



Introduction



Chris Luca, Chair,
East Lothian Food & Drink Ltd.



I am delighted to introduce the Business Plan for the renewal of the East Lothian Food & Drink Business Improvement District (BID).

Our consultation with food and drink businesses indicated several priorities for action that would make a real difference to your trading environment. Whether you are a fledgling or established business these priorities represent an opportunity to act collectively, enhance business profitability and attract further investment to East Lothian's food and drink sector.

The proposed BID renewal will also offer a unique opportunity for you to take a lead in building a more prosperous future for your business and to further develop working partnerships with commercial and public agencies.

I am convinced that this Business Plan represents a valuable investment and will support the future growth and sustainability of our food and drink companies. The BID provides an opportunity for collaboration, giving us a collective voice, which is able to influence future policy that affects our area and to improve our business opportunities.

If everyone works together this can be achieved and we can look forward to creating a more vibrant economy and a sustainable future for our businesses.

As a food and drink producer in East Lothian, I feel that this is a valuable collaborative opportunity. In voting **YES** you are voting to release the huge potential to grow and develop our food and drink sector both within and beyond our county.

**Chris Luca, Chair
East Lothian Food & Drink**



East Lothian

Business or variations of the word are used throughout this document. In this context the word 'business' refers to property owners and occupiers of properties who are liable to pay the non-domestic rate (NDR) whether they pay business rates or not.

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The BID area is the geographic boundary of East Lothian Council

Executive summary

A vision for growth, development and sustainability

The renewal of the East Lothian Food & Drink BID will build on the successes of the 2016-2021 improvement plan and continue to deliver a range of projects and services that support the growth and sustainability of food and drink producing companies in East Lothian. It will deliver value for money for businesses through tangible results and benefits.

For every £1 received in BID levy monies, an additional £3.00 will be leveraged through support and project funding. This equates to £222,000 across the five years of the BID term.

Where we are now: the barriers facing our sector

- Lack of time and resource to effectively market and promote their businesses and products
- Lack of time to seek out funding, training and other business support services
- An inability to capitalise on food tourism opportunities in the region and nationally.





Aims and objectives

The objectives of the East Lothian Food & Drink BID are

- To provide collaborative marketing and promotion of East Lothian Food & Drink products to local, regional, and national audiences
- To improve the economic opportunities for food and drink businesses in East Lothian
- To present good value for money for BID levy payers
- To further improve businesses relationships with each other, East Lothian Council and the broader East Lothian community.

Your decision

All eligible food and drink businesses in East Lothian will have the opportunity to vote for or against the renewal of the Business Improvement District during the ballot period which closes on **1 July 2021**.

We believe a positive ballot result will be beneficial to East Lothian food and drink companies and that together we can raise our profile, improve awareness of our provenance and high-quality products and place East Lothian Food & Drink firmly on 'the map'.

Business Improvement Districts



What is a BID?

A Business Improvement District (BID) is a collaboration of businesses working together and collectively investing in local improvements which are in addition to those provided by local authorities.

BID's come into existence following a formal and statutory defined ballot process and exist for a specified period- in Scotland this is five years.

Stronger together

A BID is a partnership agreement which brings together the local business community and statutory authorities to deliver projects and activities which will benefit local business and grow the local economy.

A BID does not replace nor is it a substitute for central or local government but an additional investment to strengthen the local economy.

BIDs are developed, managed and paid for by the businesses in the defined area by means of a compulsory levy.

Businesses must vote in favour of the BID before it can come into existence.

Renewing the BID

Towards the end of the term of the BID, businesses must be balloted again for the BID to continue.

BIDs in Scotland

As of April 2021 there are 37 operational BIDs in Scotland with a strong track record of delivering economic growth and are supported by Scotland's Improvement Districts, part of Scotland's Towns Partnerships.

The history of BIDs

BIDs first started in Bloor West Village, Canada over 40 years ago. At that time, businesses were struggling to cope with competition from a new out-of-town shopping centre which resulted in business insolvencies, empty shops and a neglected town centre. Businesses got together to devise and plan to revitalise the town and successfully lobbied for all businesses in the BID area to pay a levy.

This investment was used to make physical improvements to the town centre. The success of this model has been copied across the world and the popularity of BIDs has grown rapidly. There are over 250 established BIDs in the UK with many now pursuing renewal ballots.

The future of BIDs

BIDs are no longer restricted to town centres and have grown and matured to become highly focused and committed delivery bodies. They are acknowledged as being innovative, delivering partnership and meeting local challenges across a range of sectors.



