

**REPORT TO: ECONOMIC DEVELOPMENT AND INFRASTRUCTURE
COMMITTEE – TUESDAY, 8TH DECEMBER 2009**

SUBJECT: SCOTLAND FOOD AND DRINK EXCELLENCE AWARDS 2010

BY: DIRECTOR OF ENVIRONMENTAL SERVICES

1. REASON FOR REPORT

1.1 To seek the Committee's approval to a contribution of £1,000 sponsorship of the Awards.

1.2 This report is submitted to Committee in terms of Section D (9) of the Council's Administrative Scheme relating to financial and other assistance to those engaged in industry and commerce.

2. RECOMMENDATION

It is recommended that the Committee agrees a contribution of £1,000 as sponsorship of the Scotland Food and Drink Excellence awards 2010

3. BACKGROUND

The Scotland Food and Drink Excellence Award has been in existence for 14 years and is administered by the Royal Highland Society. The aim of the awards is to support the strategic objectives of the Scotland Food and Drink strategy and to recognize and reward innovation, enterprise and quality throughout the Sector. The awards are open to all Scottish food and drink companies whose products are wholly or mainly produced, processed and packaged in Scotland. The Scotland Food and Drink Excellence Award is an annual celebration that has historically been held in the Central Belt. The 2010 Awards will be the first time the Event has been held in the North East of Scotland. Benromach Distillery will be hosting the event with sponsorship from Gordon MacPhail and other businesses from the Sector.

4. PROPOSAL

The Food and Drink industry is highly valuable to Moray's Economy both in terms of its exports and its employment capacity. In order to promote this sector the Development Services are currently exploring the concept of a Food Festival, encompassing all aspects of the food and drink sector throughout Moray, during 2010. Due to the shortness of this Event's timescale it is proposed that The Moray Council support the hosting of this event with a contribution of £1,000 towards the cost of Marquee Hire and Floating Floor structure, the total cost of which is £4,837 ex. VAT. Gordon MacPhail and other sponsors will cover additional costs including £3875 excl. VAT for Lighting. It is hoped that, should the event be a success, the Royal Highland Society will be more amenable to hosting future events outwith the Central Belt. In addition, given that Richard Lohead is the Food and Drink Minister at

Holyrood, it is particularly fitting that The Scotland Food and Drink Excellence Awards takes place within his constituency. It is anticipated that the Convener and Chair of the Economic Development Infrastructure Committee will be invited to attend the Awards.

5. **SUMMARY OF IMPLICATIONS**

(a) ***Single Outcome Agreement/Service Improvement Plan***

The proposals contribute to the Community Planning Partnerships 'Wealthier & Fairer' Group 'Outcomes' in particular, Outcome 2 – "We realise our full economic potential with more & Better employment opportunities for our people", and the stated priorities of the Council's Plan for 2008 – 2011 in relation to the economy, jobs and tourism.

(b) **Policy and Legal**

There are no legal implications as a result of this report.

(c) **Resources (Financial, Risks, Staffing and Property)**

Financial: The budget for 2010/11 will be set in February 2010. Subject to budget considerations, funding is available in the Economic Development budget 2010/11.

Risk: There are no risks arising from this report

Staffing: There is no staffing implications

Property: There is no Property implication as a result of this report

(d) **Consultations**

Deborah Brands, Principal Accountant, has been consulted and agrees with the financial implications in the report.

5. **CONCLUSION**

This is an unprecedented opportunity to bring this highly prestigious Award Ceremony to Moray, an event that has been described as the Oscars of the Food and Drink Industry. This event would be a fantastic opportunity for Moray based industries to capitalise on networking with other leading producers from throughout Scotland.

ITEM:

PAGE: 3

Author of Report: Fiona Limbrey, Development Officer
Background Papers:
Ref: