipe Book. The last funding was secured in 2021.

**Projected Expenditure BID Term 2021-2026**

<b>Expenditure</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
<b>Marketing and promotion</b>	<b>£9,500</b>	<b>£9,500</b>	<b>£10,000</b>	<b>£10,300</b>	<b>£11,000</b>	<b>£50,300</b>
<b>Business support</b>	<b>£2,000</b>	<b>£2,400</b>	<b>£3,000</b>	<b>£3,000</b>	<b>£3,000</b>	<b>£13,400</b>
<b>Food Tourism</b>	<b>£1,750</b>	<b>£2,830</b>	<b>£3,000</b>	<b>£3,000</b>	<b>£3,000</b>	<b>£13,580</b>
<b>Management and administration</b>	<b>£39,000</b>	<b>£40,250</b>	<b>£41,122</b>	<b>£42,002</b>	<b>£42,944</b>	<b>£205,318</b>
<b>Contingency/BID renewal</b>	<b>£1,215</b>	<b>£1,224</b>	<b>£1,248</b>	<b>£1,273</b>	<b>£1,299</b>	<b>£6,259</b>
<b>Bad debt</b>	<b>£1,000</b>	<b>£1,020</b>	<b>£1,040</b>	<b>£1,061</b>	<b>£1,082</b>	<b>£5,203</b>
<b>Reserves</b>	<b>£10,000</b>	<b>£10,200</b>	<b>£10,404</b>	<b>£10,612</b>	<b>£10,824</b>	<b>£52,040</b>
<b>Total</b>	<b>£64,465</b>	<b>£67,424</b>	<b>£69,814</b>	<b>£71,248</b>	<b>£73,149</b>	<b>£346,100</b>

### **Assumptions.**

- 1) As per the improvement requests, Marketing and Promotion remains the largest proportion of expenditure increasing across the BID term in line with anticipated inflation levels.
- 2) Business support and food tourism receive smaller expenditure levels, but improvement initiatives are closely allied to marketing and promotion expenditure (e.g. website and social media).
- 3) Management and administration are based on 1 FT business manager and 1 PT administrator with associated office and sundry costs.
- 4) BID renewal monies will be accrued across the course of the BID term to facilitate renewal costs.
- 5) A small amount for bad debt is reserved based on 2019 rates.
- 6) Reserves will be retained to cover any redundancy or business closure costs in the BID term.

### **ACTUAL Expenditure Bid Term 2021-2024 (August 2021-July 2024)**

<b>Expenditure</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
Marketing and promotion	£12,531.48	£2,786.69	£5,631.68	*£6,000	*£6,500	<b>£33,449.85</b>
Business support	£2,417	£2,320	£3,464.55	*£4,000	*£4,500	<b>£16,701.55</b>
Trade Shows		£12,500	£13,000			<b>£25,500.00</b>
Food Tourism	£0	£1,853.96	£1,612.81	*£2,000	*£2,500	<b>£7,966.77</b>
Management and administration	£39,000	£40,000	£40,000	*£40,000	£40,000	<b>£199,000</b>
Contingency/BID renewal	£1,215	£1,224	£1,248	*£1,273	*£1,299	<b>£6,259</b>
Bad debt	£0	£0	£0	£0	£0	<b>£0</b>
Reserves	£10,000	£10,200	£10,404	*£10,612	*£10,824	<b>£52,040</b>
<b>Total</b>	<b>£65,163.48</b>	<b>£70,884.65</b>	<b>£75,361.04</b>	<b>£63,885</b>	<b>£65,623</b>	<b>£360,842.13</b>

### **Assumptions:**

- 1) As per the improvement requests, Marketing and Promotion remains the largest proportion of expenditure increasing across the BID term in line with anticipated inflation levels.



- 2) Business support and food tourism receive smaller expenditure levels, but improvement initiatives are closely allied to marketing and promotion expenditure (e.g. website and social media).
- 3) Management and administration are based on 1 FT business manager and 1 PT administrator with associated office and sundry costs.
- 4) BID renewal monies will be accrued across the course of the BID term to facilitate renewal costs.
- 5) All Bad debt has been paid accordingly with hard work and collaboration from ELFD and ELC Sundries team.
- 6) Reserves will be retained to cover any redundancy or business closure costs in the BID term.
- 7) Note that the market in North Berwick is new income created for the BID.
- 8) Note that on completion of the East Lothian Recipe Book, all proceeds of the sale of the book will go straight into ELFD to help with future funding.

