



PRCC.08 13/14

Prosperous Communities  
Committee

16 July 2013

**B**

**Subject: "Food Matters" – Agricultural Development Project**

Report by:

Director of Regeneration and Planning

Contact Officer:

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Purpose / Summary:

This report is to provide an update on the Council's work in relation to the Agri food Sector through the "Food Matters" project.

**RECOMMENDATION(S):**

**1 That Members note the report**

**IMPLICATIONS**

**Legal: None**

**Financial : FIN/5/14**  
None arising from this report. Specific projects will require funding.

**Staffing : None.**

**Equality and Diversity including Human Rights : None.**

**Risk Assessment : N/a**

**Climate Related Risks and Opportunities : N/A**

**Title and Location of any Background Papers used in the preparation of this report:**  
*Wherever possible please provide a hyperlink to the background paper/s  
If a document is confidential and not for public viewing it should not be listed.*

**Call in and Urgency:**

**Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?**

*i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)*

<b>Yes</b>	<input type="checkbox"/>	<b>No</b>	<input checked="" type="checkbox"/>
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**Key Decision:**

*A matter which affects two or more wards, or has significant financial implications*

<b>Yes</b>	<input type="checkbox"/>	<b>No</b>	<input checked="" type="checkbox"/>
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## **Executive Summary**

This report is to provide an update on the Council's work in relation to the Agri food Sector through the "Food Matters" project.

### **1 Background.**

- 1.1 The agri-food sector makes a substantial contribution to the economy of Lincolnshire: it currently accounts for approximately 3,700 businesses and employs 27,000 people.
- 1.2 In Lincolnshire more than 1 in 10 people are currently employed in food and farming, and together they contribute nearly 13% of the county's GVA, which equates to more than £1 billion each year.
- 1.3 However, our understanding and support to the agri-food sector in West Lindsey specifically has been limited. The Food Matters programme will both provide an enhanced understanding of the employment and business opportunities that exist locally within the sector, and will provide support, knowledge and infrastructure to the local businesses.

### **2 The programme**

- 2.1 The Programme will include:

**Mapping the agri-food sector.** We will identify and map the value added aspects within the agri-food and links to the wider local economy.

**Seeing-is-believing visits.** Taking groups of local businesses to experience and view best practice in some of the region's most successful agri-food companies such as Sealord, Kerry Foods, Association of British Food, Frontier, Agrii, Woldgrain Storage Ltd.

**One-to-one support.** Targeting local agri-food businesses, this aspect of delivery provides the necessary support for businesses and entrepreneurs to understand and bid for opportunities and increase market share.

**Workshops and training.** Training workshops (accredited and equivalent) on specialist business support for agri-food businesses will be delivered, in partnership with local and regional sector specialist training providers.

**Green business diagnostics.** Working with the in-house Green Team we will develop a sustainable business diagnostic to identify opportunities for improvement, and ensure greater efficiency afforded by best practice in this area.

**Career development opportunities.** Working with Lantra (Sector Skills Council) and major agri-food businesses we will identify career opportunities for young people in the sector (school visits, work placements, apprenticeships, volunteering).

2.2 To date we have engaged with a range of sector organisations and initiated discussions with them for possible partnership working and delivery.

2.3 Priority was given to training delivery and to date we have had meetings with a number of RDPE Skills Framework organisations including:

- ADAS (training provider for the Leadership programme). We have received a proposal from them for a training programme targeted at West Lindsey businesses. Currently discussing options with the provider.
- Lincoln Rural Training (they are currently mapping their existing training delivery in our patch to assess training needs and gaps)
- North Lincolnshire Training (as above – also due to have a meeting with them in the near future to discuss the Food Matters Programme)
- AHDB Agriculture and Horticulture Development Board (currently working with them to identify possible training courses)
- Lantra (the National Director will be attending the Lincs Show reception and will give a presentation on skills training challenges and opportunities for our district)

### **3 Business Engagement**

3.1 Work to date includes:

Working with Kerry Foods to organise a seeing-is-believing tour at their site. (agreed date Thursday 1<sup>st</sup> August )

Working with Woldgrain to set up a meeting with the local haulage companies – work in progress

The Lincolnshire Show event was key opportunity to engage with businesses, have one-to-one discussions with them and to gather sector intelligence

Possible seeing –is- believing visit at Sealord.