

Showcase Opportunity:

BROADLAND FOOD INNOVATION CENTRE

Birmingham Food & Drink Expo

24th to 26th April 2023

Fully funded by the Broadland Food Innovation Centre

BROADLAND FOOD INNOVATION CENTRE | European Union European Regional Development Fund | HM Government | Broadland District Council Community at heart | NEWANGLIA Local Enterprise Partnership for Norfolk and Suffolk | Hethel Innovation | UEA University of East Anglia

BROADLAND FOOD INNOVATION CENTRE PROJECT –

BIRMINGHAM NEC APPLICATION FORM

Showcase at Birmingham Food & Drink Expo

In April, the Broadland Food Innovation Centre will be taking a cohort of Norfolk and Suffolk-based Food & Drink producers to the Birmingham Food & Drink Expo. This represents a unique opportunity for the region's ambitious SMEs to put their products on a national and international stage.

We are looking for applications from businesses wishing to attend. The following form contains essential information to enable us to establish eligibility and for businesses to present which products they would like to promote at the expo.

We have space for 6 businesses in our showcase areas running the whole duration of the expo (24th to 26th April). The showcase areas are aimed at businesses that are ready to take on a national contract and have an established production capability. If you are successful with applying for a showcase area, we expect a member of staff from your business to attend for the whole duration of the show.

Further to this, we have space for 2 pop-up areas for a day each, which will mean an extra 6 businesses will be able to be included at different times during the expo. The pop-ups are for younger businesses that wish to gain brand exposure, gain small deli contracts, and get a taste of national food expos. If you are successful with applying for a pop-up space, we will expect you to arrive the night before in order to set up before opening hours on the morning of your attendance.

Upon successful application, logistics will be organised in conjunction with the project team, and it is expected that you will attend all days you have been successful in applying for.

We expect this opportunity to be hugely popular Should your application be unsuccessful a member of the Broadland Food Innovation Centre team will be in touch to understand how we can support you through the project.

This opportunity is open from 12th December 2022 until 15th January 2023 (midnight). Successful applicants will be notified by 20th January 2023.

For any enquiries, please contact:

- Alex Larter – Cluster Manager (alexander.larter@uea.ac.uk)
- Jordan Sharman – Project Manager (jsharman@hethelinnovation.com)

BROADLAND FOOD INNOVATION CENTRE PROJECT –

BIRMINGHAM NEC APPLICATION FORM

The following questions relate to the requirements of the Birmingham NEC Food & Drink Expo, and information will be used in event marketing should you be successful.

Business Name (How you would like the business to read in event marketing)

Please describe your business (max 250 words). This text will be used in promotional material should you be successful with your application.

Which products would you look to promote at the NEC Food and Drink Expo? Please describe the innovative nature of the products you will be looking to promote.

Which areas of the stand would you like to be considered for (pop-up area or showcase)?

The following pages relate to the eligibility criteria of the Broadland Food Innovation Centre funding.

BROADLAND FOOD INNOVATION CENTRE PROJECT –

BIRMINGHAM NEC APPLICATION FORM

Section 1 - Business Information:

1.1 - Registered company name (also list trading name if applicable)

1.2 - Registered company address including postcode (not trading address)

1.3 - Companies House Number (if registered) and date of registration

1.4 – Business Sector (SIC Codes) – Information can be accessed via Companies House website

NB: Enterprises that fall under an agricultural SIC code (01110 to 02100) are ineligible for ERDF support.

1.5 - Website

Section 2 - Personnel Information:

Please insert the contact details of the team member within the organisation the BFIC Project Team should engage with throughout the project:

Name	
Position	
Telephone	
Email	

Section 3 - Eligibility:

3.1 - What is the value of the company's balance sheet?

3.2 – What is the company's annual turnover?

3.3 – How many FTEs (Full-Time Employees) are in the business?

3.4 How much investment has been made into R&D in the last financial year?

3.5 – Is the business owned by another? If so, by who, and at what %

3.6 – Does the business own another? If so, who, and at what %

	YES	NO
3.7 - Have you applied for or received any grants or state aids in the last 3 years? *		
3.8 - Have you ever had any state aids recovered?		
3.9 - Are you in the process of insolvency or bankruptcy?		

*If you answered yes to 3.7, please complete the table in Section 4 – Previous Grants & State Aid below.

Section 4 – Previous Grants & State Aid:

The Broadland Food Innovation Centre innovation support follows De Minimis regulations. (Commission Regulation (EU) No 1407/2013 of 18 December 2013 on the application of Articles 107 and 108 of the Treaty on the Functioning of the European Union to de minimis aid).

Please Note: Beneficiaries are required to keep records of De Minimis aid for 3 years.

Date of Payment	Name of Provider	Amount Awarded	Reason for Payment

NB: Should your grants equal more than €200,000 over the last 3 years you may be ineligible for further aid.

Section 5 – Business in Difficulty:

Undertakings in difficulty as defined under the State Aid rules should not be supported, in accordance with Article 3.3(d) of the ERDF Regulation (EU) No 1301/2013. A business in difficulty is defined as a business that has accumulated losses that are greater than half of their subscribed share capital.

	YES	NO
5.1 - Is your business more than 3 years old?		
5.2 - **If yes:** At this moment, have more than 7 years passed since your first commercial sale?		
5.3 - **If yes and your businesses is a Limited Liability Company / Partnership:** Has more than half of your share capital been lost as a result of accumulated losses?		
5.4 - **If yes and your businesses is a sole trader / partnership:** Has more than half of your capital as shown in the company accounts been lost as a result of accumulated losses?		

NB: Answering YES to 5.3 or 5.4 may make you ineligible for support from this project.

Section 6 – Equal Opportunities

Please Note: This information is requested for monitoring purposes only and does not form part of the eligibility criteria. Tick where applicable.

Gender			
Male	Female	Prefer Not To Say	Other (Please State)

Do you consider yourself to have a disability?		
Yes	No	Prefer Not To Say

Ethnicity					
White	Mixed	Asian	Black	Other	Prefer Not To Say

Age					
16 - 24	25 - 29	30 - 34	35 - 39	40 – 44	45 - 49
50 - 54	55 - 59	60 - 64	65+	Prefer Not To Say	

Section 7 – Innovation Support

Please Note: This information is requested for monitoring purposes only and does not form part of the eligibility criteria. Tick where applicable.

What area(s) of support would you like to explore in the BFIC project?			
New Product Development	Marketing Plan & Strategy	Branding & Identity	Communications
New Service Development	Business Model Formulation	Strategy Creation	Research & Analysis
Distribution Channels	Product Testing (Making Facilities)	Customer Testing (Sensory Facilities)	Incubation Space
Other (Please State):			

Section 8: Privacy Statement & Declaration

To be completed by applicant

	YES	NO
8.1 - I understand that my data is protected under the terms of the Data Protection Act 1998 and the General Data Protection Regulation 2018 (GDPR) and that the information contained in this form will be kept strictly confidential and will not be passed to any commercial third party.		
8.2 - I understand that I have the right to access, erasure, and all other rights outlined as part of GDPR.		
8.3 - I consent to the BFIC project storing and utilising the data provided in this form and in any future communications.		

NB: Data is shared between BFIC project partners Hethel Innovation, University of East Anglia (UEA), Broadland District Council (BDC), Department should be the Department for Levelling Up, Housing & Communities (DLUHC), and New Anglia Local Enterprise Partnership (NALEP).

Please Note: By completing this document you understand that you are applying for a funded project and will need to receive at least 12 hours of support.

