



THE PRINCE'S
COUNTRYSIDE
FUND



Fresh Start

LAND ENTERPRISE CENTRE

investing in the future

NORTH EAST AGRICULTURAL BUSINESS ACADEMY 2017

Starting 16th November



STAKEHOLDERS



What is the Fresh Start Agricultural Business Academy?

Fresh Start has been running business based academies since 2006 designed to support and develop the next generation of farmers and growers, land managers and land based businesses. We are now launching our latest academy for the North East Area.

It is designed to help participants develop a strong innovative business approach. The course will include a focus on business planning and structures, finance, marketing, communication and interviewing skills, innovative business models and a tenancy business exercise.

This academy is open to anyone (18 or over) who is looking to start up their own agricultural business or who wants to expand their existing business skills base.

Date	Time	Session	Topic
16th November	Evening	1	Analysing your business or ideas
30th November	Morning	2	Environment and business, grants, BPS, BREXIT
	Afternoon	3	Business Exercise 1: farm viewing, planning
14th December	Evening	4	Business Plans – why and how
4th January	Evening	5	Raising Finance
18th January	Morning	6	Business Exercise 2: Communication Skills/ Interviews
	Afternoon	7	Farm Diversification – challenges and ideas
1st February	Evening	8	Accounts and Cash Flow
8th February	Evening	9	Innovation with land agreements/business models
22nd February	Evening	10	Marketing, negotiation and presentation skills
8th March	Evening	11	Business Exercise 3: Presentation of business plans

The academy will be based at Kirkley Hall Campus, Northumberland College, Ponteland, NE20 0AQ

The 11 sessions will be delivered over 7 evenings (Thursdays 6:30 - 9pm) and 2 days (10am - 4pm). We use a variety of delivery methods including farm business visits, case studies and a wide range of speakers from farming and associated professions such as land agents, bankers, accountants and consultants.

There will be a £120 charge for the full programme per person. This is only charged once you have been offered and accepted a place on the academy.

How to Apply

Apply using the application form which can be downloaded from:

www.freshstartlandenterprise.org.uk

or email: info@freshstartlandenterprise.org.uk

North East & Yorkshire Regional Lead & Academy Co-ordinator

Graham Bulmer - Tel: 07734 079459 Email: graham@freshstartlandenterprise.org.uk

We have 20 places available Closing date for applications: 28th September 2017