

Newsletter

December 2011

# Growing Rural Enterprise Ltd



## Vision

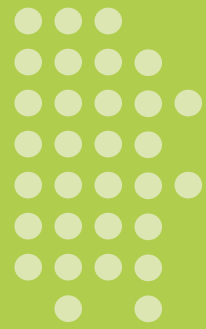
- To deliver innovative and meaningful learning opportunities for rural business.
- To inspire and make a difference to rural business, building confidence, knowledge and skills.



We wish everyone a happy and peaceful Christmas and New Year.

## Animal Assisted Therapy Project

Julie and Nick recently visited Italy to see an Animal Assisted Therapy Project in practice and to meet new Italian project partners from the NET (Networking, Education and Training) organisation. They are working with an Italian partner and colleagues from similar organisations in Leipzig, Poland, Belgium and Spain to write a Leonardo Transfer of Innovation Project which if funded will develop an Animal Assisted Therapy Project to be delivered in all partner countries. It will then be evaluated and each country will share good practice at a final dissemination event in Brussels.



## 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

## Staffordshire Rural Hub

Julie is pleased to be a new Director of Staffordshire Rural Hub and is looking forward to a new era of the hub as it moves away from being funded by the RDA. Julie said "being part of the new board of directors is quite exciting, they have lots of business and rural experience between them and are a great team with boundless enthusiasm".

It is free of charge to be a member of Staffordshire Rural Hub. Do you get Newsletter?

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

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

These courses are for anyone new to care farming, or thinking about care farming.

## Getting Customers and Funding for Care Farms

This is ideal for those who are interested in care farming and who need to start working on the business side of things to get a sustainable business model in place.

- Costing and pricing your service
- Marketing and Promotion- low cost no cost ways to promote care farming opportunities and get paying clients – websites, social media, open days, leaflets and flyers etc
- Writing funding bids and tenders
- Getting ready to tender

Wednesday 25th January 10am- 3.30pm £31

Craven Arms Community Centre, Craven Arms, Shropshire

## Teaching Skills for Care Farming

Ideal for those who are running practical sessions to gain an insight into structuring the session, managing a group, health and safety, choosing and planning activities, managing challenging behaviour, maintaining interest and motivating participants.

Wednesday 15th February 2011 £31

Fordhall Farm , Market Drayton, Shropshire

## Marketing on a Shoestring

Creative low cost/no cost ways to promote your rural business. Lots of ideas, very practical with realistic achievable ideas. Making the most of your website, how to set up a website, leaflets and flyers, promotional events, social media and much more.

You will go away with a simple – 'one side of A4 paper 'Marketing Plan for your business.

Tuesday 31st January, 10am- 3.30pm £31

Staffordshire Young Farmers, County Showground, Stafford

Wednesday 1st February, 10am- 3.30pm  
£31

Craven Arms Community Centre, Craven Arms

Tuesday 7th February, 10am- 3.30pm £31

The Arthur Rank Centre, Stoneleigh Park, Warwickshire

## CEVAS ( Countryside Visits Accreditation Scheme)

9th and 17th February, 10am- 3.30pm Cost £102

The Willows Farm, Uttoxeter

## Staffordshire County Council Community Wellbeing Fund



The Community Wellbeing Fund has supported a group from Food 4 Thought to link with local farms and learn about where their food comes from. They have visited The Walled Garden at Woodhouse Community Farm and Beechcliffe Farm, Trentham for 'field to fork' farm walks and to take part in practical sausage making, bacon curing, burger making sessions, harvesting fresh vegetables and making soup. They have also learned floristry skills, making Christmas table and door decorations from fresh foliage, fruits, cones and berries.

They have also taken part in Skills for Social Enterprise Training, learning Customer Service and Marketing skills. Nick said "these are skills that will help with personal development, increase confidence and help the social enterprise to be sustainable" he added "we have been promoting the benefit of eating fresh seasonal produce from local farms and good mood food, and many participants report that they are enjoying cooking at home as a result of the project".

The cafe is sourcing much of its produce from local farms.



