

# Growing Green

## Competition Overview

### The programme

Growing Green is a sustainability training programme for horticultural and plant-based food and drink businesses in the Kent and Medway region. It follows on from a successful pilot in 2022, in which 24 businesses were awarded grants to support their decarbonisation projects.

### Scope

This programme aims to support small and medium-sized businesses in the horticultural and plant-based food and drink sectors in Kent and Medway in improving the environmental sustainability of their production. Training sessions will provide participants with the knowledge they need to develop their sustainability action plan, and the grant will support the delivery of their chosen sustainability project.

### Projects

The projects supported by the Growing Green grants must improve at least one aspect of their business' environmental sustainability. This may include (but is not necessarily limited to):

- Reducing electricity or fuel consumption
- Replacing resources/consumables with more sustainable alternatives
- Reducing or repurposing waste streams (improved circularity)
- Reducing water use

Projects must be **innovative**. This means that they shouldn't be "off the shelf solutions", such as the installation of solar panels or purchase of an electric vehicle. The Growing Green team will discuss your project ideas with you and help you to identify and develop those that are eligible for the grant.

### The Funding

This programme will offer grants of up to 50% of total eligible project costs, with a maximum grant value of £7,000 and a minimum grant value of £1,000.

The business should co-invest a minimum of 50% of total eligible project cost through match funding. This means total project costs of between £2,000 - £14,000+. Grants will be paid in arrears upon project completion (which must be within 3 months after the commencement of the project).

You will need to provide proof of payment in the form of invoices and a bank statement showing the payment of the invoice(s) to be reimbursed.

## Eligibility

To be eligible for this programme, you need to be a horticulture or food and drinks micro, small or medium sized business based in the Kent or Medway region (see list of eligible postcodes on the Application form).

Applications are also welcome from businesses that are sole traders/ partnerships or charities and social enterprises.

To demonstrate that you are a genuine company we will require you to provide supporting evidence on request as follows:

If you are a **limited company**:

- 3 years of company accounts (where available)
- 3 months of business bank statements (where available).

If you are not registered with Companies House (such as **sole traders**) we would require two or more of the following documents:

- Three months of business bank statements (where available)
- HMRC Registration Document
- Business Utility Bill (addressed to the business)
- Business Insurance Certificate Version 2.0 Last updated 18/03/2024

If you are a **partnership** – you can supply a signed copy of the partnership agreement plus one of the documents highlighted in **green** above.

If you are a **not-for-profit entity** you can supply a Memorandum and Articles of Association plus one of the documents highlighted in green above.

The competition is focused on the horticultural and plant-based food and drink sectors. Businesses operating in these sectors are eligible for funding. If you are unsure if your business is eligible, please contact us at [contact@growingkentandmedway.com](mailto:contact@growingkentandmedway.com).

## Subsidy

This competition provides funding in line with the UK's obligations and commitments to Subsidy Control. You will be asked during the application stage to declare amounts of subsidy and financial support previously received (find out why and how we do this in our 'Subsidy Control Guidelines' which are available on the competition web page).

## Social Value

We ask participants of the Growing Green programme to commit to 1 day of social value contributions. This can include activities such as:

- Promoting career paths in your industry through school/college visits or at career fairs.
- Delivering training to your workforce or other businesses that promotes sustainable practices.
- Contributing towards Growing Kent & Medway's communications activities to promote the Growing Green programme. This may involve working with our communications team to film a case study video, speak at an event, or contribute towards a written article.

More information on the social value commitment and examples of what you can do to meet this requirement are available in the **Social Value Guidelines document** which can be found on [our webpage](#).

## Key dates

The programme will be run in cohorts, with each cohort consisting of ~20 businesses. The start dates for each cohort are:

- Group one: February 2025
- Group two: April 2025
- Group three: May 2025
- Group four: June 2025

The specific dates for each cohort will be confirmed upon enrolment on the programme, but are scheduled as follows:

	<b>Cohort 1</b>	<b>Cohort 2</b>	<b>Cohort 3</b>	<b>Cohort 4</b>
Online business Induction (1.5hours)	13 <sup>th</sup> February 2025	3 <sup>rd</sup> April 2025	22 <sup>nd</sup> May 2025	26 <sup>th</sup> June 2025
Training session 1 (East Malling)	27 <sup>th</sup> February 2025 (all day)	22 <sup>nd</sup> April 2025 (all day)	5 <sup>th</sup> June 2025 (all day)	3 <sup>rd</sup> July 2025 (all day)
Training session 2 (online)	6 <sup>th</sup> March 2025 (all day)	1 <sup>st</sup> May 2025 (all day)	12 <sup>th</sup> June 2025 (all day)	10 <sup>th</sup> July 2025 (all day)
Deadline for grant application	2 <sup>nd</sup> May 2025	27 <sup>th</sup> June 2025	8 <sup>th</sup> August 2025	5 <sup>th</sup> September 2025

*Dates are subject to change.*

## How to apply

To apply for the Growing Green programme, just fill out the online application on our [web page](#). Places are awarded on a first-come, first-served basis. We will try to accommodate your preferred start dates where possible.

## Assessment of grant applications

The grant applications will be reviewed by our assessment panel. If it passes this assessment, you will be informed and can commence your project. If it does not pass, you will be given the opportunity to amend and re-submit your proposal.

## Award of the grant

Grants will be paid in arrears upon project completion (which must be within 3 months after the commencement of the project). You will need to provide proof of payment to be reimbursed.