#### **10.0 East Lothian Food and Drink Progress Report Years 1-3 (2021-2024) with projections for years 4-5 (2025-2026) for the Full 5 year BID term.**

East Lothian Food and Drink is seen as a very strong Regional Food Group that collaborates well with the local authority, East Lothian Council (ELC), VisitScotland (VS) and Visit East Lothian (VEL) as well as with other Regional Food Groups (RFGs) – This is very important to the company's ethos, and this is why we are asked all the time by other RFG's and authorities for help and support with events, memberships, collaborations and company structure.

We are currently helping Taste of Shetland, Taste of Orkney and Inverness with their collaboration next year which is a B2B event in Inverness showcasing the three regions' producers after they were inspired by Larder of the Lowlands over the last couple of years.

East Lothian Council has committed to provide funding from 2021 for Years 1 -5 of £25,000 per annum. This agreement is subject to review in Year 3 (2024) and is subject to submission of satisfactory evidence of the performance of the BID's impacts and outcomes.

**East Lothian Food and Drink (ELFD) Is the world's only Food and Drink Business Improvement District (BID). This is something to be extremely proud of for East Lothian and many other Regional Food Groups (RFG's) seek to follow our model and often ask for advice. For example, Inverness, Cornwall council, One North East, Dundee and Isle of Arran.**

From the business plan 2021-2026 the estimated income was £346,100

From financials from August 2021-July 2024 and estimates for year 4 and 5 – the income is £365,773.57.

This leaves a difference of +£19,673.57

From the Business Plan 2021-2026 the estimated expenditure was estimated at £346,100

From financials from August 2021 until July 2024 and then estimates for year 4 and 5 – the expenditure is projected at £360,842.13

This leaves a difference of - 14,742.13

Therefore profit and loss of +£4,931.44

## **11 East Lothian Food and Drink October 2021 onwards**

2021	
Activity	Details
<ul style="list-style-type: none"> <li>October 2021 – November 2021 East Lothian Food and Drink launched a Social Media Campaign “The Great East Lothian Menu” This was Funded by the Scotland Food &amp; Drink (SF&amp;D) Regional Food Fund that Scottish Government awarded us of £5,000.</li> </ul>	<p>This campaign brought together chefs and home cooks to win a “Love East Lothian Voucher” worth £100 as well as the winner to work alongside Executive chef at Archerfield House, David Jamieson.</p> <p>Great engagement from members and public alike and judged by Kylie Reid of egg, Peter Eccles owner of “Native and Wild” and Executive Chef David Jamieson from Archerfield House</p>
<ul style="list-style-type: none"> <li>November 2021 – FEAST Festival at Gosford House in Aberlady.</li> </ul>	10 members of ELFD attended

2022	
Activity	Details
<ul style="list-style-type: none"> <li>Scotland Specialty Show at Glasgow SECC 28<sup>th</sup> March-30<sup>th</sup> March 2022</li> </ul>	Nine members attended
<ul style="list-style-type: none"> <li>Members Social – June 16<sup>th</sup> at Belhaven Brewery – over 20 members came along.</li> </ul>	Over 30 members came along.