## Using Social Media in Your Business

Facebook, Twitter and Linked In are all great ways to promote your business and build your brand. Growing Rural Enterprise has created two one day workshops for rural businesses to help them to communicate with customers and potential customers- and all free of charge!



### Social Media for your Business Part 1

- Understanding Facebook, Twitter and Linked In
- How you can use them as free promotional tools for your business
- Setting up accounts for each- bring your laptop and do it during the session
- Setting your profile picture- bring a picture on your laptop or on a memory stick (or a joy stick as Julies mum calls it!)
- Linking to others users- awareness of security - do's and don'ts

Staffordshire Young Farmers,  
County Showground, Stafford

Tuesday 17th January 10am - 3.30pm £31

### Social Media for your Business Part 2

How to set up a group/page

- Uploading photos
- Creating an event and inviting people
- Removing posts/hiding posts
- Using social media professionally to enhance your image and business
- Linked In Groups for professional development

Staffordshire Young Farmers,  
County Showground, Stafford

Tuesday 24th January 10am - 3.30pm £31



## Care Farming in the Peak District

The New Year brings a new project at The Farming Life Centre in The Peak District. A group of farms have been working together as part of a Care Farming Network and recently ran an Open Day for healthcare commissioners at one of the farms to enable them to take part in a care farming day and experience it first hand. This was an enormous success and seems to have created several opportunities.

An Awards for All Grant will provide four training days for farmers new to care farming and then a programme of six care farming days for a Derbyshire Group at their farms. The farmers will be involved in planning and running activities during the project and will develop experience through being actively involved.

The Farming Life Centre near Buxton is dedicated to improving the quality of life of Peak District farmers and rural communities through its projects, services and resources.



## Lichfield WiRE Network

Over sixty rural businesswomen enjoyed cream tea and networking at Swinfen Hall on 16th November to celebrate Women's Enterprise Day as part of Global Entrepreneurship Week. The event won a HIGH IMPACT Event Award from Global Entrepreneurship Week. Seven network leaders from Women in Rural Enterprise Networks talked about Seven Secrets to Business Success.

Lichfield WiRE Network meet on the third Monday of the month in the evening at various venues in and around Lichfield, See their Facebook page for details- Lichfield WiRE Network.



# Food **4** Thought

Julie and Nick have been providing enterprise support to a new social enterprise cafe at Quest in Tipping Street Stafford designed to give service users recovering from mental ill health a stepping stone to recovery and for some people, getting closer to returning to work.

Work undertaken includes marketing plans, cash flow forecasting and running customer care and marketing training sessions. This work has been undertaken as part of the Plunkett Foundation, Making Local Food Work Programme.

Making Local Food Work helps people to take ownership of their food and where it comes from by providing advice and support to community food enterprises across England.



## WELLIES 4 WORK

Growing Rural Enterprise in partnership with Woodhouse Community Farm will be piloting a new WELLIES project called WELLIES 4 Work.

The project is funded by Job Centre Plus and aims at getting long term unemployed back into work. As well as activities involving animals, plants and the countryside it will include CV writing, confidence building, developing skills for team work, wellbeing, speakers from local land based businesses and link participants into projects that can support them in their search for work.

The WELLIES Project is now fully trademarked and learning materials to help others to run similar programmes in the future will be developed as the first WELLIES 4 Work project evolves.

### What our clients say:

*'Since working with Growing Rural Enterprise I feel much more confident in my own ability and the business. I am more focused, clear about what I want to achieve and more motivated, it was really useful. Anna- National Forest Llama Treks'*

### Help for Your Business

The first of a series of mini guides to help your business succeed has been developed by Growing Rural Enterprise.

Marketing and Promotion contains 60 practical, achievable ideas that will have impact for little or no cost.

Nick said " we see many businesses who are great at what they do, their service is good, their product is good, but they don't have enough customers to make their business sustainable" he added " we have put together a short practical guide which shares some of the good things we've seen in our roles as business advisors and mentors. "

Further guides on the bubble are Success in Care Farming and Success in Farm Retail. See website for details.



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Growing Rural Enterprise