



## Grow your Business with Growing Rural Enterprise

I recently attended Growing Rural Enterprises informal business networking lunch at their Sudbury office. We shared a very enjoyable couple of hours exchanging business ideas and making new introductions to other local business people. When working from home it is especially valuable to take part in local networks- out for lunch with the added benefit of gaining more business for my new catering enterprise, Soiree Food.

Lovely idea Julie and Nick  
Thanks.

**Karen - Soiree Foods**

[www.soireefood.co.uk](http://www.soireefood.co.uk)

## Are you Making Enough Profit?

### Business Growth Seminars

What can you buy for £65 that will give you the tools to measure your business and develop the confidence and skills to create a positive future? A real investment...

- Reflect on what is working well, your skills and your challenges
- Review your resources, the competition, trends and new opportunities
- Refresh your thinking
- Consider which is the right area of your business to grow  
- learn to cost individual enterprises and apportion your overheads to each one
- Build on the successes and weed out the failures
- Find new customers and new markets
- Prepare a marketing and promotion plan that focuses on low cost/no cost ideas

**£65 per person including lunch at Growing Rural Enterprise,  
The Old Estate Office, Main Road, Sudbury DE6 5HS. 10am - 3.30pm**

#### Course Dates

11th July 2013

1st August 2013

11th September 2013

8th October 2013

## Workshops and Courses

We have created a portfolio of one-day workshops that focus on the things that make an impact on you and your business. We also design and create bespoke workshops for groups of businesses needing something specific- for example we worked with Bewdley Development Trust to create a series of evening courses for a cluster of businesses in the Wyre Forest to improve marketing and promotion, display and visual merchandising and develop skills for networking and collaboration.

### Some of the workshops we offer are:

- Display and Visual Merchandising
- People and Performance Management
- Customer Service
- Cash Flows
- Social Media
- Marketing and Promotion
- Skills for Care Farming
- New Business- Working for Yourself
- Creating a Positive Work Life Balance
- Costing and pricing
- Skills for Leading a Team
- Managing Change
- Skills for Teaching Others
- Meat Retailing for Farmers
- Adding Value to Meat- Farm Gate Meat Sales

Workshops consist of a series of activities, discussion, presentations, case studies, speakers and the creation of individual action plans, which help participants to focus on their own business and take home ideas and inspiration to help with next steps.

Recent workshop participants Debbie and Colin Hodgkinson said "we felt like our business had the potential to grow, but were too busy to make it happen.....the training has helped us to get a true picture of the business and to plan our growth and progression in a way that is right for us. The tools provided helped us to measure success and gave us the confidence to take the next steps."



## Princes Countryside Fund

Currently we are working with The Prices Countryside Fund who have allowed us to provide mentoring for 40- 60 rural businesses with the aim of making them more viable and sustainable. This project is coming to an end now, and we are grateful to the PCT for their valued support, which has really made a difference to many Staffordshire farms and rural businesses. We still have capacity for a few more sessions, particularly for those in Upland areas

**- if you are interested give us a call.**

"Julie and Nick provide training that engages and motivates you, they help you to set realistic targets for your business to achieve and give you the tools and confidence to do it"

Courses are friendly, informative and fun"

**Chris Kinnersley**  
**CK Food Safety Consultancy**  
[www.ckfoodsafetyconsultancy.co.uk](http://www.ckfoodsafetyconsultancy.co.uk)



## Business Mentoring and Support

We help rural businesses to start, develop and grow, offering one to one business advice and business development sessions. Just a 2 hour session can help you to refocus and refresh your ideas. Everyone goes away with a personal action plan and a clearer vision.

We contacted Julie and Nick at Growing Rural Enterprise as we were struggling a little with social networking. We wanted to start a Facebook page etc and didn't really know how to go about it. We were instantly advised of The Princes Countryside Fund Project that could assist small farming businesses with computer skills. We visited the offices twice and all our issues were solved. Absolutely great. Thank you very much.