Many BIDs are now pursuing their second and even third terms proving that BIDs do work as a positive benefit to the businesses that participate in them.

East Lothian Food & Drink BID

We believe that the renewal of the East Lothian Food & Drink BID will provide a key delivery vehicle for the post-COVID recovery of the sector.

Your levy stays local

BID levy should not be considered a tax but an investment. Your levy will remain within East Lothian to be spend on the things which you and the other local businesses have identified as your priorities.



A Business Improvement District in review

In 2016 over 90% of potential BID members voted to create the world’s first food and drink sector Business Improvement District.

Across the 5 years of the BID term, East Lothian Food & Drink have responded to members needs and delivered a large range of events and activities.

Marketing social and digital media platforms

- Created brand and branding guidelines, a website for www.scotlandsfooddrinkcounty.com and social media content across Facebook, Twitter and Instagram platforms.
- Delivered growth in social media:

Platform	Followers 2017	Followers 2020	% Increase
Facebook	1080	2092	+93%
Twitter	540	1694	+213%
Instagram	110	1203	+994%

- Development of the ‘Portfolio’ for trade customers and point of sale for retail customers
- Advertising on Harry Lauder Road and in Edinburgh Evening News and Local Life Magazine
- Created promotional films for members

Networking and training events

- Business support and training workshops:
 - London market
 - Nutritional labelling
 - Product packaging
 - Exports
 - CPR
 - Marketing
 - SALSA
 - Sales
- Regular newsletter signposting relevant information for members
- Sponsorship of Mid and East Lothian Food and Drink Awards
- Networking events held at
 - The Premium Bakery
 - Brodies
 - S. Luca
 - COSLA convention at Brunton Theatre
- Co-hosted Food Tourism event with Food from Fife and Ayrshire Food Network

Showcase events

- Royal Highland Show, 2017, 2018, 2019
- Haddington Agricultural Show, 2017, 2018, 2019
- Scottish Parliament, 2017
- Speciality Fine Food, London, 2017
- Westminster Houses of Parliament, 2018
- Farm Shop and Deli Show, 2018
- Scottish Speciality Food Show, 2019
- Scottish Speciality Food Show, 2019
- Scottish Ladies Golf Open, 2019
- ScotHot, 2019
- East Fortune Airshow, 2018, 2019
- Scottish Golf Open, 2019
- Haddington Farmers Market



Direct sales & consolidated orders

- Created 'one invoice, one delivery' system in 2016 to generate sales in other neighbouring regions
- Partnered with Craigies Farm in South Queensferry to develop sales space dedicated to East Lothian Food & Drink products
- Bought and operated a delivery van to consolidate orders and make regular deliveries to partners
- Partnership with London based sales consultant
- Negotiated preferential rates with APC for deliveries.

And not forgetting

- Secured BID Resilience Funding to deliver a Christmas social media campaign, attendance at virtual trade fairs and a staycation advertising campaign
- Established status as Regional Food Group Coordinator
- Development of a supporter programme to drive engagement with local food and drink businesses, hospitality venues and tourism destinations



How will I get the most out of the BID?

East Lothian Food & Drink BID will

- Create and promote East Lothian Food & Drink products through collaborative events and activities
- Raise awareness of the high quality, premium and sustainability credentials of BID members' products
- Show existing and potential markets that we are the best at what we do
- Further develop the image and perception that East Lothian is the number one county in Scotland for food and drink.

Getting involved

- By being involved and working with others we can deliver change and bring improvement to the food and drink sector in your local area.
- A BID provides a structure and finance to be able to get things done which are of benefit to food and drink businesses in East Lothian. Using a collaborative approach, we will be able to achieve more.

Working partnerships

The BID will work to achieve strong, local partnerships with East Lothian Council, Queen Margaret University, Scottish Enterprise and other bodies, such as Scotland Food & Drink, Scottish Agricultural Organisation Society and Keep Scotland Beautiful, to find solutions to deliver improvements.

What you get from the East Lothian Food & Drink BID?

- Social media support and promotion
- Business news, events and job listings on www.scotlandsfooddrinkcounty.com and social feeds
- Access to trade and consumer shows at discounted rates
- Signposting to grants and funding
- Training and business support services
- Information and assistance
- Benefit and involvement in BID grant funded projects
- Support for consultations with local elected representatives
- Access to discounted services
- Regular newsletter
- Networking opportunities with members and the broader community



How the BID will operate

Structure

This renewal proposal for the BID has been developed under the direction of the East Lothian Food & Drink Limited Board of Directors.

