



European Union  
European Regional  
Development Fund



**Derry City & Strabane**  
District Council  
Comhairle  
**Chathair Dhoire &  
Cheantar an tSratha Báin**  
**Derry Citty & Stràbane**  
Districk Council

## Derry City and Strabane District Council

*‘produced by each region, the action plan is a document providing details on how the lessons learnt from within the cooperation framework will be exploited in order to improve the policy instrument tackled within that region. It specifies the nature of the actions to be implemented, their timeframe, players involved, the costs and funding sources.’*

### Regional Action Plan

April 2018 – March 2020



**Derry City & Strabane**  
District Council  
Comhairle  
**Chathair Dhoire &  
Cheantar an tSratha Báin**  
**Derry Citty & Stràbane**  
Districk Council



European Union  
European Regional  
Development Fund



## Contents

Derry City and Strabane District Council .....	1
1. Executive Summary .....	3
2. General information.....	5
3. Policy context .....	6
4. Overview of the current situation.....	7
5. Action 1: Food Network, Destination Brand Development Strategy and Accreditation Scheme .....	8
6. Action 2: Supporting new creation of new local food producers in partnership with the Foodovation Centre.....	13
7 Action 3: Dedicated Food destination PR Plan.....	15
8 Action 4: Food and Drink Related Events Review.....	16
9 Action 5: Online Directory.....	18
10 Signature.....	20



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chéantar an Strátha Bád  
Derry Cille & Strábane  
District Council



## 1. Executive Summary

Niche is an EU funded INTERREG project aimed at developing innovative food value chains. Derry and Strabane District Council are one of 7 regions involved in the project including – Estonia, Finland, Greece, Romania, ROI and Poland. Food has been identified as an economic driver in each of these areas and the project aims to develop best practice in relation to food innovation.

This relates specifically how organisations can apply technology and initiatives to increase their capability and capacity for innovation, thus ensuring business sustainability and growth.

Over the life cycle of the project the aim is to achieve an average 15% increase in the adoption of research and innovation solutions by food sector companies. This will be done by

- Creating an open innovation approach under a quadruple helix model i.e. Including research centres, universities, enterprises, policy makers, innovation agencies and final consumers at both regional and interregional level to propose actions based on a mutual learning exercise
- Establish regional open innovation ecosystems to ensure support
- Exchange and learn from experiences in partner regions
- Explore new mechanisms to transfer and apply research and innovation for new food products, services or processes.

The first stage of the project included gathering regional baseline assessments of local food businesses and their innovation strategies alongside gathering of best practice information from the partner regions. This was followed by Staff Exchanges to partner regions bringing SMEs in food sector to benefit from in depth exchange of existing knowledge and experience. Thematic Workshops enabled more extensive exchange of information and discussion on specific areas of food chain. The final stage was the development of the Regional Action Plan definition, integrating lessons learnt and considering findings from regional baseline assessment and other local context aspects. This included a peer review process and production of final Regional Action Plan. The two-year active phase of the project started in April 2016 and the project moved to a two-year follow-up phase in April 2018. The implementation of this Action Plan will be monitored as part of the NICHE project until March 2020.

Throughout the active phase of the project there were several strong themes which emerged. These included an overarching food destination brand for our City and Region; a good practice observed in our partner regions. A Food Network which will include stakeholders from every part of the food value chain to working collaboratively to drive the sector forward.



European Union  
European Regional  
Development Fund



We also identified that although we are very strong in promotion of the end product, in our food festivals, events and burgeoning local restaurant scene we are relatively low in the numbers of artisan producers within the council area. We commit to working in partnership with the Foodovation centre to increase our producer base and we will undertake a review of our current food and drink event calendar to ensure we are getting maximum return from these. Our final action is to compile a dedicated food destination PR plan to increase consumer awareness.

