

Fresh Start South West Horticulture Academy 2016



Understanding Your Horticulture Business



STAKEHOLDERS:



What is Fresh Start Horticulture 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 business. We are now launching our first ever Fresh Start Horticulture Academy, being held in the South West which is designed to help participants develop a strong innovative business approach. The course will include a focus on business planning, structures, finance and communication with a view to developing operational sustainability.

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

Date	Time	Session	Topic
20th July	Evening	1	Analysing your business or ideas
3rd August	Evening	2	Creating business plans: why, how and content
17th August	Morning	3	Business in action: including supply chains
	Afternoon	4	Understanding your market & how to utilise it
31st August	Evening	5	Raising capital
14th September	Morning	6	Business planning exercise
	Afternoon	7	Innovation with land and business models
28th September	Evening	8	Financing & cash flow
12th October	Evening	9	Communication & interview skills
26th October	Evening	10	Presenting your business plan & being inspired

The academy will be based just outside of Bristol, near the M5

The 10 sessions, over 6 evenings (6.30—9.00 pm) and 2 days (10.00 am—4.00 pm), 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, growers and consultants.

There will be a £95 charge for the full programme per person. This is only charged once you have been offered and accepted a place onto 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

Academy Co-ordinator

Christine Hope Tel: 07875 384439 Email: christine@freshstartlandenterprise.org.uk

We have 20 places available.

Please ensure your application form arrives by 5.00 pm on Monday 13th June 2016.