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 & Drink Ltd.

This Company will be managed by the Board of Directors. The Company will operate in an open and transparent way, answerable to the businesses in the area. The Board of Directors will ensure that a Code of Conduct (including a Register of Interests) and Management and Governance will be created and agreed as policy by the Directors. The Board of Directors are voluntary and unpaid.

The Board of Directors will consist of up to 8 directors. Every eligible person that pays the levy will have 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 will be run by the businesses for the businesses. This Board will be responsible for all decisions relating to staff, contracts, the delivery of the approved business plan and other activities generated by the BID.

Members' representatives will have 6 places on the Board and will be appointed through nomination and election where places are contested. A further 2 places will be allocated to East Lothian Council Directorships will also be open to those persons who pay a voluntary levy but restricted to one eligible person per business and subject to the continued payment of the voluntary levy.

Where possible, the Board of Directors will reflect the business types in the East Lothian food and drink sector. If the Company does not receive enough nominations to the Board, Directors can be co-opted to fill the vacant positions.

The Board of Directors will reserve the right to consider creating a charitable arm to enable it to secure additional funding where appropriate.

The Board of Directors will continue in their current roles to monitor the implementation of the Business Plan.

Governance

The Board will take all steps necessary to minimise any risk associated with the BID (financially or otherwise) by only using reputable contractors to deliver BID projects.

The Board will also adopt best practice in governance and operational procedures whilst being open and transparent in its operations.

The company will undergo an evaluation of its activities at the half-way point and at four years of its five-year term to ensure that it is delivering all the projects and services as detailed in this plan.



BID management

The BID will be managed by a Business Manager. The post is accountable to the Board of Directors. The roles and responsibilities of the BID Manager will be to:

- Deliver the objectives of the Business Plan
- Act as a central co-ordinating portal for BID activities
- Act as fundraiser for projects which contribute towards delivery of the BID's objectives
- Maintain direct communication with BID levy payers and key partners
- Manage the finances of the BID
- Ensure compliance of the Operating and Baseline Service Agreement between East Lothian Food & Drink BID and East Lothian Council

Performance monitoring

The BID company will formally measure performance through the outcomes set out in the Business Plan.

Reporting

Progress will be reported back on a regular basis to BID levy payers through:

- An annual review of progress and performance
- Annual meeting
- Record of regular board meetings
- Regular newsletters
- Regular website updates
- Regular emails on project status and updates



Our vision, mission and values

Our vision

- East Lothian will be recognised as Scotland's Food and Drink County, the leading destination for food and drink in Scotland
- Our food and drink products will be acknowledged as sustainable, high quality and with provenance
- Our portfolio of food and drink products will be actively sought out by consumers and trade buyers

Our mission

- We will deliver positive economic impact for our members and partners
- We will be the voice of East Lothian food and drink business and an advocate for our members and partners
- Support growth, success and prosperity for our members through seeking inward investment
- Inspire the development of a cohesive and inclusive sector that is collaborative, coordinated and works positively together

Our values

Collectively the East Lothian Food & Drink BID Board of Directors will be committed to:

- We will convey a passion for East Lothian food and drink products, their provenance and sustainability
- We will help shape the future direction of the East Lothian food and drink sector
- We will give our time freely to make a difference
- We will be approachable and engage with members and partners
- We will apply best practice, be flexible, innovative and adaptable in our approach
- We will be transparent and accountable to members

Managing your BID

Your BID will be managed

- With integrity in an open and honest manner
- With passion and enthusiasm
- With focus on positive and measurable outcomes
- With a creative and an innovative approach

Evaluation and reporting

Throughout the five year BID term, all work on BID projects will be monitored to ensure they deliver the agreed impacts and outcomes and that they are progressing to the satisfaction of the businesses that voted for the BID.

The BID Board of Directors will monitor and oversee the efficient delivery of the BID projects.

The BID will undergo an independent evaluation of its activities at the half-way point and towards the end of its first term to ensure it is delivering all the projects and services as detailed in the business plan.

The BID will report annually on its activities and performance against agreed outcomes.