The primary action to be taken forward (Food Network, destination brand development strategy and accreditation scheme) have been awarded financial support through a pilot action request to the Joint Secretariat and funded through the NICHE programme. The findings from the pilot actions will be then be fed back, as recommendations to policy branch responsible for the impact Northern Ireland ERDF Investment for Growth and Jobs Programme 2014- 2020, for both this policy and for other operational programmes. Funding via the NICHE project has been critical in overcoming the gap in funding currently and it is planned that after the pilot action has been implemented we will be in a strong position to apply for existing funding streams such as NIRFP and ROP. This will meet the objective of mainstreaming the actions through the policy instrument and continued implementation through regional funding.

The Action Plan will be continually monitored and reviewed by the project co-ordinator DCSDC. Progress will be reported at the biannual stakeholder meetings and reports will be produced at the end of the pilot action period with findings and recommendations.

The NICHE regional action plan has been produced by external expertise of consultants Place Management Solutions and Team Tourism, namely Sharon Scott and Jackie Ellis. DCSDC supported the production of the plan and a series of stakeholder engagement sessions and one to one consultations with the sector were held. In all over 70 stakeholders fed into the development of the Action plan.



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chathair an Strábháin  
Derry Cille & Strábhane  
District Council



European Union  
European Regional  
Development Fund



## 2. General information

Project: NICHE - Building innovative food value chains in regions

Partner organisation: Derry City and Strabane District Council Northern Ireland (UK)

Other partner organisations: Regional Development Agency of West Region Romania (RO), Donegal County Council, Ireland (IE), Regional Council of South Ostrobothnia, Finland (FI), Tartu Science Park, Estonia (EE), Kujawsko-Pomorskie Voivodeship, Poland, (PL) Region of Crete, Greece (GR).

Country: United Kingdom

NUTS2 region: Northern Ireland

Contact person Jennifer O'Donnell, Derry City and Strabane District Council.  
[Jennifer.donnell@derrystrabane.com](mailto:Jennifer.donnell@derrystrabane.com) +4871 253253  
Catherine Goligher, Derry City and Strabane District Council.  
[Catherine.goligher@derrystrabane.com](mailto:Catherine.goligher@derrystrabane.com) +4871 253253



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chéantar an Strába Bóin  
Derry Cille & Strábane  
District Council



European Union  
European Regional  
Development Fund



### 3. Policy context

The Action Plan aims to specifically impact Northern Ireland ERDF Investment for Growth and Jobs Programme 2014- 2020 (CCI number: 2014UK16RFOP003) RIS3 under Objective 1.2: Engage more NI businesses in Research and Development.

It has been identified that this policy lacks specialization or supports for collaborative initiatives which bring together the wider food sector and why we applied to run pilot actions focusing on driving food tourism innovation and the underpinning supports required to enable this. As a result we will be in a position to provide concrete findings and provide recommendations to policy branch.

It will also impact on other European Territorial Cooperation programmes which support the delivery of innovation by players in regional innovation chains in areas of “smart specialisation” such Food Technology. Interregional cooperation is a key factor in helping regions to learn from their peers as well as exchanging experiences that can be integrated and implemented.



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chéantar an Strátha Bóin  
Derry Cille & Strábane  
Districc Cooncil



European Union  
European Regional  
Development Fund



#### 4. Overview of the current situation

Our region has set itself the aim of becoming a leading Food Tourism Destination. A recent Food Destination Audit identified key strengths in the areas of award winning, independent restaurants and cafes, established food events and festivals, such as the Legenderry Food Festival and national and international awards and accreditation. The region has fully capitalised on the success of the NI Year of Food and Drink 2016. The Council works closely with the trade and key stakeholders such as Food NI, Tourism NI and Tourism Ireland to unlock this potential. The region is already recognised as one of the leading authorities in food innovation, spearheaded by the Foodovation Centre at Northern Western Regional College (NWRC). It is recognized that innovation and research is at the core of developing our Food Value Chain.

