



# Innovation Support Programme

## What is Broadland Food Innovation Centre?

The Broadland Food Innovation Centre is a purpose-built centre for food and drink businesses, located on the Food Enterprise Park in Norwich.

With a goal of connecting the community of local producers suppliers and researchers in the food and drink community, the centre is a part of a wider project along with the Innovation Cluster & Innovation Support Programme.

## Our Support

The innovation support provided is funded by Broadland District Council and New Anglia LEP, and delivered by Hethel Innovation. The Innovation Team at Hethel Innovation aid organisations by providing insight that creates business growth.

We want to help businesses succeed, with this particular programme focused solely on food and drink businesses. We'll work with a business on a 121 basis, creating a package of support to help them reach their goals and ambitions.

### Areas of Support

**Business Model Formulation**

**Market Insight**

**Funding**

**Marketing Plan & Strategy**

**Distribution Channels (routes to market)**

**Collaborations**

**Competitor Analysis**

**New Product/Service Development**

**Branding & Identity**

**Product Testing**

**Packaging**

**Customer Testing (sensory)**

## Eligibility

It's easy to check eligibility for this funded support. Is your business one of the following;

- Registered in Norfolk or Suffolk
- Existing SME (small to medium enterprise)
- At the idea stage, not yet registered or launched
- Processor of Food or Drink (or linked to the supply chain)
- Less than £5m turnover  
Registered with Companies House or HMRC

If this sounds like your business, contact us! We'll send over an eligibility form which asks which areas of support are needed to help your business grow and succeed.

## Creating a Plan of Support

After confirming Eligibility for support, we will work together with your business to understand the areas of support needed.

We will discuss and decide on up to **three** focus areas of support to deliver within an agreed time-frame.

A detailed proposal will be written up and shared with you business, outlining the focus areas of support, how we will deliver the support, and the time-frame.

Enquiry

Check  
eligibility  
& confirm

Agree 3  
areas of  
support

Create plan  
of support

Delivery of  
support

Nick Smith is one of our Food Business Consultants delivering business support to Food and Drink businesses in Norfolk and Suffolk.

Having worked with new businesses and established SME's, Nick is an experienced consultant who relishes opportunities to help advise businesses and understands how to realise the full potential of businesses.

## Get in Touch with the Innovation Team!

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Emilia Hedhill  
The Bon Bakery - June 2023

"When I initially contacted you, I had high hopes but was uncertain about the steps to take to improve my business. Your thorough understanding of the industry and your ability to assess my specific business needs were evident from the very beginning. You took the time to listen attentively to my concerns and goals, and you crafted a tailored strategy that proved to be incredibly effective.

Since implementing your recommendations, I have witnessed remarkable improvement in my business. Your insight into marketing strategies and customer targeting has led to acquisition of a significant number of customers who have not only increased our revenue but also brought positive word-of-mouth to our brand.

Your guidance has enabled me to identify and capitalise on new business opportunities that I would have otherwise overlooked. I am particularly impressed by your commitment to my success".