Our Aim is that the East Lothian Food & Drink BID will provide:

- Opportunities and inspiration
- An environment where members and partners feel supported and valued
- Strategic direction and a plan for achieving it
- Innovation and development
- Support for business growth
- A portal for collective and individual promotion
- A central point for information, signposting and networking

Your directors will be responsible for

- Setting strategic direction
- Delivering the business plan and monitoring performance
- Financial management and annual reporting
- Efficient and transparent operations

Five year plan 2021 - 2026

Your top priorities:

Marketing and Promotion

Business support

Food Tourism

Responding to your feedback

In developing this Business Plan, we consulted with East Lothian Food & Drink levy payers via online surveys and online one-to-one interviews. The purpose of this was to understand your priorities for the next five years if a successful renewal ballot is achieved.

The three priority areas that you identified were:

- 1) Marketing and Promotion
- 2) Business support and
- 3) Food tourism

This plan develops the top three activities from each of these sectors and combines them with the additional commentary and feedback received. Other high priority activities will be addressed as practical and progress reported to you regularly.

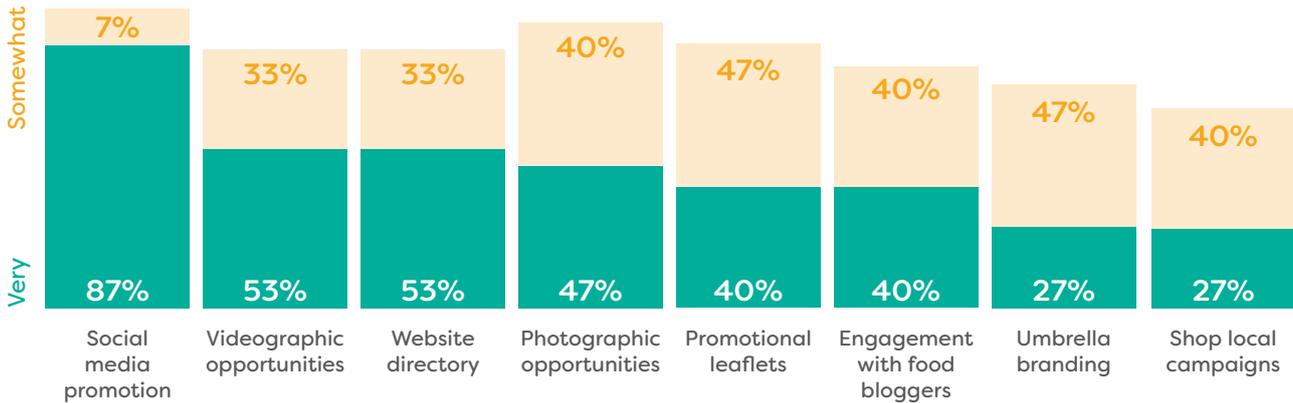
On establishment of the renewed BID, a Board Director will take responsibility for each sector area to ensure that the outlined projects are actioned and progressed and ensure they have beneficial and demonstrable benefits for BID members.

All projects will work together to achieve the overall vision, aim and objectives of the BID.



Priority area 1: Marketing and promotion

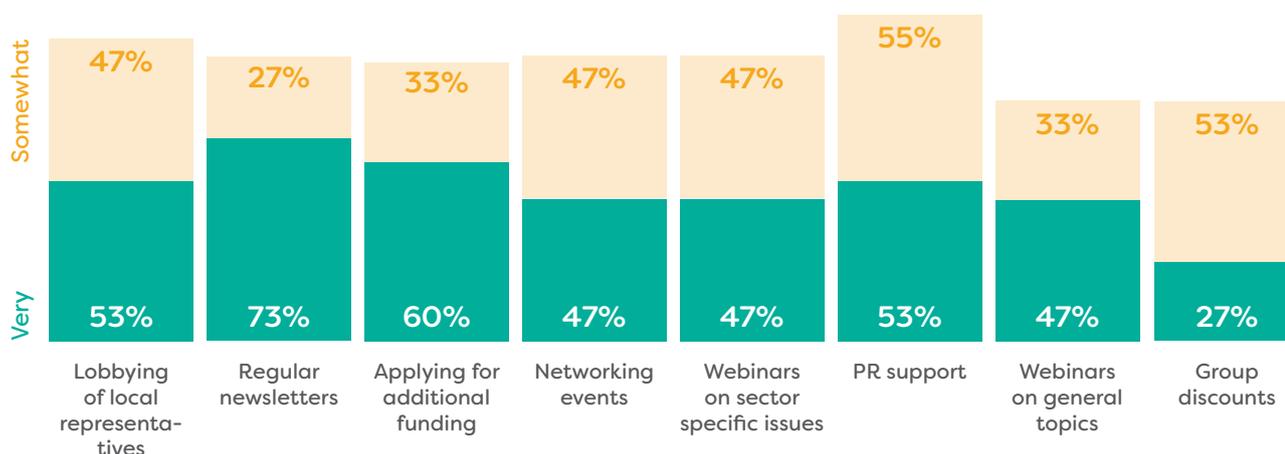
% voting 'Very Important' or 'Somewhat Important'



