

Leader Final Report – Crafty Galloway

Background to the project

1. How was the idea for the project developed?

As a brand we create products that are a proud reflection of Galloway and it's natural larder. Crafty Galloway came from an internal brainstorm. An idea that is simply an extension of our companies mission to create products of the highest quality in Galloway. By applying the same creative and innovative approach across both the produce and natural larder that Galloway offers, and by tapping it's stunning and lesser known geography, we created an idea that benefits us and the region.

2. Who was involved in the project? Individuals and Organisations.

Crafty Distillery – Graham Taylor, Founder, owner and MD

Crafty Distillery – Craig Rankin, Distillery Manager

Crafty Distillery – Hannah Brown, Office Manager

Crafty Distillery – James Fraser, Café server

Crafty Distillery – Jocelyn Heron, Café server

3. What were the aims and objectives of the project?

Develop our own business further by promoting, utilising and innovating within Galloway's offering to help create jobs, revenue and attract more visitors to the area.

4. How was the funding package assembled?

The business provided half the money from an earmarked Directors Loan, the rest came from Dumfries & Galloway LEADER.

5. How much money did LEADER provide?

£50,000 grant., against our own £50,000 investment.

The project experience

6. When did the project take place?

October 2017 – January 2020.

7. What actually happened?

We launched Crafty Galloway in 2018. The core idea was to find a canny way

to promote and sell the produce and natural larder that Galloway offers, and by tapping into it's stunning and lesser known geography, we launched an idea that benefits both us and the region. Once we received funding we set about contacting all the local food producers who would want to be involved, ordered the required fridges, coffee machines, still etc and then began the search to recruit a local team to help us run the Cafe & Galloway Gin Escapes. Once we had our list of producers and the equipment and staff in place we began training the staff and marketing the new addition to our distillery. Whilst the concept of the Galloway picnic was in itself very simple, it won universal appeal. You would select you items, grab wooden board for a plate, some fresh bread and then tuck into some amazing quality food for as little as £6 a head. Young or old or from different countries the concept translated well and allowed us to add a real pull to our region and the distillery. To give this context we received around 12-15k visitors in 2018, but this jumped to 21k in 2019, and I'm in no doubt the Crafty Galloway project helped raise this number. It's also worth noting that on many platforms including social media and Trip Advisor we scored 5 star reviews 99% of the time. Only just recently we were also Awarded the travellers Choice Award for 2020 from Trip Advisor.

The Galloway Gin Escape launched at the same time offered an adventure around Galloway to forage for botanicals in our gin. We ran a relatively small number of these given that it is fairly exclusive, but again for the visitors that did try it they go a real taste of Galloway. In the hills, on the coast and in the distillery. This helped us win the 'Scottish Gin Destination of the Year' and was commented on by the judges as a truly innovative first for the industry.

Finally we created our Galloway Gin with the help of our new still and the amazing larder we have on our doorstep. We spent weeks researching local botanicals and finally crafted Scotland's first 100% Scottish Gin made exclusively with Galloway's very own ingredients and water. We had Juniper from near Moniave, Crab Apples and Brambles from Newton Stewart and Samphire from the coast at Creetown. The end result was a gin that is very smooth and vibrant with juniper, tangy and fruity notes with a slight note of the sea. Both the 2018 and 2019 limited editions sold out in a matter of weeks.

All told the Crafty Galloway project was hugely successful in it's ability to help us draw people to our area, promote our region, let me enjoy an adventure in our region and let people enjoy a taste our region. Innovation, provenance and quality sit at the heart ion this project in all that helped run it and all those who sampled it. We are hugely proud of it and appreciate the help and funding we received form Dumfries & Galloway Leader team.

8. Detail how the project fits with the Local Development Strategy.

We mainly fitted in with the economic part of the LDS, but I think there is also a strong case for the connection we brought for some people to the natural environment in our Galloway Gin Escapes.

1. Economy

- Enabling younger people to find employment and purpose;*
- Tourism (as an economic sector alongside its role to strengthen services);*

2. Land, Coast and Marine Environments

- Land and environment, including development of farming, forestry and natural environment assets;*

We created jobs, employed younger team members, gave them training and purpose, increased our revenues, increased tourism, increased diversity of our region's offering and brought world-class gin and experiences to Galloway. We also created the Galloway Gin Escape which tapped into our landscape and gave visitors a better understanding and appreciation for our natural environments assets including our coast, hills and forestry.

9. How was the project delivered?

Graham & Craig managed and structured the project by creating the ideas, deploying the plan to realise each one, then setting about building and launching each aspect of Crafty Galloway. This includes setting up the cafe for the Galloway produce, crafting the Galloway Gin from local botanicals wheat and water to final bottling. They also had fun setting up the Gin Escapes and from time to time would also help take visitors on them if James was not available.

The newly employed staff Jocelyn and James were trained by Graham, Craig and Hannah including, health and safety, our brand story and products, HACCAP training, life saving training and day-to-day sales advice and tips.

Hannah managed the Cafe team on a day-to-day basis to ensure the high quality delivery of service and product. She was also involved in book keeping and other day-to-day operations.

Jocelyn was 100% focussed on the Cafe delivery and welcoming visitors. Serving food and drinks and ensuring cleaning and HACCAP procedures were followed and stock taking and re-ordering stock.

James was involved in both the cafe and the gin escapes. Cafe delivery and welcoming visitors. Serving food and drinks and ensuring cleaning and

HACCAP procedures were followed and stock taking and re-ordering stock. He was given 2-3 on-site training sessions before taking the gin escapes on himself.

Graham & Craig had monthly meetings with Hannah to ensure progress, quality and address any issues. Hannah would sit with Jocelyn and James once a week to ensure the same.

10. What marketing was undertaken?

The Crafty Galloway picnic offering, Galloway gin escape and Galloway Gin were all heavily promoted on social media and promoted by staff in our distillery and Café and at events we attend out with the region around the UK and abroad. As an example we attended 90 events in the UK and abroad in 2019 with around 70,000 people at these events who learned about our distillery offering. This alongside the 21,000 visitors directly at the distillery and the 20,000 social media followers ensured we hit a, audience of over 100,000 in 2019 alone.

11. Who benefitted from the project?

More visitors to our distillery has in turn brought more people to the area. These visitors, shop, eat and stay locally, bringing revenue to the area. Our new staff have benefitted by the creation of their new jobs. Our business has benefitted by the increased footfall and the brand awareness that has created on a national and international level. The businesses we buy produce from have benefitted from revenue and an increase in awareness.

12. How did the final budget turn out?

The original budget of £100,000 was adhered to with the £50,000 Dumfries & Galloway Leader funding.

13. What lessons have been learnt?

It has reinforced our belief that Galloway is a special corner of Scotland that has the quality of geography and food & drink which can offer amazing world-class food & drink orientated experiences.

14. Will the project be mainstreamed or transferred?

It will continue to grow and evolve as was our plan. We see it being a key part of our business in the long-term, which we hope to add to and evolve further as we grow.

15. Detail the sustainability of the project and/or the exit strategy.

By sourcing local and focusing exclusively on Galloway we have built a strong and sustainable project that benefits not just our business, but many other businesses we buy from, along with the region and the staff we employ from our region. The core ideas are quality and local and in the current climate, that is what visitors and local are looking for in greater demand year on year. So we feel very confident that what we have is here to stay.