



Your Membership Pack



Welcome to
**PRODUCED
IN KENT...**



Introduction

HELPING YOU GROW, LEARN AND SELL MORE

Produced in Kent recognises your contribution to the local economy, the Kent landscape, the environment and our community. We want to make sure everyone else does, too, and buys your product. We want to connect you to the right people and help your business thrive.

Established in 2005, Produced in Kent is the collective voice of the local independent food, drink and craft businesses, representing growers, producers, manufacturers, distributors, retailers and hospitality businesses in Kent and Medway. We are a dynamic network who are passionate about what we do. We are stronger and louder when we work together.

We have the profile, expertise, networks and connections to help market your product and business, to link you to buyers and specialists who can help your business flourish and to fellow entrepreneurs for advice and collaborations.

JOIN US TO AMPLIFY YOUR REACH AND CUSTOMER BASE:

- Membership only events to gain direct access to buyers, taste experts, retailers and distributors.
- Dedicated page on Produced in Kent website with over 312,000 visits a year including a link to your own site, shop and socials
- Your website news, events and experience listings
- Articles, offers and events in our regular newsletter that reaches 435,000 readers
- Your content created and shared across all our social channels with a reach of 955,000 viewers including Instagram, Facebook, Twitter and LinkedIn.
- Use of Produced in Kent accreditation mark on your marketing material and packaging
- Exclusive retail opportunities in Kent.

OUR REACH IN 2024

SOCIALS

46k

FOLLOWERS

955k

REACH

1343k

IMPRESSIONS

NEWSLETTER

435k

RECIPIENTS

40%

AVG.
OPEN RATE

3.2%

AVG.
CLICK RATE

WEBSITE

312k

VISITS



FULL MEMBERSHIP

Benefits of Membership

OUR AIM IS TO SUPPORT YOUR AMBITIONS AND TO DELIVER EVENTS TO HELP YOU LEARN, GROW & SELL

Meet the Experts: Your chance to get in front of experts and directly pitch to them. We have events with judges from the Great Taste Awards, branding experts with national brand experience, buyers from retailers such as Tesco, Macknade and Fortnum & Mason and distributors such as Q Catering and Curd & Cure.

Learn at Lunch: Practical online bitesize training to help inform and upskill you and your workforce on topics such as Shopify, SALSA accreditation, artificial intelligence, pricing strategies, B Corp status and sources of funding

Networking: Themed networking events at exciting venues where you can connect to your fellow members to build your connections and experience something new.

"Produced in Kent is a fantastic membership scheme, they are incredible supportive and work hard at getting the best industry information as well as great networking and best practice sharing. Out of all the membership offers out there we get the best ROI through PINK."

Krissie at Romney Marsh Wools

SUPPORT AND ADVICE

The Produced in Kent team are always on hand to offer advice, signposting and support, especially access to retail opportunities, food fairs, funding and connections to our partners and networks.

"The team do an amazing job at supporting local producers. As newcomers to Kent their support in connecting us with other local businesses, and providing opportunities to network and sell our products is invaluable."

Maya at Mont58 Coffee



FULL MEMBERSHIP Criteria

In order to join Produced in Kent as a member, food and drink businesses must meet the following criteria:

You must be:

- A business or a not-for-profit in the food and drink industry
- Located in Kent
- Complying with all relevant legislation relating to Food Safety and Hygiene, Traceability, Environmental Health and Trading Standards
- Committed to being environmentally and socially responsible

Producer/manufacturer

- Produces in Kent or has substantial value added to a product in-county
- Has a distinctly local branding or nature
- Has a product with clear provenance that is considered of high quality in terms of visual appearance and taste

Wholesaler/Retailer/Hospitality

- Sells or serves in Kent
- Sources from at least four Produced in Kent members
- Shouts about local on their menu/point of sale

Applicant members will be requested to sign the membership Terms and Conditions. By signing the Terms and Conditions, members automatically agree to act in the spirit of our vision, mission and strategic objectives.

Adherence to membership criteria will be checked annually.



FULL MEMBERSHIP Prices

ANNUAL MEMBERSHIP PRICES

Membership Band	Turnover	Cost of membership per annum ¹
Band 1	Up to £90,000 (VAT threshold)	£300
Band 2	£90,001 to £250,000	£400
Band 3	£250,001 to £500,000	£500
Band 4	£500,001 to £1,000,000	£600
Band 5	£1,000,001 to £5,000,000	£700
Band 6	£5,000,001 upwards	£800

FURTHER INFORMATION

Membership is conditional upon payment of the annual subscription fee to Produced in Kent and no logos or materials may be used until payment is cleared.

The annual subscription fee will be collected on a monthly basis by direct debit. If a member prefers to pay on a yearly basis by direct debit it should be arranged with the Membership Manager (Jill Sargent) but note the condition below.