Your priority	Marketing and promotion actions
Social media promotion	<p>Development of a social media influencer programme to include local, regional and national chefs, food writers and bloggers.</p> <p>Engagement with wholesale businesses (local, national and specialist) to create interest in the region and members' products.</p>
Video and photography opportunities	<p>Build opportunities for content creation for social media content through video and photography especially at events and initiatives.</p>
Website directory	<p>Develop the website to become a digital high street with linkages to members e-commerce platforms.</p>

Priority area 2: Business support

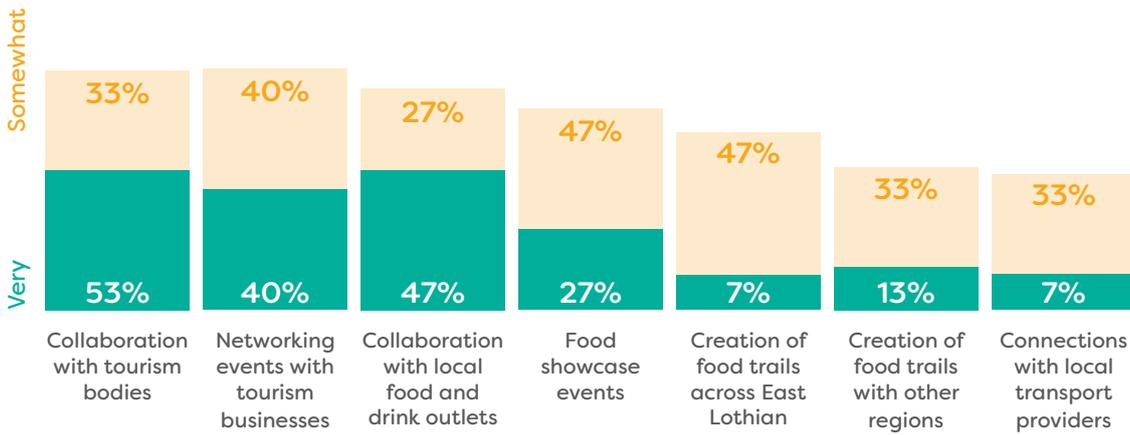
% voting 'Very Important' or 'Somewhat Important'



Your priority	Business support actions
Lobbying or local representatives	<p>Build stronger relationships and working with local representatives in an issue-based way. For example, on the deposit/return scheme, Net Zero and other regional and national initiatives.</p> <p>To be acknowledged as a consult-worthy partner by local and national representatives.</p>
Regular newsletters	<p>Build on the success of the bi-weekly newsletter through enhancing content and accessibility.</p> <p>To include development of a market insight portfolio to drive product development.</p>
Applying for additional funding	<p>Develop the website to become a digital high street with linkages to members e-commerce platforms.</p>
Networking events and webinars and training on industry specific subjects	<p>Develop a programme of networking events for members to meet, exchange ideas and focus on industry specific issues. Consider 'meet the buyer' events alongside a consumer food event as part of a COVID recovery programme.</p> <p>Develop a series of webinars with industry experts on relevant subjects including SALSA and BRC accreditation, environmental and sustainability standards and future issues.</p>

Priority area 3: Food tourism

% voting 'Very Important' or 'Somewhat Important'



Your priority	Food tourism actions
Networking events with tourism businesses	Building collaborative initiatives with local and national tourism bodies Visit East Lothian, Visit Scotland to capitalise on events and initiatives within the region (for example golfing events).
Collaboration with tourism bodies	Facilitate closer relationships through networking and showcase events between BID members and local tourism businesses to see improved availability of members' products in the local area.
Collaboration with local food and drink outlets	Improved collaboration between local hospitality businesses and BID members through the development of an Associate Membership programme to drive improved usage of local products locally.

BID criteria

A BID improvement levy is an equitable and fair way of funding additional projects and services which the local authority is not required to deliver.

Improving your trading environment will be made possible through securing additional funds to support local food and drink businesses and their products.