<ul style="list-style-type: none"> <li>RHAS 2022 – 23<sup>rd</sup> June – 26<sup>th</sup> June 2022 – 8 members in attendance</li> </ul>	We subsidised and took 8 members with us to the show.
<ul style="list-style-type: none"> <li>Haddington Show - 2<sup>nd</sup> July 2022</li> </ul>	The Food and Drink tent was organised by Emma Bouglet Business Manager as the Convenor for the Haddington Show. We took 15 members.
<ul style="list-style-type: none"> <li>Fringe by the Sea 12<sup>th</sup>-14<sup>th</sup> August 2022</li> </ul>	We had a food and drink tent on site and 14 members came on all three days.
<ul style="list-style-type: none"> <li>First Aid course for members – 31<sup>st</sup> August 2022</li> </ul>	12 members in attendance and all received a certificate once completed.
<ul style="list-style-type: none"> <li>Learning Journey to Isle of Arran September 21<sup>st</sup> – Meeting with Taste of Arran to see how their market is organised and help with ideas.</li> </ul>	Meeting with Taste of Arran to see how their market is organised and help with ideas.
<ul style="list-style-type: none"> <li>Very First North Berwick Market – September 26<sup>th</sup> 2022</li> </ul>	15 members took stalls
<ul style="list-style-type: none"> <li>AGM Winton Castle – 18<sup>th</sup> October 2022</li> </ul>	
<ul style="list-style-type: none"> <li>Brand new website launched October 2022</li> </ul>	This Linked all members e commerce platforms to the website.
<ul style="list-style-type: none"> <li>Christmas Market in North Berwick – 12<sup>th</sup> November 2022</li> </ul>	17 members took stalls
<ul style="list-style-type: none"> <li>December 2<sup>nd</sup> 2022– Regional Food Groups Trip to Glasgow with Scotland Food and Drink</li> </ul>	Food Tour around Glasgow and networking.
<ul style="list-style-type: none"> <li>Social Media grew from 2021-2022</li> </ul>	Instagram 1,228 to 1,604 Facebook 2,000 to 2,570

2023	
Activity	Details

<ul style="list-style-type: none"> <li>• 4<sup>th</sup> March – North Berwick market</li> </ul>	22 Stall Holders attended – collaboration with Scottish makers
<ul style="list-style-type: none"> <li>• Scothot – 8-9<sup>th</sup> March 2023 Glasgow SECC</li> </ul>	8 members came along and were subsidised.
<ul style="list-style-type: none"> <li>• 17<sup>th</sup> April 2023 – Larder of the Lowlands B2B</li> </ul>	over 50 producers from the Lowlands ( Isle of Arran/Lanarkshire/Ayresshire/Dumfries and Galloway/ The Scottish Borders and East Lothian) East Lothian took 17 members along. We had over 100 buyers at the event.
15 <sup>th</sup> May – Social Media Training	Instagram stories with Castaway creatives – 12 members in attendance
<ul style="list-style-type: none"> <li>• May 25<sup>th</sup> - Members social at Belhaven Brewery</li> </ul>	Over 20 members in attendance.
<ul style="list-style-type: none"> <li>• North Berwick Market 10<sup>th</sup> June</li> </ul>	23 stall holders
<ul style="list-style-type: none"> <li>• 14<sup>th</sup> June – Social Media training course with Castaway Creatives</li> </ul>	12 members in attendance
<ul style="list-style-type: none"> <li>• 22-25<sup>th</sup> June – RHAS – 8 members in attendance</li> </ul>	8 subsidised members in attendance
<ul style="list-style-type: none"> <li>• 30<sup>th</sup> June – Haddington Show</li> </ul>	15 members in attendance and 3 demos – 2 cooking demos with Chef David Jamieson and Chef Matt from the Bonnie Badger as well as Catherine Boot from Wine Wednesdays with a wine tasting and Marie- Clare from Belhaven Smokehouse with a demo on how to make mackerel pate.
<ul style="list-style-type: none"> <li>• August 5<sup>th</sup> and 12<sup>th</sup> – North Berwick Markets</li> </ul>	22 members each market
<ul style="list-style-type: none"> <li>• 1<sup>st</sup> September - Regional Food Group annual meeting to Lind and Lime Distillery with</li> </ul>	

Scotland Food and Drink	
<ul style="list-style-type: none"> <li>Learning Journey to Cornwall with Scotland Food and Drink and Regional Food Groups – November 5<sup>th</sup>-9<sup>th</sup></li> </ul>	Visits to food and drink producers in Cornwall
<ul style="list-style-type: none"> <li>15<sup>th</sup> November – AGM Papple Steading</li> </ul>	Good attendance of members and a talk by Fiona Richmond at Scotland Food and Drink.
<ul style="list-style-type: none"> <li>30<sup>th</sup> November – helping Experience Glasgow (Glasgow regional food group) with their Christmas market offering advice and helping with licensing and EHO and market folder of documents.</li> </ul>	Offering help and advice and helping with licensing and EHO and market folder of documents.
<ul style="list-style-type: none"> <li>December – The Aye Life Social Media Campaign arranged by SFD – 8 members got involved with great social media growth for each member.</li> </ul>	8 members got involved with great social media growth for each member.
<ul style="list-style-type: none"> <li>Social Media Growth 2022-2023</li> </ul>	Instagram - 1,604 to 2,043 Facebook – 2,570 to 2,879

