

CLARIFICATION RESPONSES

North East England Food and Drink Visitor Experience Development RFQ

Reference: ENEE-1COB0E

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Q1. Will financial support be available to businesses to support product development work, e.g. purchase of equipment, marketing, website updates or product testing, to address potential barriers?

Response

There is currently no separate grant or direct financial support pot for participating businesses within this commission. Participation in the programme will be free of charge to businesses.

Bidders may, however, propose proportionate specialist interventions within the available programme budget where these are directly relevant to the successful development or launch of a visitor experience. This could include, for example, photography, videography, content development, market testing, accessibility advice, digital or booking-system support. Any such interventions should be clearly included within the proposed programme model and budget.

Major capital works, infrastructure or equipment purchases, and substantial website or digital system development on behalf of individual businesses, are outside the core scope of the commission.

Q2. Will this support be open to businesses that participated in the previous outdoor and Food and Drink product development project? If so, how many Food and Drink businesses took part?

Response

Yes. Previous participation in ENEE or Destination North East England product development or other business support programmes will not in itself prevent a business from participating in this programme, provided there is a clear and additional visitor experience development need and the proposed support does not duplicate activity already delivered elsewhere.

The previous Food and Drink Experiences Programme engaged a wider pool of businesses through its recruitment and development activity, with five food and drink businesses forming the core group that progressed most significantly through the programme.

Any previous participant wishing to take part in the new programme would be considered through the same recruitment, diagnostic and selection process as other applicants, based on their current development needs, opportunity, readiness and potential.