BID criteria

- The BID levy will be paid by the business owner as the person eligible to vote. The eligible person is 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 business sells to other businesses (B2B sales).
- 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.
- Businesses operating from domestic or agricultural rated properties which commence operation in the BID area during the BID term will be invited to pay a voluntary levy to the BID.
- Businesses in their first two years of trading will be offered a discounted levy of £150 pa.

BID levy

The table below shows the proposed levy rates based on the rateable value of the property at the time of the ballot and for the term of the BID.

No levy will be liable for properties with a non-domestic rateable value of under £2,000.

The BID levy will be subject to RPI adjustment every year.

VAT is not charged on BID levy.

Should a business close during the BID term, the levy due will be calculated on a daily basis.

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

BID legislation

BID Legislation

Business Improvement District legislation – approved by the Scottish Government in 2006, sets out the legal framework within which BIDs must operate. This includes the way in which the levy is charged and collected and how the ballot is conducted.

The BID term will run from 1 August 2021 to 31 July 2026.

Variation

The Board of Directors of the BID company will have the authority to vary or amend projects and services as the needs of the business dictates and changing economic circumstances without recourse to an alteration ballot.

Levy collection

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.

East Lothian Council will be appointed to issue businesses in the BID area with a separate levy invoice under the heading Business Improvement District Levy.

A charge of £300 per annum will be made by East Lothian Council for collection of the levy.

All income collected under the BID levy will be kept in a separate BID Revenue Account and passed to East Lothian Food & Drink Ltd to be used only for BID projects and services.

The BID levy cannot be used as an additional source of income for East Lothian Council.

Non-payment of the BID levy will be pursued, and statutory powers will be enforced to ensure fairness to those businesses that have paid the levy.

BID operation

BID operation

The BID board will meet at least 6 times per year.

Directors will be nominated from the levy paying members of the BID.

The Board will produce a set of annual accounts available for members.

An annual general meeting will take place for each year of the BID term. Levy paying members will be able to vote at this AGM.

BID governance

Following a successful ballot, East Lothian Food & Drink Ltd will continue to operate as a not-for-profit limited company with the primary responsibility of delivering the projects outlined in the Business Plan.

The current Board of Directors of East Lothian Food & Drink BID will continue in post as the delivery vehicle for the BID remains the same.



Voluntary membership

There will be three types of chargeable voluntary membership

- Voluntary Levy Members
- Associate Members
- Corporate Members

Voluntary Levy Members

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:

NUMBER OF EMPLOYEES	ANNUAL VOLUNTARY LEVY PAYABLE	East Lothian Food & Drink Voluntary Levy Table 2021-2026 Where BID terms are not met (e.g. where an agricultural rated property is occupied)
Less than 10	£385	
10 or more	£450	
Businesses in their first two years of trading	£150	

VAT is not charged on the voluntary BID levy. Voluntary members do not have the right to vote in the BID renewal ballot.

Associate 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 Membership fees must be paid in full and within 28 days from the date the membership invoice is issued by East Lothian Food & Drink Limited. Associate members do not have the right to vote in the BID renewal ballot.

Corporate Members

East Lothian Food & Drink are open to corporate bodies wishing to become members for discretionary amounts subject to discussion with the Board of Directors

Finance

The income table is based on estimated membership remaining similar to the 2021 levels and shows annual RPI increase which is assumed to be 2% pa for planning purposes. A contingency has been set aside to allow for bad debt.

East Lothian Council intend to support the BID company over the next five years. The

Council will periodically review this position as part of the annual budget setting process.

East Lothian Food & Drink will pursue additional funding streams as these become available.

Income plan

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Bid Levy	£14,065	£14,346	£14,633	£14,926	£15,225	£73,195
Voluntary Levy	£4,300	£4,386	£4,474	£4,563	£4,654	£22,377
New members	£600	£1,122	£1,545	£1,984	£2,258	£7,509
Associate members	£2,500	£3,570	£4,162	£4,775	£5,412	£20,419
East Lothian Council	£25,000	£25,000	£25,000	£25,000	£25,000	£125,000
Project income	£12,000	£12,000	£12,000	£12,000	£12,000	£60,000
Sponsorship and supporters	£6,000	£7,000	£8,000	£8,000	£8,000	£37,000
Total	£64,465	£67,424	£69,814	£71,248	£72,549	£345,500

Expenditure plan

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
Marketing & promotion	£9,000	£10,200	£10,200	£10,500	£11,000	£50,900
Business support	£2,250	£2,400	£3,250	£3,250	£3,000	£14,150
Food tourism	£2,000	£2,500	£3,250	£3,250	£3,000	£14,000
Management & administration	£39,000	£39,800	£40,326	£41,190	£42,116	£202,432
Contingency/ BID renewal	£1,215	£1,300	£1,248	£1,273	£1,330	£6,366
Bad debt	£1,000	£1,024	£1,040	£1,075	£1,075	£5,214
Reserves	£10,000	£10,200	£10,500	£10,710	£11,028	£52,438
Total	£64,465	£67,424	£69,814	£71,248	£72,549	£345,500

Assumptions

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.

Business support and food tourism receive smaller expenditure level but improvement initiatives are closely allied to marketing and promotion expenditure (e.g. website and social media).

Management and administration based on 1 FT business manager and 1 PT

administrator with associated office and sundry costs.

BID renewal monies will be accrued across the course of the BID term to facilitate renewal costs.

A small amount for bad debt is reserved based on 2019 rates.

Reserves will be retained to cover any redundancy or business closure costs in the BID term.

Our business approach

Partnerships

Start-ups and small businesses

The BID will encourage entrepreneurial start-up businesses to join the BID as an associate member and will work to support their development and growth through promotion and mentoring.

Innovation

The BID will encourage creativity and innovation both in the projects it undertakes and those that its members develop and will aim to support new ideas through to their development.

Brand identity

The BID will continue to develop the East Lothian Food & Drink brand identity and enhance the online presence promote the products produced by its members.

Quality

The BID will ensure that the image and perception of food and drink products from East Lothian is sustainable, high quality with a strong provenance and work with businesses directly or with partners to support businesses in the continual improvement of what they do.

Learning

The BID will continue to work with Queen Margaret University and other partners to inspire members, their existing and future workforce to actively support and engage in continual professional development, product innovation and creativity.

Lobby

The BID will act as the collective voice of East Lothian food and drink businesses making sure that issues are addressed and will work with organisations such as Scotland Food & Drink, Scottish Agricultural Organisation Society and with relevant cross-parliamentary groups to influence future decisions that affect the food and drink sector.

Our environmental approach

Sustainability

East Lothian Food & Drink BID are committed to a clean, green and more sustainable Scotland. We will work with members and with partner organisations, such as Keep Scotland Beautiful, to:

Prevent

Prevent the generation of waste by thinking about our processes and what we consume and what we could do differently.

Reuse and preparation for reuse

Look to giving the products that we use a second life before they become waste.

Recycle

Recycle as much as is possible and use recycled materials where and when we can. Look towards waste separation and have processes in place and working ahead of any new legislation that will come into effect to cover rural areas.

Collaborate

We will work by sharing transport and distribution to reduce our carbon footprint and food miles.



Working in partnership – East Lothian Council



East Lothian Council is proud to continue to support the East Lothian Food & Drink Business Improvement District (BID). Executive Director for Place, Douglas Proudfoot, said:

“The council has worked hard to support the BID and to promote food and drink tourism in East Lothian. With a wealth of fantastic local ingredients and innovative businesses, it’s no wonder East Lothian is Scotland’s Food & Drink County. We look forward to a continued strong working relationship with the BID to reinforce this message.

“Our economic development team will continue to support the board of the BID both financially and with our expertise to develop strategies to support members to grow and develop their businesses.

“As we come out of the COVID-19 pandemic and the recovery process begins, the importance of collaborative working with the BID has never been higher. We will work together to create more employment opportunities in this sector and grow our economy now and for the next five years and beyond.

“To that end, the council has committed to allocated funding for the BID for the next three years, which will then be reviewed and hopefully continued to cover the five year period. The council will also continue to hold two places on the board.

“The business development and tourism teams will continue to work with the BID to support its members in securing finance and to market and promote their services and products throughout the county, across Scotland & the UK and internationally. We will also work with partner agencies such as Scotland Food & Drink, Queen Margaret University and VisitScotland in order to support the members through every resource available.

“We will continue to work with local industry partners as part of our ongoing economic recovery work, delivering collaborative solutions to help BID members recover from the pandemic and to emerge stronger and with a vision for growth that will really put East Lothian, Scotland’s Food & Drink County, on the international map.”



