# Championing Great British Food Tourism: Grant Scheme

Defra has launched a new grant scheme to champion food tourism which is open to applications until 26 September 2016. This note provides a summary of the grant's aims and the key things to consider when making an application.

**Please read this guide before accessing the full application details online. References are made to different sections of the main application document, the 'Invitation to Apply' (ITA). You can find the link to the application system and ITA at the foot of this paper.**

## Purpose of the Grant Scheme

The grant scheme forms part of the Defra's Great British Food Campaign, which aims to celebrate our world class food industry and culture, drive growth and jobs in the sector and enhance Britain's reputation as a great food nation. See: www.greatbritishfoodcampaign.com

Enhancing food tourism is an emerging policy ambition under the 'culture' strand of the Campaign and is supported by Defra research. The Rural Tourism and Local Food and Drink report, published July 2016, concludes that stronger local food identities in rural areas have the potential to increase the attractiveness of rural destinations, encourage greater tourism expenditures, extend the tourism season and retain tourism expenditures in the local economy. We are keen that projects funded through this grant scheme build on the benefits and success factors this research identifies.

The overarching aims of the grant scheme are to:

- increase the attractiveness of destinations, by enhancing its local identity and reputation by offering food-related recreational opportunities for visitors;
- extend the tourism season, by supporting year-round tourism in the form of food and drinks based attractions such as trails, festivals, markets or other initiatives providing opportunities to attract visitors at different times of the year;
- increase the retention of tourism expenditures in the local economy.

## Basic application/applicant requirements:

Each application must demonstrate the following (see section 3.6 in ITA):

- Be for projects in England (as per the devolved nature of tourism funding)
- Make clear the amount being bid for. The minimum is £5,000 per project, the maximum is £25,000, supported by a breakdown of costs
- Show how the project will champion collaborative working, bringing together tourism and food sectors
- That project activity will not result in commercial gain or profit to primary grant recipients
- That applicants have a successful record in delivering projects and handling grant funding
- That applications from groups must identify the lead partner (who will act as accountable body for the project and enter into the grant agreement on behalf of the group as a whole)

Applications are invited from individual organisations or applicant groups who are able to demonstrate that they meet these basic application requirements. Further details are provided at section 3 of the ITA.

## Project Criteria

Applications will be required to demonstrate how projects will achieve the following (3.7 in ITA):

- Produce a tangible food tourism 'product' - *for example, but not exclusively, a local identity or brand, a local food trail, a local food hub (i.e. market or award), a visitor activity or experience*
- Have clear synergies with the findings of the Rural Tourism and Local Food and Drink report, notably the benefits and success factors

- Strengthen local food/tourism economies and celebrate local and regional food or drink, stating how this differs from, or builds on, existing activities taking place in the locality
- A degree of longevity and self-sustainability, rather than being one-off events

Projects need to also demonstrate that they will accrue real benefits above and beyond what would have been possible in the absence of the grant. These will need to be verifiable, measureable and need to be clearly articulated in the project plan and evaluation criteria.

Please note that there is further set of **preferred criteria**, set out at section 3.9 of the ITA, which should also be included in applications as far as possible.

### Application process and timeline

The firm deadline for applications is 09:00hrs 26 September 2016 and successful applicants are expected to start project delivery by the end of October, following an initiation meeting with Defra.

Projects need to be completed by end of March 2017 (to fall within the 2016/17 financial year where the grant budget sits). This timescale is considered realistic given the relatively modest size of grant funds involved. The project timeline also includes the submission of interim, project completion and post project reports. Applicants need to review the full timeline as set out at section 1 of the ITA.

### What is required to complete an application?

There will be several quick mandatory pass/fail questions before applicants can move on to the core technical requirements. Your application will be assessed on four weighted areas:

- Project Proposal
- Project Plan
- Project Governance and reporting
- Value for money and project costs

Across each of these four areas, applicants will be required to submit no more than 11 sides supported by a financial breakdown table. These requirements are set out in Section 4 of the ITA.

### An Introduction to the Bravo system

The application process is required to run through the 'Bravo' system, an e-Tendering system used by Defra for conducting its grant and contract bidding process. On Bravo you will find the Invitation to Apply (ITA) document. This extends to 44 pages as it includes the standard particulars and conditions across all grant applications and a number of annexed forms. It is essential that applicants take the time to read through the full ITA ahead of starting their application.

#### Navigating Bravo

1. In order to view the ITA and to apply you must first register at this location:
   https://defra.bravosolution.co.uk/web/login.html
2. Access the entry page for the grant scheme here and read the covering notes:
   https://defra.bravosolution.co.uk/esop/guest/go/opportunity/detail?opportunityId=28764
3. Click on 'go to project details' in the top right (or if you find yourself on the Bravo homepage, this grant scheme is listed under 'projects')
4. Click on 'Buyer attachments (1)' and then the 'master ITA pdf'. This is the 44 page 'Invitation to Apply' which provides full details about applying for the grant scheme. Read fully.
5. In order to submit an application, click on 'my response'. Here you will see two sections, the 'qualification response' and the 'technical response'. The qualification response contains a series of quick mandatory on-line responses, having completed these, move onto the technical response which contains the core application details, requiring specified documents for upload. Responses can be saved before final submission.

**Important note:** All queries and clarifications regarding the application format/process need to be raised via Bravo, as specified in the ITA, to allow responses to be available to all potential applicants. If you have a technical issue please use the online help function or call the free helpline on 0800 368 4850.