Name	
Position	
Date	
Signature	I certify that this is a true copy of the original document:

To be completed by BFIC project team

Assessed by (Printed & Signed)		
Assessment Date		
Assessment Result	Eligible	Non-Eligible

The following pages evidence how the Broadland Food Innovation Centre project will follow document and data retention policy as set out in the ERDF Document Retention Guidance ESIF-GN-1-008, Version 1 (dated 17.02.2016).

Document Retention:

In order to comply with European regulations, the BFIC project will retain and store all records (original hard copies and/or electronic versions) in an easily accessible place through to 2033. If not possible, we will archive the project records, again clearly labelled.

Core documentation will include:

- all ERDF related documentation including work carried out during the development,
- pre application, application and during and after the project;
- the Funding Agreement including any revised versions supported by appropriate
- correspondence from DLUHC of the approval of changes to the Funding Agreement;
- correspondence from/to DLUHC;
- quarterly or monthly claim forms;
- working papers showing how claims were calculated, including any flat rate
- methodologies;
- the audit trail for all procurement undertaken for the project;
- State Aid policy
- the State Aid approved scheme used where relevant; and
- an asset register.

We will keep records of:

- evidence of all project expenditure. This will include invoices and bank statements or equivalent to show the payments were made.
- eligible beneficiaries and the steps taken to discern their eligibility, including proof that an organisation qualifies as an SME
- evidence of open and fair procurement of goods and services. Including proof of advertising and contract notices, quotations or tenders received and the scoring methodology used for selecting the successful candidate. This will include details of all preparatory work prior to the procurement process and the delivery/use of
- the procured service and goods. We will refer to the National Procurement Requirements (ERDF-GN-1-004) for further information on procurement requirements.
- evidence of auditable, accountable match funding, including copies of match funding acceptance letters and bank statements showing receipt of match funding
- compliance with publicity requirements. Copies of all publicity materials, including press releases and marketing will be retained to demonstrate the correct use of
- the EU logo and required text. We will refer to the ERDF Publicity Requirements (ERDF-GN-1-005) for further information on publicity requirements.
- compliance with equal opportunities and environmental sustainability requirements
- clear records of businesses supported for state aid purposes, including signed
- SME declarations and that they are operating under any state aid rules, such as de minimis, or any other state aid ruling. We will refer to the ERDF State Aid Law Requirements
- (ERDF-GN-1-003) for further information on State Aid
- documentary evidence substantiating the outputs and results declared in ERDF claims and on completion of projects. This could include, for example, evidence of the types of assistance provided.

Data Use:

New Anglia LEP is the `Data Controller' for the 'New Anglia CRM' for related personal data and controls and processes personal data under the lawful bases of Article 6 (1) (e) and Article 9 (2) (g) of the European Union 'General Data Protection Regulation' (2016/679).

I have informed, and will inform, all persons in relation to whom I have provided personal information, including details of the information provided and the purposes for which this information will be used. Data is recorded on the New Anglia CRM System, which is used by the following business support Partners: New Anglia LEP, Finance East, Hethel Innovation Ltd, Nwes, MENTA, Norfolk and Suffolk Chambers of Commerce, Norfolk and Suffolk County and District Councils, Norwich University of the Arts, University of East Anglia and University of Suffolk".

Data may be shared with Partners, as well as the Department for Levelling Up, Housing and Communities, the Department for Business, Energy and Industrial Strategy, for the purpose of supporting you and your business/organisation for reporting and statistical analysis.

Data recorded and held on the CRM is subject to the Freedom of Information Act 2000.

Personal data is of no value to the BFIC Project. However, it is when personal data is accessed and used that it can be at the greatest risk of loss, corruption or theft:

- When working with personal data, employees should ensure the screens of their computers are always locked when left unattended.
- Personal data should not be shared informally. In particular, it should never be sent by email, as this form of communication is not secure.
- Data must be encrypted before being transferred electronically. The IT manager can explain how to send data to authorised external contacts.
- Personal data should never be transferred outside of the European Economic Area.
- Employees should not save copies of personal data to their own computers. Always access and update the central copy of any data.