The NICHE project supports national policy objectives under the Northern Ireland ERDF Investment for Growth and Jobs Programme 2014-2020. The project addresses Priority Axis 1 (PA1) of the Northern Ireland Operational Programme - Strengthening research technological development and innovation. In particular, its investment priority 1b. and associated specific objective (SO2) - To engage more NI businesses in Research and Development. The NICHE project will also dovetail with the on-going support for innovation in the food sector provided by the new Agri-Food Business Development Centre supported by the University of Ulster, Invest NI, CAFRE and DAERA.

The NICHE project supports delivery of the DCSDC Community Plan and the Strategic Growth Plan 2017-2032 which have highlighted the importance of tourism in terms of creating and sustaining jobs. The NICHE project will specifically impact on the Tourism Strategy, which aims to double visitor spend to £100m by 2025, sustain the 4685 jobs currently supported by the sector and create approximately 1000 additional jobs. At a local level it will also support the ongoing work of Derry and Strabane Rural Partnership.

The NICHE project also supports the ambitious tourism growth targets for NI and strategic focus on experiential tourism as a key hook in attracting more international visitors who stay longer and spend more. The NICHE project will take cognisance and build on the work by Tourism NI (TNI), FoodNI, Hospitality Ulster and other key players.



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chathair an Strábaíne  
Derry Citty & Strabane  
District Council



## 5. Action 1: Food Network, Destination Brand Development Strategy and Accreditation Scheme

### 5.1 Background

We recognise that our region lacks an overarching Food Destination Brand and accreditation scheme and this was further emphasised during our study trips and site visits to partner regions through NICHE. We have a number of sub brands which have evolved organically including LegenDerry Food Festival, but no overarching, recognizable, consumer-facing brand which acts as a framework to present all food related marketing activity. We understand that this is a top priority in developing an innovative and cohesive Food Chain. It is in fact essential to create the demand and customers required to grow our Food Sector. The brand however cannot be developed in isolation and it was evident from looking at other best practices such as Donegal's Food Coast and Atlantic Coast Trail that we need the Brand shaped and supported by a strong food network.

The Donegal Food Coast initiative demonstrated clearly the benefits of providing a central platform to encourage and promote a strong local food and drink culture which is a key sector within the local economy, underpinning and sustaining economic activity and jobs in the region.

We saw how the development of Food Coast Network was a critical success factor, providing a high-profile communication and networking tool for all businesses involved in the sector. A key component of the network activities was the development of the food coast mark of origin to support awareness of Donegal made produce. We felt that this added authenticity and credibility to the local food network, and was instrumental in driving quality standards and innovation within the sector.

Similarly, the Wines of Crete project further demonstrated the value of creating a platform which stimulated communication, collaboration and innovation across the sector. Like the Food Coast Model, this project provided an environment in which small SME's could effectively engage, which suited their everyday work patterns and allowed the group members to work collaboratively to promote Cretan agri-foods based on an agreed integrated marketing strategy. We were also interested and discussed at length their approach to the certification process to certify local products with the quality label 'Crete' and their learning journey on how to promote and expand brand, particularly on how to increase brand awareness across different target markets.

Our pilot project will draw heavily on the key lessons we learnt from these two projects. They have demonstrated that when supported by a strong food network, a Food Destination Brand Development Strategy and Accreditation Scheme has been a stimulus for innovation. It has had a positive impact on clustering and packaging activity amongst existing local SME businesses, providing a framework and stimulus for unique, innovative food experiences







European Union  
European Regional  
Development Fund



targeted at specific target audiences. We envisage based on learnings from this good practice from Donegal that it will also be a powerful tool to attract new business starts into the sector as it will provide a business support network and access to like-minded businesses and opportunities to develop and innovate new products and packages.

The introduction of an accreditation mark would provide the mechanism to articulate and maintain the high level of quality expected in a world class food destination. It would provide a valuable promotional and marketing for individual SME's and provide international standout for the wider destination. It will be a stimulus and key driver of future economic growth.

The funding for this provided by NICHE fills a gap which exists and enables sufficient progress to be made in order to apply for continued funding through the NIRFP and ROP.

