



**Dublin's  
Coast &  
Fields**

# **Fingal Food Network**

## **MEMBERSHIP PACK 2023**





## Thank you for your interest in joining the Fingal Food Network.

Our pack contains information on how to join, the benefits, the criteria for membership, engaging, and maximising your membership of the food network.



### Membership: Steps to Joining

The network is open to join throughout 2023 by submitting your details through our online application process on the website [coastandfields.ie](http://coastandfields.ie). Please note that for applications submitted after the 1st of March 2023, inclusion in marketing and/or promotional material cannot be guaranteed.

The network is supported by Fingal County Council and the joining fee has been waived for 2023. The renewal date for membership is 1st February 2024.

1. Carefully read the benefits, criteria, and your role as a member
2. The application process can be completed online through the website [www.coastandfields.ie/memberships](http://www.coastandfields.ie/memberships)
3. Submit high-quality imagery by [www.wetransfer.com](http://www.wetransfer.com) to Elaine O'Sullivan, Secretary at [dublincoastfields@gmail.com](mailto:dublincoastfields@gmail.com)

Once your membership is processed. You will receive a confirmation email and a membership sticker by post or at the next event. Your business will be listed on the Dublin Coast and Fields website. Please allow 10 working days for the processing of membership from your submission date.

\* The fee for 2023 has been subsidised by Fingal County Council who support the network.



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## Benefits of Membership for 2023

By joining the Fingal Food Network there is a range of benefits for your business:

1. Raising the profile of the food offering in the destination
2. Collaboration with businesses locally to showcase the region
3. Attracting more visitors to the region and generating additional revenue
4. Sharing of knowledge and increasing your knowledge of businesses locally
5. Listing on the website with links to your social media accounts and website
6. Inclusion in social media campaigns, promoting and posts
7. Introducing familiarization visits to learn best practice
8. Planned media visits
9. Encourage internal familiarization visits within the membership
10. Expanding our food experiences
11. Hosting events, workshops, and networking event in addition to festivals
12. Developing a trail
13. Expanding our image and videography bank
14. Free or low-cost training and upskilling
15. Networking opportunities
16. Promotion at online trade events
17. Liaising with Dublin programme, Failte Ireland, Discover Ireland and Tourism Ireland tourism agencies on behalf of the network. Therefore, raising the profile of members.
18. Acting as a central point of contact for the media



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## Criteria for Members

If you own an independent food or hospitality business in the Fingal region, you are welcome to join. Each member joins the network for one year and it can be renewed annually. 2021 is the first year of membership and the fee has been waived.

Your business must be:

- In good standing with the Revenue and all regulatory bodies
- Have all the necessary documentation in place regarding food safety, health & safety and insurance
- Purchase and promote local producers in your business
- Your business must fit into one of the following categories:
  - Producers
  - Breweries and Distilleries
  - Café
  - Restaurant
  - Gastro Pubs
  - Farmers or Food Markets
  - Food Festivals & Event Organisers
  - Accommodation Providers
  - Food Tours & Experiences (if your business doesn't fit into another category)
  - Associates Members i.e. Tourism business with a food element



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## Your Role in the Network & Critical Factors for Success

- Engage with the coordinator and provide content for promotional material /social media
- Engage with social media account i.e., share content, use the hashtag #DublinsCoastandFields
- Attend networking events and training so all members progress at the same pace
- Education your staff about the network
- Mention the network in interviews and PR
- Include the Dublin Coast and Fields logo in your brochure, menus, and website
- Blog about events, embed the social media posts and videos on your website
- Bring your staff on familiarization visits and invite members to your business
- Bring the network brochures to trade shows
- Promote and engage with the networks marketing and PR campaigns



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