



# Application guide

Grant programme:  
*Growing London's circular  
food system*



Funded by  
UK Government

**LEVELLING  
UP**

SUPPORTED BY  
**MAYOR OF LONDON**



# Why 'Growing London's circular food system'?

The purpose of this grant programme is to scale SMEs that support London's transition towards a circular food system, building on the conclusions of ReLondon's [food report](#) and aligned with the [Food Flagship Initiative](#), a partnership between ReLondon, the Mayor of London, and the Ellen MacArthur Foundation.

The focus is to help circular businesses grow the products or services they already have and make circular food solutions more mainstream.

By the end of the 6-month programme, we hope the 7-8 selected grantees will demonstrably reduce at least 0.25t CO2e emissions, as well as create 8 new and safeguard 3 jobs within their businesses.



# What's on offer?



## **£75k available in flexible grant amounts**

Grants of up to £15,000 are available for 7-8 eligible SMEs.

Applicants should specify the exact funding needed (minimum £5,000) and itemise projected spend.



## **Grants paid in 2 tranches**

Successful applicants will receive 50% of the grant amount by end December 2023.

The remaining 50% will be disbursed in March 2024, on receipt of a progress report.



## **Business support for grantees**

A programme of business support by ReLondon's business transformation team will accompany the grants.

The support is designed to troubleshoot implementation challenges and help grantees get the most from their project.



# Who can apply?

You're eligible to apply if your business:

- ☐ Is a registered entity;
- ☐ Has a registered or trading address in any of the 33 London Boroughs;
- ☐ Employs fewer than 250 people;
- ☐ Has an annual turnover below €50m (~£43m) OR a balance sheet below €43m (~£37m);
- ☐ Is NOT a subsidiary and/or under the control of one or several other enterprises (25% threshold);
- ☐ Will not exceed the subsidy control allowance of £351,000 of public assistance (financial or equivalent) in this and the last 2 financial years by receiving a grant;
- ☐ Is operational;
- ☐ Has a core product/service that is circular; and
- ☐ Is able to start the proposed activities by Jan 2024 and demonstrate some outputs and outcomes by Jun 2024.

# What will be funded?

1

## Reduce food waste and food loss

Proposals that scale your business' ability to minimise or avoid food waste and food loss across the value chain through better monitoring, redistribution, preservation or maximisation of food.

*You provide an app helping Londoners prevent wasting edible food and want to test different marketing messages to reach more people.*

2

## Create value from food waste / by-products

Proposals that expand your business' ability to transform food waste and by-products into valued products.

*You make food products from a single, surplus ingredient and want to use the grant to diversify the ingredients your operations can handle.*

3

## Provide access to locally grown, sustainable food

Proposals that improve production of food through regenerative, urban farming practices or increase access to circular, locally sourced food.

*You provide subscription veggie boxes with locally grown food and want to conduct user research to identify additional target customers for your offer.*

# What should you include in your application?

Successful applications will demonstrate the following:

THEMATIC ALIGNMENT	ENVIRONMENTAL IMPACT	BUSINESS IMPACT	PLANNING (RISK)	VALUE ADD OF GRANT
The application clearly explains how your business reduces food waste/loss, creates value from food waste, or increases access to locally grown food, and proposed activities are designed to increase or diversify the reach of your product/ service.	Proposed activities are designed to deliver long-lasting or recurring environmental benefits, with impact metrics clearly articulated.	Proposed activities are designed to grow your business or make it more resilient, beyond the duration of the grant programme, with impact metrics clearly articulated.	Grant spending is clearly itemised and makes sense in the context of proposed activities, with realistic timelines and clear roles and responsibilities for delivery.	Clear explanation of why you need the grant funding for your proposed activities and how it will make a difference for your business.
30% weighting	30% weighting	20% weighting	10% weighting	10% weighting

Please note: Businesses with leadership identifying as Black, Asian and Minority Ethnic, female, or having a disability are strongly encouraged to apply and will receive additional consideration.

# What's the timeline?

- 13 Nov (12pm): Application deadline
- w/c 4 Dec: Award notifications
- w/c 18 Dec: Grant payment (50%)
- Jan 2024: Kick-off of funded activities
- Mar 2024: Progress check-in & grant payment (50%)
- Jun 2024: Progress check-in & end of funded activities

## How to apply

Applicants should complete and submit the [application form](#) by Monday 13<sup>th</sup> November 2023 at 12:00pm.

If you have any queries, please get in touch at [business@relondon.gov.uk](mailto:business@relondon.gov.uk).

