

How to succeed in a changing environment

Land Based Advisory Service workshops



September—December 2008 schedule

Business Link are running a programme of complimentary and interactive workshops aimed at helping land based businesses in the SEEDA region to adapt and improve their performance against a background of constantly changing environments, ranging from climate change to regulatory requirements. The speakers make extensive references to case studies to illustrate what can be achieved to keep abreast of the changes.

The programme will cover seven topics over the period to March 2010:

- Earth, Wind & Fire —Profiting from alternative energy
- Business diversification & possible grant opportunities
- Prepare to meet thy Planner
- Moving up the food supply chain—A profit opportunity
- Water — How to harvest & optimise
- Energy Crops—Food or Fuel?
- How to benefit from the changing climate

What will it cost?

Workshops are **FREE**

Time

Workshops are **9.30am for 10am** start with light refreshments to conclude at 12.30pm with a buffet lunch.

Bookings & more info

For details on forthcoming workshops near you please call your local Business Link:

0845 600 9 006

Or visit

www.ruralbookings.co.uk

| | Earth, Wind & Fire | Diversification | Prepare to meet thy Planner | Food Supply Chain | Water | Energy Crops | Climate Change |
|---------------------------------------|--------------------|-----------------|-----------------------------|-------------------|----------|--------------|----------------|
| Windmill Conf Centre, Clanfield, Oxon | 23rd Sept | 30th Sept | 8th Oct | 21st Oct | 30th Oct | 13th Nov | 27th Nov |
| East Malling Conf Centre, Kent | 1st Oct | 8th Oct | 14th Oct | 29th Oct | 5th Nov | 6th Nov | 20th Nov |
| Loseley Park, Guildford, Surrey | 16th Sept | 15th Oct | 22nd Oct | 12th Nov | 18th Nov | 27th Nov | 2nd Dec |
| NFU Office, Ardingly, West Sussex | 26th Sept | 2nd Oct | 9th Oct | 23rd Oct | 11th Nov | 20th Nov | 4th Dec |
| Newbury Rugby Club, Berkshire | 7th Oct | 15th Oct | | | | | |
| Shaw House, Newbury, Berkshire | | | 22nd Oct | 4th Nov | 25th Nov | 4th Dec | 9th Dec |
| Quob Stables, Durley, Hampshire | 21st Oct | 30th Oct | 18th Nov | 25th Nov | 2nd Dec | 11th Dec | 16th Dec |
| Bargeman's Rest, Newport, IOW | | 5th Nov | 12th Nov | | | | |

Earth, Wind & Fire — Profiting from alternative energy

As any landowner will know the cost of energy has risen dramatically over recent years and this workshop investigates techniques available to reduce costs and discuss the opportunities to become an energy provider. This session will cover many alternative suggestions on reducing current energy needs and the capture of waste power linked to individual energy audits. It will also discuss various methods of generating power for one's own use to selling to a third party with cost and payback indicators along with signposting to potential suppliers and sources of information. Nick Sandford, SEEDA biomass champion will also be joining us to share with us his own experiences of 'The Beautiful Fuel'.

Business diversification and possible grant opportunities

Whilst diversification as a concept has been around for many years, this workshop will explore many of the possible new areas for business diversification open to land based businesses. It will also discuss possible grant opportunities available to support innovative and sound ideas. This workshop will focus around case studies of a number of successful projects and the lessons learnt.

Prepare to Meet Thy Planner

This workshop aims to dispel the myth that the planning system has been set up as a barrier to starting new ventures. It will provide guidance on how to approach planning applications with a step by step guide to the process. The workshops are led by ex-planning officers now working as planning consultants with advice on how to maximise the chances of making successful applications. It will highlight the key issues, timescales, costs etc by going through the stages illustrated by case studies of successful applicants.

Moving up the Food Supply Chain — A profit opportunity

Many primary producers look with envy on the profits made by companies further along the supply chain for example dairy farmers getting 20+ p per litre for non organic milk with supermarkets selling at the equivalent of 88.5p per litre. This workshop will analyse and discuss various opportunities for producers to get involved in the processing either individually or collaboratively. Jonathon Bayne, Head of Technical Services, Sustainability & Regulatory Affairs, Musgrave Retail Partners GB will also be joining us sharing with us the do's and don't within the retail environment.

Energy Crops — Food or Fuel?

Over recent years growing crops as energy sources has received much publicity and these workshops aim to inform and debate the various opportunities and their wider impact. The session highlights the various types of crops to be considered from oil seed rape to coppicing and investigates the business implications of each one as well as the holistic impact of switching from growing for food to growing for fuel. The options discussed include: wood and timber alternatives, primary crop waste, liquid fuel crops, miscanthus and anaerobic digestion.

Water Use — How to harvest and optimise

The combination of climate change predictions and the Government's intention to build hundreds of thousands of new homes in the South East will put a huge strain on the existing water distribution infrastructure. New systems will have to be put in place soon to ensure that there will be adequate supplies for domestic and industrial uses. Land based businesses are very significant consumers of water and will have to adapt to the changing demands and plan for shortages and excesses.

How to benefit from the changing climate

This workshop will explore the likely impact of climate change on the way that land based businesses will be affected and suggest ways of mitigating the effects and put forward a number of possible new opportunities in areas such as different crops and activities. There are a number of tools being developed to help land based businesses to calculate their carbon footprint in terms of emissions etc which will become an important element of farm planning. The workshop will focus on the implications for the South East as well as the global impact.