2024	
Activity	Details
<ul style="list-style-type: none"> <li>4<sup>th</sup> January – Call with Cornwall council with regards to the BID</li> </ul>	BID – I met with the councillors on the learning journey and helping them with their questions about setting up a BID
<ul style="list-style-type: none"> <li>Knox Academy and DYW Careers Night – 17<sup>th</sup> January</li> </ul>	Careers night interacting with the School children about jobs in the food and drink industry.

<ul style="list-style-type: none"> <li>• Scotland Specialty Show 21-23<sup>rd</sup></li> </ul>	8 members in attendance and subsidised.
<ul style="list-style-type: none"> <li>• Mental Health First Aid Course – 27<sup>th</sup> February</li> </ul>	attended by 8 members
<ul style="list-style-type: none"> <li>• Invitation to Dover House and Westminster by MP Lamont - 13<sup>th</sup> March</li> </ul>	Reception with MP Lamont and a selection of other Scottish businesses. Networking..
<ul style="list-style-type: none"> <li>• Social Media Capcut Training – 29<sup>th</sup> April</li> </ul>	attended by 11 members
<ul style="list-style-type: none"> <li>• 24<sup>th</sup> April – Larder of the Lowlands.</li> </ul>	Year 2 - attended by over 50 producers – 15 of which were East Lothian and over 100 wholesalers.
<ul style="list-style-type: none"> <li>• Learning Journey to Orkney – May 2<sup>nd</sup>-5<sup>th</sup> – discuss the awards and advice on how we can do this next year at Larder of the Lowlands.</li> </ul>	discuss the awards and advice on how we can do this next year at Larder of the Lowlands.
<ul style="list-style-type: none"> <li>• Glenkinchie Members gathering – May 30<sup>th</sup> – attended by 22 members throughout the time.</li> </ul>	Attended by 22 members throughout the time.
<ul style="list-style-type: none"> <li>• June 1st - North Berwick Market</li> </ul>	15 members
<ul style="list-style-type: none"> <li>• RHAS 20<sup>th</sup>-23<sup>rd</sup> July</li> </ul>	7 members in attendance and subsidised.
<ul style="list-style-type: none"> <li>• 29<sup>th</sup> June – Haddington Show</li> </ul>	15 members in attendance
<ul style="list-style-type: none"> <li>• July 13<sup>th</sup> - Meeting with Heathrow Airport about potentially working with ELFD members and Logan Air</li> </ul>	Work in Progress.
<ul style="list-style-type: none"> <li>• July 31st – Visit from taste of Shetland to North Berwick</li> </ul>	Offering Business support and advice.
<ul style="list-style-type: none"> <li>• 7<sup>th</sup> August – Cooking demo at Fringe by the Sea with Nick Nairn</li> </ul>	Over 300 tickets sold and our demo kitchen was used.
<ul style="list-style-type: none"> <li>• August 24<sup>th</sup> – North Berwick Market</li> </ul>	15 Members attended,

<ul style="list-style-type: none"> <li>September 18<sup>th</sup> – North Berwick high School and DYW Careers night</li> </ul>	Careers night interacting with the School children about jobs in the food and drink industry.
<ul style="list-style-type: none"> <li>October – Regional Food Fund grant received for £5,000 for an East Lothian Recipe Book!</li> </ul>	Work in Progress
<ul style="list-style-type: none"> <li>Our next Market is planned for November 2<sup>nd</sup> in North Berwick.</li> </ul>	So far we have 17 tables allocated
<ul style="list-style-type: none"> <li>November 13<sup>th</sup> – Musselburgh Grammar School and DWY Careers night</li> </ul>	Careers night interacting with the School children about jobs in the food and drink industry
<ul style="list-style-type: none"> <li>Social Media grew up until October 2024:</li> </ul>	Instagram 2,043 to 2,316 Facebook 2,879 to 2,916 TIKTOK 48 – brand new account!