## 5.2 Action description

The lessons learnt from our best practice visits to other partner areas, in particular Donegal's Food Coast and Atlantic Coast Trail, underlined the importance of sustained business engagement and communication in the brand development process, driven by a strong food network, in order to gain buy-in and secure the long-term sustainability of the brand. A Food Destination audit and Business Survey has identified over 250 food and drink related SME's who could potentially contribute to the development of the DCSDC region as a world class food destination. There is currently no formal mechanism/platform to facilitate communication and engagement within the sector, therefore the first action would be to set up a Food and Drink Network.

- Through a series of facilitated meetings with local businesses and key stakeholders, we will develop a Food Network model that best meets local needs and growth targets, provides a platform for collaborative working based on a clustering approach and fosters knowledge transfer and stimulating business opportunities from which high levels of SME innovation will flow, particularly across different elements of the food tourism offer. The network will also provide a mechanism whereby businesses can be signposted to the most appropriate packages of support. . We will identify the most effective management structure and resources (human and financial) to operate a network for a 3 year period with associated funding mechanisms. We will develop a Terms of Reference and a governance framework and clearly identify the roles and responsibilities of the private sector and other key stakeholders. A fundamental role for the network will be to engage in the brand development strategy.



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chathair an Strátha Búin  
Derry Cille & Strábane  
Districc Cooncil



- Through a series of facilitated workshops the network will develop an agreed proposition for the region as a food destination. This will involve identifying the Unique Selling Points and key differentiators of the region as a food destination. The workshops will explore the future identity of the destination in terms of the potential look, feel and “vibe”. It will consider the importance of provenance, local heritage and cultural within the proposition. It will clearly articulate how the Food Destination brand will fit with the wider tourism destination branding strategy. The network will draw on the best practice learning from partner regions such as Donegal and Greece.
- The proposition and best practice learnings from other regions will be used to procure and deliver a Food Destination Branding Strategy as a framework to present all food related marketing activity, which will include the following objectives:
  - Brand design and brand guidelines
  - Identify key target markets
  - A costed 2 year action plan covering launch and rollout of the brand across all on-line and off-line marketing activity
  - A series of workshops with local SME’s to secure buy-in and correct use of the brand in individual marketing activity.
- Develop an agreed criteria, governance framework and quality standards for a Local Food and Drink Accreditation Mark, utilizing the Food Destination Brand. The project would include workshops with local business to build consensus on the criteria and showcase best practice learning for partner regions such as Crete. The Wines of Crete best practice visit highlighted the benefits of a Local Food and Drink Accreditation Mark and its role in establishing and positioning a Food Destination in the minds of the consumer. Key outputs will include the production of operational guidelines for application and ongoing monitoring, a budget for delivery of a 2 year pilot project and evaluation exercise and a high profile launch event.
- Provisional List of Activities to develop these to larger scale (if pilot is a success)
  - Engagement of more food and drink SMEs in Network, increasing numbers by 150% from 90 to 135.
  - Securing resources both financial and human to continue the food and drink network beyond pilot and to enable development of network activity.
  - Development of the food and drink network activity, to include best practice trips, seminars, meet the buyer events and innovation workshops.



- Strengthening of the food branding, working to increase understanding of the key values of the brand and adoption by key local food and drink businesses, building trust and confidence of the brand from consumer perspective as well as tourism office increasing marketing activity into the key target market groups.
- Further development of accreditation scheme. This includes working to increase numbers of businesses who have adopted (producers, retailers, hospitality), a training and awareness scheme for stakeholders and consumers in order to ensure message of accreditation is understood.

### **5.3 Stakeholders involved**

DCSDC will lead on this action, coordinating and facilitating in the decision-making process, bringing together all the relevant public and private stakeholders. External expertise will be required to implement the action successfully. The external expertise will be selected through a tender process and with the involvement of stakeholders.

### **5.4 Timeframe**

To be aligned with the wider tourism destination brand development and delivered within NICHE project timeframes by September 2019.