The initial membership term will be 12 months, starting on the date of the first payment of the membership invoice raised by Produced in Kent. If paying by monthly direct debit, after the first 12 months, membership will continue on a monthly rolling basis and can be cancelled at any time. However, if paid on an annual basis by direct debit or other means, cancellation cannot be made until the end of each 12 months.

For full details refer to our Terms and Conditions.



PRODUCED IN KENT

Vision, Mission and Strategic Objectives

VISION

The vision for Produced in Kent is for the county to be: “recognised as the English region that sustainably produces, sells and serves the finest local food, drink and allied products.”

The outcome for the delivery of the strategy for Produced in Kent, is that: “year on year we help our members consistently grow more, buy more, sell more and serve more Kent food, drink and allied products and services.”

MISSION

In support of the vision above, it is Produced in Kent’s mission to be:

- a locally, nationally and internationally recognised membership organisation that proudly represents, supports and promotes all Kent businesses that sustainably grow, produce, manufacture, sell and serve the finest local food, drink and crafts.
- with the aim to grow its members’ revenues.
- and to support the reputation of Kent as an exciting and sustainable fine food and drink and allied craft hub contributing to the local economy, maintaining Kent’s unique countryside and heritage and attracting more visitors to the county.

HOW WE WILL DO THIS

1. **Promoting products and services produced in Kent**
Expand Kent’s local food, drink and allied craft sector by elevating the visibility of the Produced in Kent label and promoting the importance of Kent products and services locally, nationally and internationally.
2. **Developing retail and distribution opportunities**
Support our members by preparing them and linking them to retail and distribution opportunities in the county.
3. **Developing marketing opportunities**
Develop and deliver cost effective marketing opportunities for our members to give them a wider audience for their products and services.
4. **Delivering learning events**
Support our members by delivering events and learning opportunities that will increase their sales potential and profitability and enable them to be wider networked in the sector.
5. **Signposting to financial opportunities**
Signpost our members to financial opportunities that arise, such as commercial or public sector tenders, grant funding or sales opportunities.
6. **Becoming financially sustainable**
Become financially sustainable without the necessity for recurring public sector funding to run the core business, so we can better concentrate on our members’ needs.



PRODUCED IN KENT

Terms & Conditions

1. A business cannot become a member or associate member of Produced in Kent unless it meets the relevant membership criteria set.
2. Produced in Kent reserves the right to inspect and/or audit a member prior to approval of their application and at any time during the period of membership.
3. The member agrees to provide information, to Produced in Kent about the performance of its business when requested for subscription fee calculation and fundraising purposes. This will be kept in the strictest confidence. Produced in Kent may audit a prospective member, or audit a member during the term of their membership and may require a certified copy of a prospective member or member's accounts.
4. The member will inform Produced in Kent of any relevant memberships of quality schemes and advise them of any changes in membership of such schemes.
5. The member agrees to be bound by the Produced in Kent website Terms and Conditions.
6. By signing Produced in Kent's membership Terms and Conditions, a member business agrees to act in the spirit of the vision, mission and strategic objectives.
7. Produced in Kent reserves the right to refuse any application for membership if, in its absolute discretion, it considers that the applicant does not meet the standards required. These are set out in the Produced in Kent Vision, Mission and strategic objectives available on our website.
8. Membership is conditional upon payment of the annual subscription fee to Produced in Kent and no logos or materials may be used until payment is cleared.
9. The annual subscription fee will be collected on a monthly basis by direct debit. If a member prefers to pay on a yearly basis by direct debit it should be arranged with the Membership Manager (Jill Sargent) but note the condition below. The initial membership term will be 12 months, starting on the date of the first payment of the membership invoice raised by Produced in Kent. If paying by monthly direct debit, after the first 12 months, membership will continue on a monthly rolling basis and can be cancelled at any time. However, if paid on an annual basis by direct debit or other means, cancellation cannot be made until the end of each 12 months.
10. Each member paying on an annual basis will be notified of the renewal of its membership four weeks prior to the renewal date.
11. In the event of non-payment, Produced in Kent reserve the right to terminate or suspend a membership without further notice and all benefits of membership will immediately cease or be suspended.
12. Membership will only be reinstated at the absolute discretion of Produced in Kent, upon payment in full of any outstanding payments and any other monies owed.