Projections for 2025 and 2026	
Activity	Details
<ul style="list-style-type: none"> <li>Paperwork for BID re-ballot needs to be started in January 2025</li> </ul>	
<ul style="list-style-type: none"> <li>January 2025 We have training courses planned for 12 members that is Food Hygiene certificate and also personal license training – dates to be confirmed</li> </ul>	
<ul style="list-style-type: none"> <li>15<sup>th</sup> January – Knox academy and DYW Careers night</li> </ul>	8 members in attendance and subsidised.
<ul style="list-style-type: none"> <li>Subject to funding - We are hoping to attend ScotHot in February 26<sup>th</sup>-27<sup>th</sup> at Glasgow SECC</li> </ul>	Members have already shown interest.

<ul style="list-style-type: none"> <li>• March 30<sup>th</sup>– we will hold our very first Larder of the Lowlands awards ceremony March 31<sup>st</sup> - B2B Larder of the Lowlands event ( third year running due to its success) funding from SF&amp;D for the lowlands regions £5K as well as funding from Dumfries council.</li> </ul>	<p>Eventbrite is open and bookings have already been made.</p>
<ul style="list-style-type: none"> <li>• April 1<sup>st</sup>-3<sup>rd</sup> – Learning journey with Regional Food Groups and Scotland food and Drink to Sussex</li> </ul>	
<ul style="list-style-type: none"> <li>• Funding dependant June 2025 – We are hoping to attend RHAS</li> </ul>	<p>Members already showing interest and initial chats with the RHAAS team have begun.</p>
<ul style="list-style-type: none"> <li>• June 2025 – Haddington Show</li> </ul>	
<ul style="list-style-type: none"> <li>• August 2025 Fringe by the Sea – we will work with FBTS again and we think the cooking demo worked well so possibly do this again</li> </ul>	<p>We will work with FBTS again and we think the cooking demo worked well so possibly do this again</p>
<ul style="list-style-type: none"> <li>• We aim to have 4 markets throughout the year in North Berwick</li> </ul>	<p>Dates to be announced</p>
<ul style="list-style-type: none"> <li>• Looking for photographers and videographers at present as we need to update this and offer new photography to our new members.</li> </ul>	<p>Photographers have been approached.</p>
<ul style="list-style-type: none"> <li>• Updates to the Map – members have left and new members have joined.</li> <li>• Supporter membership needs to be tweaked – this is a project for 2025</li> </ul>	



<ul style="list-style-type: none"> <li>January 2026 Scotland Specialty Show January 2026</li> </ul>	We alternate years with this and Scotthot
<ul style="list-style-type: none"> <li>Larder of the Lowlands B2B Event March/ April 2026 ( 4<sup>th</sup> Year running)</li> </ul>	
<ul style="list-style-type: none"> <li>RHAAS June 2026</li> </ul>	
<ul style="list-style-type: none"> <li>Haddington Show June 2026</li> </ul>	
<ul style="list-style-type: none"> <li>Re-ballot will commence in end 2025</li> </ul>	

**12.0 East Lothian Food and Drink Members profit from attending Trade Shows 2023/2024 funded by ELC**

Producer profits	Details
<ul style="list-style-type: none"> <li>Producer One</li> </ul>	Royal Highland Show (RHS) 2023 - £3,000 RHS 2024- £3,400
<ul style="list-style-type: none"> <li>Producer Two</li> </ul>	RHS 2023 - £10,000 RHS 2024 - £21,000
<ul style="list-style-type: none"> <li>Producer Three</li> </ul>	RHS 2023 - £6,200 Scotland Specialty Show Glasgow 2024  <b>£0 (TRADE EVENT)</b> <b><u>Wholesale Gains</u></b>  Edinburgh Woolen Mill £25,000 Paper Tiger £15,000 Green Welly Stop £3000 Luss Estates £4000 Baxters (white label) £15,000 Dunbar Garden Centre £15,000 Islander UK £3000 Dunrobin Castle £6,000