### **5.5 Costs**

The total cost will not exceed €30k to include all the delivery of all facilitation and consultation work, meeting expenses, professional design and development work.

### **5.6 Funding**

NICHE project for pilot actions and anticipated further funding from NIRFP and ROP to enable continuation of actions beyond life of NICHE project

### **5.7 Expected impact on SMEs**

The Food Network, Destination Brand Development Strategy and Accreditation Scheme would add significant value and impact to individual SME marketing activity and be a vital tool in establishing a world class food destination with all associated economic benefits in terms of visitor numbers and spend. Increased collaborative working and additional opportunities created from this way of working will have a positive effect which is envisaged to ripple throughout the sector. It is anticipated this action will act as a stimulus to encouraging new start-up growth in the sector.



### 5.8 Expected impact on innovation level

The creation of a Food Network, Destination Brand Development Strategy and Accreditation Scheme is expected to have significant positive impact on our local SMEs and also our region as a whole. The clustering and packaging activity amongst existing local SME businesses, providing a framework and stimulus for unique, innovative food experiences targeted at specific target audiences. It will also attract to new business starts in the sector as it will provide a business support network and access to like-minded businesses and opportunities to develop and innovate products and packages. It has been identified that there will be funding opportunities to enable continuation of these pilot actions beyond the life of NICHE project via the NIRFP and ROP. This will therefore meet the rationale of the pilot action approval and allow mainstreaming through the policy instrument.

### 5.9 Action monitoring

Outputs will include

- A Terms of Reference and governance framework for the Network
- Number of businesses participating in the Network and the brand development and accreditation development process
- 4 consultation/engagement meetings with the local businesses and stakeholders to identify an agreed proposition and identity for the region as a food destination
- A Food Destination Brand Strategy and Brand Design Guidelines
- 2 consultation sessions with local SMEs to secure buy-in and correct use of brand in individual marketing activity.
- An accreditation scheme and agreed guidelines with agreed criteria for membership and ongoing quality monitoring
- A high profile launch event followed by roll out of brand and creation of marketing materials.
- Application for further funding to identified streams such as NIRFP and ROP.

The targets set for this project are aligned with the destination's tourism growth targets which aims to double visitor spend to £100m by 2025, sustain the 4685 jobs currently supported by the sector, and will create approximately 1000 additional jobs. Research has shown that visitors spend around one third of the total spend on food and drink which would potentially value the sector in the region of £33 Million.

Other specific key Performance Indicators have been developed for this project (derived from a base lining exercise) are:

- At least 90 businesses actively engaged in the network



- Currently 47% of local businesses do not currently perceive DCSDC as a strong food destination, we would want this figure to exceed 60%
- Working with the Foodovation Centre and other partners, we have a target of at least 10 new food and drink start-ups/product developments.

## 6. Action 2: Supporting new creation of new local food producers in partnership with the Foodovation Centre.

### 6.1 Background

The Foodovation Centre has supported over 111 businesses to set up, develop new products and improve existing products. The multi-award winning centre has been held up as a model of best practice in local food and drink innovation across the partner regions. We were looking for specific ideas to develop and improve on this centre on the best practice visits. The Bio-Competence Centre of Healthy Dairy Products in Estonia was a similar triple helix model and we were particularly interested in the methods of communication and collaboration between academia, the public sector and the industry as this is an area we are continually striving to develop. The pooling of knowledge around research was particularly beneficial, a research service now being developed in the new University of Ulster Agri- Business Development Centre. We are currently developing our partnership links with the university, to supplement the work within NWRC.

### 6.2 Action description

Derry City and Strabane District Council will continue to work in partnership with The Foodovation Centre to continue to grow the number of new food and drink businesses start-ups and further develop existing businesses through dedicated and specialized innovation support.

### 6.3 Stakeholders involved

- DCSDC, and in particular the economic development, training and tourism departments, working collaboratively to signpost and direct start-ups and local businesses to this support mechanism.
- The local food network who will have a key role in showcasing and highlighting innovative business and product development and the benefits of utilizing the services of the Foodovation Centre.