**Helen Fortescue**  
**Gailey Fruit Farm**  
[www.gaileyfruitfarm.co.uk](http://www.gaileyfruitfarm.co.uk)



We are coming to the end of a European Social Fund Project funded through Staffordshire Community Foundation. The project, called WELLIES 4 Work aims to develop the skills and confidence of people with long-term mental ill health who are getting ready to return to work or volunteering.

The project has been a real success with participants visibly developing in confidence after attending just a few sessions. They have taken part in a wide and diverse range of activities including driving a mini digger, willow work, fresh flower designs for Easter, planting an edible hedge, sausage making, bread making, fishing, sowing seeds, taking cuttings and much more. The group have also been actively involved in renovating an old farm building to create a new space for community and group use, fondly known as Project Pig Sty.

WELLIES Stands for Wellness, Education, Learning, Laughter, Inspiration, Environment and Skills. It provides therapeutic activities with animals, plants and the countryside. We are shortly to start another three short projects in Whittington, Sudbury and South Staffordshire funded by The Community Learning Fund through Staffordshire County Council.

We work in partnership with Quest Day Opportunities, who support individuals mental health needs and progress towards recovery during WELLIES Projects.



**WELLIES  
4WORK**



## Care Farming Development

Julie and Nick continue to be active in the promotion of skills for care farming and have created good links with many UK and European Care Farms through their work. Linking care farming to social enterprise activity seems to be the key to success for many and making sure that income is derived from diverse sources.

## Teaching Literacy and Numeracy on the Farm A Grundtvig Workshop for European Learners

In October this year, Growing Rural Enterprise will host a workshop for people who teach Literacy and Numeracy. The participants will be from various European Countries and looking for innovative ways to teach and engage adults in lifelong learning. Through embedding these skills in activities such as fishing, woodland management, horticulture and agriculture, the group will share ideas and good practice. They will return home with a tool kit of ideas to use in the everyday teaching.

Embedding Literacy and Numeracy skills into practical activities engages those who wouldn't usually attend classroom based formal learning and brings new people into learning which is a priority for this years workshops.

## Making Local Food Work The Plunkett Foundation

We are Enterprise Support Advisors for Making Local Food Work and through this project provide support to social enterprise food based businesses. Some of the businesses we've worked with recently include Horton Community Farm, a garden based project for people recovering from mental ill health in Bradford, Willows Care Farm, who are working alongside Canalside Community Food in Redford Semele, Warwickshire. Food 4 Thought Café in Stafford and Rea Valley Produce Market.

The support offered is tailor made to meet the needs of each enterprise; typically this is help with marketing, income generation, cash flows and general business planning.



## Our Vision

- To deliver innovative and meaningful learning opportunities for rural business.
- To inspire and make a difference to rural business, building confidence, knowledge and skills.

## What we do:

- Courses & workshops for rural businesses
- One to one coaching, mentoring and advice
- Manage and deliver externally funded projects which help rural businesses to start, develop and grow
- Working with partners to improve the rural economy, business sustainability and viability
- Managing trans-national projects that inspire those running rural businesses and share good practice with our European partners.



## Contact us

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**facebook**

Growing Rural Enterprise

## Therapy Dog Project - TeD

We visited Lodz University in Poland recently to meet up with partners in this Leonardo Transfer of Innovation Project. There are partners from Italy, Germany, Spain, Poland and UK.



Early in 2014, each partner country will run a pilot course to develop the skills of a group who will become dog handlers for therapy dogs. Centro Pet Therapy in Italy is sharing their innovative practice and their course will be adapted to suit the needs of each country, before it is piloted next year.

Nick is currently researching similar projects in the UK and European partners are doing the same. A steering group of stakeholders, meet every three months, they are interested people, potential course attendees and businesses who are using Dog Therapy such as Brighter Futures ([www.brighterfuturescounselling.co.uk](http://www.brighterfuturescounselling.co.uk)) in Ashbourne where Frances Weston uses her dog Tilly to help in her sessions with children and adults.

Have a look at the website to see what's going on in partner countries. [www.ted-toi.eu](http://www.ted-toi.eu)