PRODUCED IN KENT

Terms & Conditions

12. Produced in Kent reserve the right to refuse renewal or to terminate the membership of any member if, in its absolute discretion, it considers that the member has acted in a manner detrimental to Produced in Kent or in a manner likely to bring Produced in Kent into disrepute, failed to comply with, or maintain, the standards required of members as set out in the Produced in Kent Vision, mission and strategic objectives, or in any other document published for that purpose by Produced in Kent. The decision of Produced in Kent will be final. In the event of terminating the membership on these grounds, notice of termination will be given to the member and all benefits will immediately cease, but there shall be no entitlement to a refund of any sums paid by that member.
13. If an application for membership is refused, or membership is cancelled, Produced in Kent shall have no liability whatsoever for any alleged loss which may result.
14. Produced in Kent may record and store and use information and materials, that members have put in the public domain via posted, transmitted, sent or communicated information on any Produced in Kent websites.
15. Information supplied via these websites will be retained by Produced in Kent on a database and will be used for furtherance of its legitimate interests, to update its records and to contact members with information about relevant initiatives, services or opportunities. Member details will be stored securely and will never be released to any other organisation. Produced in Kent is the Data Controller for member information. Members who do not wish Produced in Kent to use this information in this way should contact info@producedinkent.co.uk. Data will be kept for the duration of the membership and for such reasonable period thereafter as is necessary for the purposes of the operation of Produced in Kent or compliance with any of its reporting obligations or the operation of its
16. The member business will be entitled to use the PRODUCED IN KENT certification mark, provided that such use is in accordance with the attached Terms and Conditions for using the certification mark.
17. In granting membership Produced in Kent reserves the right to require any member to alter, remove or cease any form of sales production and sale of goods associated in any way with Produced in Kent that contravenes any current relevant legislation or brings, or is likely to bring Produced in Kent into disrepute.
18. All intellectual property rights on and relating to the Produced in Kent websites and in the logos, including certification mark, trademarks, trade names or other signs, vest in Produced in Kent.



PRODUCED IN KENT

Terms & Conditions

19. All marketing and other materials bearing the Produced in Kent name or logo must only be used in accordance with the Produced in Kent brand guidelines. On termination of membership, the licence granted to the member of Produced in Kent Ltd to use its logo, marketing information or any other material of any description is immediately terminated and the materials must, at its option, either be returned to Produced in Kent or destroyed.
20. Each member is entirely responsible for the accuracy of all information included on the site concerning that member. Information provided will be available to members of the public. However, Produced in Kent reserves the right to reject, edit or remove at any time any information which it, in its absolute discretion, considers is unsuitable for any reason whatsoever.
21. When members upload or post content to our site, or otherwise provide us with information to be included on the site, that member grants us the following rights to use that content:
 - a perpetual, worldwide, non-exclusive, royalty-free, transferable licence to use, reproduce, distribute, prepare derivative works of, display, and perform that member-generated content in connection with the service provided by the website and across different media including to promote the site or the service;
 - a worldwide, non-exclusive, royalty-free, transferable licence for other members, partners or advertisers to use the content in accordance with the functionality of the site to expire when the user deletes the content from the site.
22. Each member agrees that it must not misuse our site by knowingly introducing viruses, trojans, worms, logic bombs or other material that is malicious or technologically harmful. A member must not attempt to gain unauthorised access to our site, the server on which our site is stored or any server, computer or database connected to our site. A member must not attack our site via a denial-of-service attack or a distributed denial-of-service attack. We will report any breach of this provision to the relevant law enforcement authorities and we will co-operate with those authorities by disclosing the breaching member's identity to them. In the event of such a breach, that member's right to use our site will cease immediately.



PRODUCED IN KENT

Membership

Dispute Resolution

This document serves to define the process that will be followed in the event there is a dispute between Produced in Kent and a membership business relating to all or any of the following:

- The misuse of the Produced in Kent certification mark as referred to in the Criteria and Terms and Condition of Membership
 - Termination of membership by Produced in Kent due to non-payment of the annual subscription within seven days of the renewal date
 - Refusal by Produced in Kent to renew membership
 - Behaviour by a business in the membership as described in the Membership Criteria and Terms and Conditions of Business
1. Upon being made aware of the reason giving rise to the dispute, Produced in Kent will write to the membership business, by email and by post via recorded delivery (or any subsequent similar service), outlining the circumstances.
 2. The membership business will be given seven working days in which to respond in writing to the allegation.
 3. In the event no response is received within seven working days, the dispute will be upheld.
 4. The response to the allegation will be considered by the Manager of Produced in Kent and if required or requested, a face to face appointment maybe arranged and notes made of such a meeting signed by both parties as a true record within 10 working days.
 5. If it is not possible for agreement to be reached between the membership business and the Manager of Produced in Kent, the membership business has the right to request the dispute be considered by the Chairman or a Director of Produced in Kent. Such a request must be lodged within seven days of the response or meeting referred to in (4) above.
 6. The decision of the Manager, the Chairman or a Director, as appropriate, will be final.
 7. If a decision is reached to terminate membership, notice of termination will be written to the membership business and all benefits will immediately cease as outlined in Clauses 14, 15 and 18. There will be no entitlement to a refund of any sums paid by that membership business for either subscription or for any event paid in advance.
 8. Produced in Kent does not accept liability whatsoever for any alleged loss which may result.