# What's the awards process?

Evaluation of applications will be carried out by ReLondon business advisors, and decision reviewed by a grant panel composed of Food Flagship Initiative representatives.

Once grants awarded, successful SMEs will be required to:

- Sign a grant award letter agreeing to spend the grant as detailed in their application;
- Retain evidence of that expenditure;
- Engage with supplied support; and
- Provide ReLondon with follow up data as requested (periodic short surveys over 12 months from the start of the pilot including a mid-programme questionnaire in March 2024).





# What can the funding be used for?

Eligible expenditure relates to operational expenses *clearly and directly related* to your proposed initiative (i.e., not apportioned across multiple projects), including:

- Salaries of personnel or contractors directly working on the initiative (full or part time), and training required;
- Premises costs and associated running costs;
- Items of equipment, materials and technology (e.g., materials and storage equipment to service a refill shelf);
- Procured goods/services/works essential for the delivery of the project activity;
- Legal and accounting support or insurance for new contracts (e.g. leasing contracts);
- Marketing and publicity costs (e.g., design, print/digital media, advertising) - capped at £7.5k;
- Other operational costs.

Note: This list is not exhaustive and queries about the eligibility of costs not included in the list above should be addressed to [business@relondon.gov.uk](mailto:business@relondon.gov.uk).

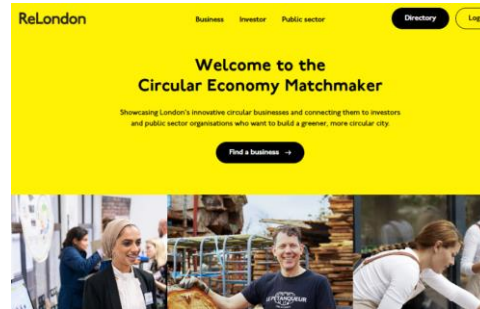


# What can grantees expect alongside grant funding?



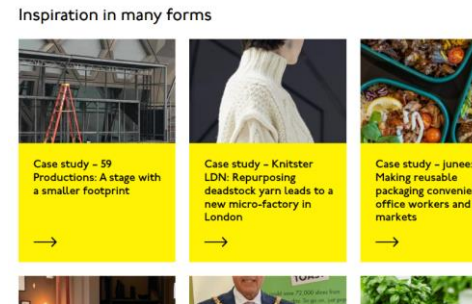
## ReLondon and Peer-to-peer support

Grantees will benefit from in-person events, drop-in clinics and a closed WhatsApp group to solve implementation challenges and share resources, networks and tips with each other.



## Circular Economy Matchmaker

Grantees will be invited to create a profile on ReLondon's Circular Economy Matchmaker, the online platform brokering connections for circular businesses in London.



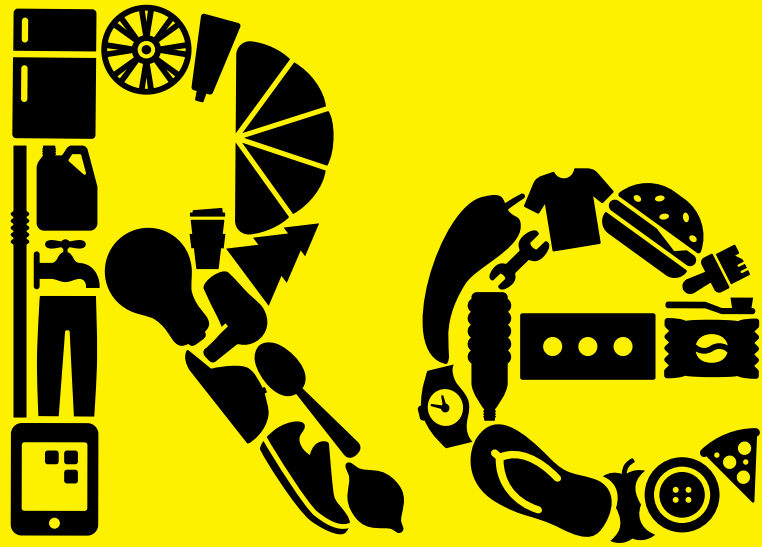
## Published case studies

Grantees will be promoted through ReLondon's networks through the development of case studies, publicised after 6 months.



## Access to industry networks

Grantees will be able to tap into ReLondon and the Food Flagship Initiative's wider network to learn more about the relevance of their solution for the wider system.



**ReLondon**

**Get in touch  
with your  
questions.**

✉ [business@reondon.gov.uk](mailto:business@reondon.gov.uk)

[reondon.gov.uk/business](http://reondon.gov.uk/business)