	<p>Johnsotnes of Elgin £3000 Capercaillie Gifts £2000 Island Blue £1000 Green City £25,000 Cress Co £25,000 <b>TOTAL: £142,000</b></p> <p><u>RHS 2024 - £7,100</u> <b>Wholesale Gains:</b> Harvie &amp; Brockless £15,000 Chocolatarium £25,000 Mackays of Durness £4000 <b>Total £44,000</b></p>
<ul style="list-style-type: none"> <li>• Producer Four</li> </ul>	<p>By attending both ScotHot and Scotland Speciality Show Brose Oats got a listing with Scotmid and Cress Company, as well as Scotland's second largest door-step delivery service company – Mills Milk as of November.</p>
<ul style="list-style-type: none"> <li>• Producer Five</li> </ul>	<p>ScotHot 2023 - 52 leads – 8 new customers £105,000 in turnover</p> <p>Speciality Food Fair 2024 - 23 leads - 3 new customers £26,000 turnover from new customers, West Moorland who we initially met at the show are also just about to come on board for their 3 service station and delicatessens.</p>

**Leads and Contacts made by East Lothian Food and Drink attending Events 2023-2024**

Event Attended	Details
<ul style="list-style-type: none"> <li>• ScotHot 2023</li> </ul>	<p>This was the first ScotHot post covid and a fabulous event. We connected with many regions and producers as well as Chef Tom Kitchin and Chef Paul Wedgewood who took the time</p>

	<p>to chat with us about future collaborations using member produce – this has lead to orders at Brand Family Larder for their pork and lamb and eggs as well as Belhaven Smokehouse and JK Thomsons</p>
<ul style="list-style-type: none"> <li>• RHS 23</li> </ul>	<p>We showed John Lamont MP around the East Lothian Food and Drink Members stand and spent an hour chatting about our region and the producers. This lead to being invited to Westminster and Dover House for a reception celebrating Scottish businesses and we represented East Lothian. This has since led to many MSP and MP meetings</p>
<ul style="list-style-type: none"> <li>• 2024 - Scotland Speciality Show</li> </ul>	<ul style="list-style-type: none"> <li>• This is the first time we had an East Lothian Food and Drink and Visit East Lothian area. This worked really well and were inundated with general public and stand holders alike taking leaflets and chatting about East Lothian. We forged a lot of connections with other Regional Food Groups and has lead to invitations to visit these areas and see how their producers work and gain ideas to bring back to East Lothian.</li> </ul>
<ul style="list-style-type: none"> <li>• <u>RHS 24</u></li> </ul>	<ul style="list-style-type: none"> <li>• We were approached by Heathrow airport on the day and the Scottish Chamber of Commerce. This lead to a meeting with the marketing department of Heathrow Airport with the proviso of holding a market at the airport as well as supplying Logan Air with our members products. This is ongoing and could be very exciting.</li> </ul>

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### **13.0 Contact Information**

If you would like more information please visit our website at <https://www.scotlandsfooddrinkcounty.com> or contact the BID Project Manager to arrange a meeting with her or a member of the Board of Directors.

BID Project Manager:

Emma Bouglet

+44 7377 721459

Email [manager@scotlandsfooddrinkcounty.com](mailto:manager@scotlandsfooddrinkcounty.com)

Visit [www.scotlandsfooddrinkcounty.com](http://www.scotlandsfooddrinkcounty.com)

## Appendix 2 – ELF&D Indicative BID Ballot Dates

<b><u>Proposed BID Ballot Dates</u></b>	
<b>Location</b>	<b><u>ELF&amp;D</u></b>
<b>Ballot Date</b>	<b>17th June 2026</b>
<b>Days to Ballot</b>	<b><u>Before</u></b>
<b>196 days - 28 Weeks</b>	3rd December 2025
Notice of intention to put BID Proposals to ballot	
<b>126 days - 18 Weeks</b>	11th February 2026
BID Proposal Review	
<b>98 days - 14 Weeks</b>	11th March 2026
Submission of BID Proposals to LA and SG	
<b>70 days - 10 Weeks</b>	8th April 2026
Last day LA can veto BID Proposals	
<b>56 days - 8 Weeks</b>	22nd April 2026
BID proposer can request LA to issue ballot instructions	
<b>42 days - 6 Weeks</b>	6th May 2026
Issue of ballot papers	
<b>Date of Ballot</b>	<b>17th June 2026</b>
<b>Ballot Day</b>	<b>Wednesday</b>
<b><u>Post Ballot Operational Date</u></b>	<b>1st August 2026 - 31st July 2031</b>

