



Delivered by
Scotland Food & Drink
Partnership



Frequently Asked Questions

What is the Academy and how will it benefit me and my business?

The Academy is a commercially focused training programme designed by food and drink industry experts to enable real and sustainable business growth for Scottish food and drink businesses. There are three distinct programmes for businesses at different stages of the growth journey.

It is focused on knowledge-sharing, upskilling, innovating and succeeding and giving you the practical tools and know-how to help deliver a real step change for your business.

What are the programmes on offer, and what are the differences between each?

- **Seeding Growth** is geared toward early-stage businesses or those towards the start of their growth journey to drive sales and opportunities beyond your local market. To read more about this programme click [here](#)
- **Accelerating Growth** is for SMEs with aspirations to enter the next phase of growth and will help identify and unlock opportunities to increase penetration and sales in UK markets. To read more about this programme click [here](#)
- **Commercial Excellence** is for highly ambitious commercial professionals and sales leaders in well established businesses looking to achieve significant market growth. To read more about this programme click [here](#)

Which Programme is right for me?

If you are still not sure what programme is best suited for you and your business let our diagnostic tool help guide you >> <https://survey.cmix.com/0E19A16E/7E301C4Q/en-GB>

How much time will be required of me to participate in the Academy programmes?

- **Seeding Growth** spans 3 months, with 6 modules requiring 2 half-day sessions per module.
- **Accelerating Growth** spans 6 months, with 4 modules requiring 2 half-day sessions per module.
- **Commercial Excellence** spans 12 months, with 3 modules requiring 2 half-day session per module.

As well as module attendance, delegates will be expected to commit to furthering their learning through set activity between sessions. Delegates will also benefit from the support of a mentor matched to your personal business needs. Additionally, delegates on the Commercial Excellence programme will need to devote time to developing a commercial project aligned to the business strategy.

Delivery of each programme will be carried out during the working week, and enough notice will be given to ensure it can be balanced with the day to day running and operations within your business.

How much will it cost?

There is a standard fee for each programme. Members of Scotland Food & Drink receive a discount relative to the business turnover. Members of Scotland Food & Drink [Partner organisations](#) receive a 25% discount.

The full list of fees, including discounts, can be found [here](#).

I'm not a member of Scotland Food & Drink, can I still apply?

Yes of course. These programmes have been designed to benefit all Scottish food and drink producers. To discuss membership please contact us prior to application to benefit from discounted pricing.

Who will be delivering the Academy programmes and how will they be delivered?

The Academy programmes will be delivered by a curated team of highly experienced specialists with specific skills and real market experience in the food and drink industry.

All group and mentoring sessions will be delivered virtually using the Zoom platform. There will also be programme materials and handouts available to access and download digitally.

How many places will be available on each programme?

To ensure maximum group and peer-to-peer learning, each programme will be limited to a small cohort/group of businesses.

When does each programme start?

Each programme has multiple intake dates over the two-and-a-half-year cycle. Cohort one will commence:

- Seeding Growth on 4th May
- Accelerating Growth on 8th June
- Commercial Excellence on 20th July

There will be a welcome meeting the week before the programme commence date. Dates for future cohorts will be announced soon.

Do I have to do all modules?

To benefit fully from the programme, delegates are required to attend all modules. Second delegate places are subject to availability.

How do I submit my application?

Applications are submitted online: [Seeding Growth](#), [Accelerating Growth](#), [Commercial Excellence](#)

What is the selection process?

Applications will be reviewed by a panel to ensure applicants are matched to the right programme to suit their needs and ambitions for growth. After which, places will be allocated, and successful delegates will be directed to the payment portal.

When will I find out if I have been successful in securing a place?

Scotland Food & Drink will notify applicants within 4 weeks prior to the programme commencing.

What if I am not accepted for the programme I have applied for, or the programme I have applied for is fully subscribed?

If you are unsuccessful in your application, a member of the Business Development team at Scotland Food & Drink will be in touch to discuss this with you and look at the best way to either re-apply or provide the relevant alternative support.

If the cohort you apply for is oversubscribed, or you miss the deadline, we can work with you to confirm your place and participation in the next available cohort start date.

I'm pre-start up, can I still apply?

Unfortunately not. The current programmes require businesses to have a market ready product.

I am a business involved in the food & drink sector, but I am not a food and drink producer. Can I still participate?

No. The Academy is for businesses who produce a food or drink product in Scotland and is not applicable to third party consultants, sales representatives, agencies or supply chain operators (logistics providers, wholesalers, foodservice or retailers).

Will I get a certificate?

Yes, upon completion, each delegate will receive The Academy certificate relative to the programme they have participated in.

Where can I find out more information about the Academy? Who do I speak to if I'm still not sure?

If you haven't found what you're looking for on the website please drop us an email to the-academy@foodanddrink.scot with your name, contact details and where your business is based and the team at Scotland Food & Drink will be happy to arrange a call.