



Specialist Enterprise Support

Richard Snow. June 25th .



www.makinglocalfoodwork.co.uk



Consultancy * Training * Mentoring * Study visits
Supporting food businesses to be robust and sustainable

The Consultant Pool.

Advice and training across all projects

Working together with Co-operatives^{uk}

The Mentor Pool.

1:2:1 support to individuals within organisations.

60 Study visits.

Designed, facilitated and funded visits for MLFW clients.



The Golden Company

What The Golden Company do well

- Good planning
- Chasing multiple revenue streams
- Putting themselves out in the market place.
- Social objectives are built into the business model of the social enterprise



Support from Enterprise Support.

- Help with a growth and sustainability strategy
- Identification of public sector contracting opportunities (youth service, schools, LSC)
- Website: brand and marketing development. Press coverage



Loxley Valley Community Farm

What Loxley Valley do well

- Meeting a need
- Got on with it
- Get publicity!
- Have a clear and public 3 year plan
- Realistic view of membership and volunteering

What Enterprise Support did...

- Provided mentoring to one of the directors.
- Put on community finance training for CSA's in Sheffield.
- Taking applications to visit Loxley in the summer.



Hudswell Community Pub Ltd – Visit Middleton Tyas Community Shop



The visit started as a simple fact finding mission but resulted in big project changes for HCP Ltd.

Visitors

- Deciding who takes the final responsibility for the shop, HCP Ltd or our tenant
- A small shop is a complicated a business.
- We cannot rely solely on volunteers to run our shop
- Realising that we should take our time to decide how best to set up the shop, - after all we haven't had one for 30 years!



Host organisation:

- The need to be honest and provide practical advice and guidance
- The visit helped me to realise how well we've done and how much we've achieved
- How little we knew when we started and how much we know now
- I wish a similar scheme had been available when we started out

Facilitator:

- The general consensus is that the visit gave everyone the opportunity not to rush into making a decision about the shop ownership, at the George & Dragon, or the structure and management..



Walton Lea Project

What Walton Lea do well

- Mission focussed
- Optimise diverse income opportunities
- Preserving tranquility, whilst sharing the work space



And with Enterprise Support...

- Becoming a destination shop
- Capitalising on proximity to other attractions
- Maximising presence at the farmers' market.
- Optimising the website.



How to be an economically viable growing business

- Start out robustly, and have a plan as well as a vision.
- Don't ignore the obvious – it's hard to make a living growing vegetables.
 - Ask yourself - How can you add value to the business?
- Ask the experts – The people who are doing it well - not just consultants!
 - Visit and really listen to people's experiences. They do know better than you!
And will save you loads of time.
- Embrace economic diversity whilst keeping true to your mission
 - Income from selling produce
 - Income from secondary produce
 - Income from service level agreements
 - Income from training
 - Income from consultancy/ hosting study visits
 - Income from facilities
 - Income from grants – social and economic.
- Take advice from programmes like MLFW. It's free and dedicated to groups like yours.
- Shout loudly about what you do.

