

Edible Assets Workshop Notes 14/09/10

PowerPoint Presentations can be found at

http://www.sustainweb.org/localactiononfood/local_food_events/

Business Planning Unwrapped

Led by Maurice McCartney (Fresh Management Solutions), Richard Snow (Making Local Food Work) and Simon Michaels (F3)

What readers think of our business plans! (i.e. funders, banks, consultants)

- People – what are they actually going to bring to the organisation and what's their experience? 'Retired accountant' is not enough info.
- Ensure relevant content – e.g. don't include health and safety policy, should keep documents like this supplementary. Also, don't waffle – this is annoying but also gives more room for contradiction.
- Truth and honesty – weaknesses are important to recognise and address. Tell the truth not what you think the funder wants to hear.
- Financial info – explain figures and how you've got to them. Also, make sure they're up to date (and not from last year). Give past trading/income details and how this relates to projections.
- Have a core plan and have supplementary document that addresses specific funder/lender – don't try and stretch plan to cover all potential readers.
- Formatting of document can be annoying, e.g. if you've got a spreadsheet that doesn't print out properly/splits over 2 pages. Think about this and how the reader is going to find it.