



FULL PROGRAMME AND WORKSHOP OUTLINES

TIME	DETAILS	
09:30 - 10.00	Registration / Tea and Coffee	
10:00- 10:50	Introduction to Bristol Food Producers with Film and Launch of Membership	
10.50 - 11.05	Introduction to Workshops and grab a tea/coffee	
11.05 - 12.05	Workshop 1 (choose 1 of 3)	Starting a Food Enterprise
		Bristol Local Food Branding Scheme
		Land Matching: Looking for Land?
12.20 - 13.20	Workshop 2 (choose 1 of 3)	Marketing: Telling your story
		Livelihood Skills for Landworkers: A Certificate for Bristol
		Distribution and Logistics
13:20	LUNCH	
One to one sessions on your Business Plan (6 x 20m slots from 14:15)		
14:15	Workshop 3	Theory of Change: Devising our Mission
15:15- 16.00	Bristol Food Producers Steering Group: Future Governance?	



WORKSHOP I

Starting a Food Enterprise

Getting ready to start something new? Then, this is the workshop for you! Maurice McCartney will provide you practical tips and techniques to help you prepare and plan for success. This session will focus on the enterprise aspects of starting up such as a usable business plan, the marketing essentials, managing cash and winning new business.

Maurice has strong links with the food, farming and community growing sectors and is founder of Fresh Management Solutions Ltd, a team of advisers providing practical advice and learning to help businesses, big and small, succeed.

Should Bristol have its own Local Food Brand?

Bristol Food Producers project strand 'improve access to markets' has been exploring how a local quality assurance and branding scheme could create a mechanism which will help to increase the market for local produce, through developing trust and visibility of local food. Food grown, raised and processed in and around Bristol could be clearly identified, and the brand underpinned by transparent criteria based on the Good Food Charter. Come and join us to find out what we have discovered and to help shape the next steps.

How do we make matching land seekers with available land easier?

The Bristol Food Producers land matching has been working on some ways to make access to land in Bristol more transparent and easier. Accessing land is never as easy as you think it should be (after all we know there is under-used land out there!) and this workshop looks at some of the things we are trying to do to change this. We will feed back on the profiles of respondents in the Land Seekers Survey to give a picture of what the land needs are around the city and then look at a trial process being developed with Bristol City Council to map and assess land and match it with those hoping to use it for productive growing.

WORKSHOP 2

Marketing: Telling your story

Join food marketing expert Reuben Horsley of The Marketing Stall to learn how to tailor your selling to suit your product and get your messages out there. The workshop will cover the 5 Ps of marketing, what a business needs for modern selling, where and who to sell to depending on your business and examples of who's got it right...and who hasn't! Reuben will also run an exercise to help you get your positive marketing messages out. www.marketingstall.co.uk

Livelihood Skills for Land Workers: a new certified course for Bristol growers

One area Bristol Food Producers is really keen to address is the need of more enterprise skills amongst the growing community. In this workshop we present our plans for a certificate that focuses on building enterprise and 'extra-curricular' skills (not horticultural skills). The aim is to help people who are already on the road to becoming full time growers to make sure they can really make a livelihood from their chosen career. This certificate will be delivered with the cooperation of a number of growing projects in Bristol and is a unique, landmark endeavour that we hope will make Bristol a hot bed of new growing enterprises.

So what is stopping us setting up a Shared Distribution Scheme?

There is a rich resource of local food producers and suppliers located around the Bristol city region, however the supermarkets and their supply chains have dismantled many of the traditional routes to market for small scale food producers. As a result many now struggle with delivery logistics and need new routes to market. We have carried out an initial feasibility study to explore how a 'shared neutral distribution scheme' could help to increase the volume and accessibility of local food in Bristol, to ensure increased access to affordable good food. Come and find out what we have learned and explore what the next steps might be.

About the one-to-one business advice sessions

(Six bookable slots from 14.15, first come first served)

Would you like an external perspective on a challenge or opportunity? These 20 minute one-to-one sessions with Maurice McCartney are an opportunity to explore specific topics relating to enterprise aspects of your business. As a 'critical friend' Maurice will be able to advise and help you on areas such as finances, marketing, selling to customers and setting up your organisation.

About the Workshop Leaders

Traci Lewis researched and developed the Quality Assurance/Branding and Distribution/Logistics project strands on behalf of Bristol Food Producers. She has many years of experience developing and managing local, organic and sustainable food projects across south west England, on behalf of the Soil Association and local partners. Her last project for them was to help develop the national Sustainable Food City (SFC) network and Food Plymouth partnership, which became the first formally accredited SFC earlier this year. **Traci Lewis, Sustain-Live Consulting** traci@sustainlive.org www.sustainlive.org **M 07870 268 654**

Maurice McCartney runs Fresh Management Solutions and is a qualified consultant and trainer widely experienced in the provision of practical advice and learning to start-up and established businesses, social enterprises and support agencies. He helps clients and learners with strategy, business planning, leadership and management, governance, finance, customer service, marketing and personal development. He is also a Director of a wood recycling social enterprise and volunteer at other social enterprises. www.freshmanagementsolutions.co.uk

Bonnie Hewson is a Director of Beacon Farms and is currently lead co-ordinator of Bristol Food Producers. She also works for The Power to Change Trust as a Programmes Manager, supporting the development of the community enterprise sector. bristolfoodproducers@gmail.com

Reuben Horsley runs The Marketing Stall. He is a Bristol based marketing professional, providing support and advice for small, independent businesses; enabling grow and developing engaging relationships with customers. www.marketingstall.co.uk