



THE PRINCE'S  
COUNTRYSIDE  
FUND



# Fresh Start

LAND ENTERPRISE CENTRE

investing in the future

## SOUTH WEST PEAK UPLANDS FARM BUSINESS ACADEMY

Starting 27th February 2018



"FSLEC has empowered me to get on with my life and has totally changed my attitude to business and what I can do for myself and family" - James Metcalfe



THE FARMING LIFE CENTRE  
SUPPORTING FARMING & RURAL LIFE IN THE PEAK DISTRICT



SOUTH WEST PEAK  
LANDSCAPE BY A DESIGNER



LOTTERY FUNDED



PEAK  
DISTRICT  
NATIONAL  
PARK

 National Trust



BAGSHAWS  
Land · Property · Livestock

J. Metcalfe  
Greenhills Cheviots

## What is the Fresh Start Farm 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 South West Peak 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
27th February	Evening	1	Analysing your business or ideas
6th March	Morning	2	Environmental and business, grants, BPS, BREXIT
	Afternoon	3	Tenancy Exercise 1: farm viewing, planning
13th March	Evening	4	Business Plans – why and how
17th April	Evening	5	Raising Finance
24th April	Evening	6	Accounts and cash flow
1st May	Morning	7	Tenancy Exercise 2 Communication Skills/ Interviews
	Afternoon	8	Farm Diversification – challenges and ideas
8th May	Evening	9	Innovation with land agreements/business models
15th May	Evening	10	Marketing, negotiation and presentation skills
22nd May	Evening	11	Tenancy Exercise 3: Presentation of business plans

**We will be holding the meetings at various venues across the South West Peak area.**

The 11 sessions will be delivered over 7 evenings and 2 days.

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](http://www.freshstartlandenterprise.org.uk)**

or email: [info@freshstartlandenterprise.org.uk](mailto:info@freshstartlandenterprise.org.uk)

### Midlands Regional Lead & Academy Co-ordinator

Alison Rickett - Tel: 07771 911905 Email: [alison@freshstartlandenterprise.org.uk](mailto:alison@freshstartlandenterprise.org.uk)

**We have 20 places available Closing date for applications: 11th February 2018**