- CAFRE, DAERA, Invest NI and Food NI who all have a role in the local food and drink sector

#### **6.4 Timeframe**

On-going over the phase two of the NICHE project to Sept 2019 and will continue beyond the lifetime of the project.

#### **6.5 Costs**

No cost to NICHE

#### **6.6 Funding**

From existing budgets

#### **6.7 Expected impact on SMEs**

The audit of the sector has demonstrated that the region still lacks a critical mass of local food and drink producers, compared to other food destinations. This initiative will provide the mechanism and the impetus to drive future business growth and stimulate innovation in the sector.

Research has shown that businesses supported by this mechanism in the past are more sustainable and achieve significant business growth, many moving into new export markets and gaining a strong reputation in the sector. This has been a significant barrier to entry for the sector.

#### **6.8 Expected impact on innovation level**

The Foodovation Centre is a significant USP and differentiator for Derry as a food destination and has contributed significantly to the level of innovation in the sector. It is expected that continued support and enhanced partnership working will continue to drive innovation levels.

#### **6.9 Action monitoring**

Working with the Foodovation Centre and their robust monitoring and evaluation processes, we have set a specific target of at least 10 new food and drink start-ups/product developments coming through the Foodovation Centre by September 2019.



## 7 Action 3: Dedicated Food destination PR Plan

### 7.1 Background

Positive PR and consumer awareness of the Food destination are key success factors as demonstrated through many of the best practice case studies. We were particularly impressed by the proactive approach to PR activity adopted by the Wines of Crete project and how they were able to target a number of key market segments and evaluate their effort over time. While achieving a certain degree of success, there is a clear recognition of the need to coordinate and drive this important activity within our region, in a much more proactive and sustained manner.

### 7.2 Action description

Design and delivery of regular PR activity in targeted press and social media platforms, specifically utilizing the brand and unique photo opportunities. Key objectives would include showcasing new food products, hospitality outlets and food experiences, promoting awards for tourism and food industry obtained locally and featuring local food and drink champions.

### 7.3 Stakeholders involved

DCSDC and local food network would collectively identify PR opportunities and release them through DCSDC Tourism department.

### 7.4 Timeframe

On-going over phase 2 of project to Sept 2019.

### 7.5 Costs

No cost to NICHE

### 7.6 Funding

From existing budgets.

### 7.7 Expected Impact on SMEs

Regular and sustained PR would have a positive impact on the visibility and competitive positioning of the individual SME and food destination as a whole.



### **7.8 Expected impact on innovation level**

PR activity would showcase innovation and stimulate additional innovative activity within the sector and the wider region.

### **7.9 Action monitoring**

Evidence of media activity through will be gathered through an established press cutting and media evaluation process.

Specific targets include;

- At least 10 media articles
- Coverage within International press – at least 3 articles

## **8 Action 4: Food and Drink Related Events Review**

### **8.1 Background**

The Derry City and Strabane District has a strong reputation for Food and drink related events such as the LegenDerry Food Festival, Sippy Fest and Slow Food Festival. While these events have all been successful to date, there is a clear recognition of the need to innovate and continue to develop events, working in collaboration with local businesses to ensure that these events deliver for all. We want to ensure our Food and Drink event calendar is curated for maximum effect and return for the region.

We used the best practice visit to Crete to explore how they overcome these factors when they organized exhibitions and wine tours and worked with the local wine producers to plan and timetable events. This issue was also discussed during our best practice visits to Donegal.

### **8.7 Action description**

Using the vehicle of the Food and Drink network, the Council will work closely with local businesses to develop a coordinated annual calendar of events which will showcase the Food destination proposition, increase civic pride and awareness of the importance of the wider tourism objectives. Working closer with local businesses in the event planning stages to agree specifics like event timing, duration and location to ensure that event participation does not impact on existing business activity.





