



ORFC 2018

**Securing Farmers and
Farmland for the
Future**

Fresh Start Land Enterprise Centre CIC

We are a Community Interest Company for the farming and land based industries

“To encourage new thinking among land and business entrepreneurs by stimulating the uptake of training, the development of management and marketing skills and innovative ways of working together.”

We have four key delivery areas:

- ▶ Business Academies - 3 more now open to sign up to
- ▶ Mentoring
- ▶ **Land Partnerships - unlocking business innovation with land**
- ▶ **Land Partnerships Service - a land and business matching service**

Land Matching
What is it?

Joint Ventures
What are they?



Potential Land Partners

Land Owners

- ▶ Late career farmers thinking about succession (no family or none interested)
- ▶ New landowners
- ▶ Active farmers who wish to diversify
- ▶ Estate owners or managers who have identified a gap in their estate system
- ▶ Landowning trusts or charities

Land Entrepreneurs

- ▶ Young farmers with the training and experience to set up a business but lacking land and/or capital
- ▶ Experienced farm workers or land managers deciding to start their own business
- ▶ People in related industries - e.g. food retail and horticulture
- ▶ Communities or groups of consumers

The benefits.....

Access to and sharing
of land for one or
more businesses

Real potential for
use in succession
planning

Infrastructure:
Buildings/machinery/
Livestock etc

Creation of new
and
complementary
enterprises

Practical and
business skills:
Sharing and
mentoring

Sharing of
ideas and risk

Different agreements
can be for long or short
term land partnerships

New ideas
Fresh motivation

Route in either
full time or part
time for land
entrepreneur's

Land Partnership Approach

Started back in 2012

“Our emphasis is on creating sound business relationships with all parties taking the initiative.”

Step 1: Taking stock

Making a clear assessment of the assets you have at your disposal, and what you would like to achieve with them

Step 2: Finding the right match

Getting the right combination of land, people, skills, and objectives

Step 3: Creating a balanced agreement

Working out how to share the risks and rewards of new land enterprises

Step 4: Selecting a legal framework

Most of the required legal and business structures exist already. This is about using tried and tested tools to create novel outcomes

Step 5: Thinking long-term

Being prepared for the inevitability of change; creating options, optimising resources, and building business relationships that will stand the test of time

Case Studies



For any joint venture to work.....

- ▶ **Excellent communication**
- ▶ Trust
- ▶ Honesty
- ▶ Respect
- ▶ Positive mindset
- ▶ Listening
- ▶ An element of compromise without losing sight of your business aspirations
- ▶ Research and good business planning



Land Partnerships

S E R V I C E

- ▶ Land matching service for England launched summer 2016
- ▶ Supported by Princes Countryside Fund and Frank Parkinson Agricultural Trust
- ▶ National Advisory Group comprising of Farmers, ALA, NFYFC, RICS, CLA, CAAV, Delta Innovation, Exeter University, NFU, TFA, DEFRA
- ▶ To bring land owners and land entrepreneurs together to share business and land



Land Partnerships SERVICE

- ▶ Small registration fee, 'open' and 'closed' matching routes available
- ▶ Support with initial introductions and beyond
- ▶ Additional training days - such as taxation considerations, workshops on share farming are available
- ▶ We do not create the final agreements - parties involved select their own professionals to work with
- ▶ We can help provide mentoring and case studies in this area to help progress
- ▶ Pilot service until Jan 2018 then aiming to really ramp up the services offered with moving into phase 2 for the next 2 years

Livestock Partnership Opportunity on Yorkshire Estate

- Opportunity available for livestock manager on large Yorkshire estate covering 2000 acres including 250 acres of parkland currently involved in farming of pigs, sheep, beef, poultry, horticulture and tourism.
- Estate owner can provide skills of building and marketing a business with an established team and can offer machinery, buildings and accommodation.
- Estate owner looking for someone to manage in partnership livestock to a high welfare and quality standard to challenge rivals and market competitively.

To register your interest in this please contact Fresh Start Land Enterprise Centre on info@freshstartlandenterprise.org.uk or call 07771 911905 quoting **Ref 8o-roox-b7** stating where you first heard about this advert.
Posted 19th September 2017

Would you like to know more....
Please get in contact

Website: www.freshstartlandenterprise.org.uk

Call: 07771 911905

Email: info@freshstartlandenterprise.org.uk