Douglas Proudfoot,
Executive Director,
Place

Working in partnership – Queen Margaret University



At Queen Margaret University our aim is to shape a better world through education, research and innovation. Our person-centred approach to learning makes us stand out from other universities, and we focus on subjects where we have a distinctive offering - in healthcare; food and drink; social sciences; creative arts; business, management and enterprise; tourism, events and primary and secondary teaching

We are proud of our excellent track record of working with businesses of all sizes from SME's to large multi-companies. Companies can connect with us in a number of different ways; through student projects; student placements; engagement in courses; undertaking collaborative research and knowledge exchange projects; access to our conference and campus facilities and student and graduate employment opportunities.

Our Scottish Centre for Food Development and Innovation (SCFDI) was established in response to demand from Scotland's growing food and drink industry for combined research, development and innovation space to support the industry Our services include:

- Product development and reformulation
- Consumer Taste Panels, Sensory Analysis and Consumer Insights
- Food and Drink Technical Advice and Analytical Testing
- Mentoring and Training programmes
- Nutrition Expertise

QMU's proposals for the QMU Innovation Park (QMUIP) will support economic development both locally and nationally. It will provide a unique space where productive relationships between businesses, the university sector and the wider community can flourish and where entrepreneurial thinking and innovation can be nurtured on a local and national basis.

The University is proud to be engaged with the East Lothian Food & Drink BID and we look forward to working with businesses across the region.

For more information please see our website www.qmu.ac.uk or contact:

Miriam Smith, Innovation and Enterprise Manager
Research and Knowledge Exchange Development Unit
rkedu@qmu.ac.uk

The ballot process

Ballot papers will be issued to every eligible person in the BID area 42 days before the final ballot date.

- Ballot papers will be posted to the eligible person responsible for casting a vote within their business. In the case of national companies, the responsibility for voting may lie with head office or a voting agent. Copies of the BID business plan will be sent under separate cover to the same addresses.
- The BID ballot is a confidential postal ballot conducted by East Lothian Council on behalf of East Lothian Food & Drink BID and in accordance with Scottish BID legislation.
- In the East Lothian Food & Drink BID case, voting papers will be issued on or before **20 May 2021**.
- The final date for all ballot papers to be returned is 5pm on **1 July 2021**. Papers received after this date and time will be deemed null and void.
- Voting papers are easy to complete, simply place a cross on either “yes” or “no” to the question “are you in favour of a BID?” The ballot paper must then be signed by the person eligible to vote and returned in the pre-paid envelope.
- For the ballot to be successful there must be a minimum of 25% “turn-out” (headcount) by number of eligible persons and by combined rateable value.
- Of those that vote, over 50% by number of ballots and 50% by combined rateable value must vote in favour of the BID.
- All eligible persons (i.e. the food and drink business owner or designated person) will have one vote per business with the rateable value taken from their primary production property.
- The ballot papers will be counted on the 2 July 2021 and results announced by East Lothian Council.
- Following a successful ballot, the BID will commence on 1 August 2021 and will run for a period of five years until 31 July 2026.



For every £1 of levy income received, East Lothian Food & Drink will access an additional £3.00.

This sponsorship, support and project income will deliver activities which will benefit your business.

Across the five years of the BID term this will be £222,000 of investment for the sector.

Meeting the challenge

We believe that an East Lothian Food & Drink Business Improvement District is the best way forward for East Lothian food and drink businesses to shape their future development and growth.

Working together we can achieve more.

Collaboration, coordination and communication are key to a sustainable future. East Lothian food and drink has great provenance and wonderful products.

Secure a positive future for your business and vote YES in the forthcoming ballot.

Key dates

Ballot papers issued – on or before 20 May 2021

Final return date for ballot papers – 1 July 2021 (by 5pm)

Ballot papers counted and result announced – 2 July 2021

BID term begins if YES vote – 1st August 2021

East Lothian Food & Drink Board of Directors

NAME	SECTOR / SUBSECTOR
Chris Luca (Chair)	Frozen/Ice cream
Louise Elder	Ambient/Oils
David Strachan	Ambient/Preserves
Ian Smith	Alcohol/Whisky
David Albers	Ambient/Water
Steven Sturgeon	Ambient/Brewing
Fiona Edgar	East Lothian Council
Councillor John McMillan	East Lothian Council

BID Project

Karen Galloway

T +44 7377 721459

Manager

E kgalloway@scotlandsfooddrinkcounty.com

Vote YES for your
East Lothian
Food & Drink BID



visit scotlandfooddrinkcounty.com

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