European Union  
European Regional  
Development Fund



## 8.2 Stakeholders involved

DCSDC, private sector event organisers and Local Food Network

## 8.3 Timeframe

On-going over phase two of the NICHE project to Sept 2019.

## 8.4 Costs

Costs will be in existing staff time.

## 8.5 Funding

From existing budgets.

## 8.6 Expected impact on SMEs

This will ensure increased participation from local chefs and industry, which will reduce the need to bring in chefs etc. from outside the region. This will result in more cost effective, sustainable and ultimately more authentic local events which showcase the best of the destination and deliver a measurable economic return for local businesses through increased profile and access to new markets.

## 8.7 Expected impact on innovation level

By showcasing and championing our local chefs and local food and drink industry we will build sustainable and create opportunities for further cooperation and innovation.

## 8.8 Action monitoring

Through existing event evaluation and monitoring procedures we will measure event attendance and additional economic returns for local businesses as a result of event participation. The specific targets are:

- 10% increase in footfall at food related events.
- Additional evidence of increased customer awareness as a result of participation measured through business surveys.
- Evidence of increase in local SMEs involved in events calendar measured by change in application numbers and surveys.



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chéantar an tSrátha Bóin  
Derry Cille & Strábane  
Districc Coimisiún



## 9 Action 5: Online Directory

### 9.1 Background

This action links closely with the first action (Food Network, Destination Brand Development Strategy and Accreditation Scheme) and will provide a platform for all our local stakeholders to be found. This will allow easy access of information in our food sector. This work will be scoped and carried out by an external expert. We are benchmarking this action against Donegal Food Coast, Agronutritional cooperation of Region of Crete and Cooperative linkages fund Kujawsko-Pomorskie Voivodeship, Poland.

### 9.2 Action Description

The directory will be developed after some additional research and scoping is completed to ensure the best model for our region is developed. The relevant information will be collected from all the stakeholders and a photographer will be commissioned to take professional images to be used within the directory. Professional photography complemented by the branding work being completed within Action 1 will help ensure an attractive platform for consumers to engage with. The directory will also augment the work of the Food Network.

### 9.3 Stakeholders involved

DCSDC will lead this action, an external consultant will deliver with involvement from the stakeholders in Food Sector and support services of a professional photographer.

### 9.4 Timeframe

This is to be delivered by March 2019, but the directory is envisaged as a living document which will last beyond NICHE project and continually evolve.

### 9.5 Costs

The total cost for this will not exceed €15K.

### 9.6 Funding

NICHE project



European Union  
European Regional  
Development Fund



### **9.7 Expected impact on SMEs**

This will provide a professional website for our local SMEs and allow for information on them to be easily found by both local consumers and international visitors. This will increase their visibility and create more sales and opportunities.

### **9.8 Expected impact on innovation level**

It is anticipated that this will have positive impact on innovation levels. Stakeholders will be able to view other SMEs details, easily make contact with another business and to identify potential collaborations and ideas within the sector.

### **9.9 Action monitoring**

The Action will be monitored by DCSDC as the lead and reviewed throughout at the strategic food group meetings. We have set a target to engage 50 of our local SMEs to participate in the directory, but the directory will continue to be updated beyond life of NICHE project and will grow to reflect new businesses within the sector.



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Chéantar an Strátha Bóin  
Derry Cille & Strábane  
Districc Cooncil



European Union  
European Regional  
Development Fund



## 10 Signature

The Department for the Economy agrees to support and promote the implementation (and where appropriate implement) the plan detailed above. I confirm that I have the required authority of my organisation to do so and that the required authorisation process of my organisation has been duly carried out.

Date: 25<sup>th</sup> June 2018

Signature: 

Name and position: Paula Hill, Head of Managing Authority, EU Investment For Growth And Jobs Programme for Northern Ireland

Stamp of the organisation (if available):



Derry City & Strabane  
District Council  
Comhairle  
Chathair Dhoire &  
Cheantar an tSrátha Bóin  
Derry Citty & Strábane  
Districk Council