



## Information for Potential Coaches

### New Entrant Support Scheme Project Information

The Landworkers' Alliance are working with Tamar Grow Local, Shared Assets, The Apricot Centre, The Kindling Trust and others to deliver a new FREE business-focused training programme for new entrants into agroecological farming in Southwest England and Southeast England & London.

Successful applicants will receive: one to one business coaching; a flexible online course with workshops, guides, talks and live Q&A; visits to successful agroecological farms in the area; support in pitching to both finance providers and landowners and peer to peer learning opportunities.

This is a Defra sponsored New Entrant Incubator Pilot will run between December 2022 and April 2023. We are recruiting participants in the South West and the South East & London.

We will be running two different programmes:

The **start-up programme** will cover foundational aspects of starting and running a farm business including: business planning, looking for land, getting planning consent, fundraising, forecasting and analysis, markets and cooperative networks. This cohort is for new entrants who have at least 6 months training or experience in farming, land management or conservation who are looking to start their own new farm business.

The **scale-up programme** will be focused on expanding, diversifying income and increasing resilience within the context of changing farming landscape. The **'scale up' cohort** is aimed at those with up to 10 years' experience managing or being a partner in an agroecological farm business, who are looking to develop and expand.

### Coaches

Coaches will be helping participants develop their ideas for new start-up farming businesses. Potential coaches can come from any working background, but we are especially keen to hear from people with food, farming, business, finance and entrepreneurial backgrounds. What is important is that coaches can tailor support so participants can be realistic with their plans, but also be inspired to explore innovative and entrepreneurial approaches to their business ideas in the face of ever-changing social, environmental and political challenges.

Participants will receive up to 2 days of coaching over the course of the programme including an initial business plan review, analysing proposals and highlighting key areas for change and end review of the developed business plan, exploring financial implications of changes

[Apply here](#)

## **Timescale**

Applications for coaches: 14th December

Coaching will take place between January - April 2023.

There will be training for all coaches in December/January with travel expenses covered.

## **What is Coaching**

Coaching is a form of development in which an experienced person, called a coach, supports a learner in achieving a specific personal or professional goal by providing guidance for the learner towards “the answer” that is right for them. It is about motivating and empowering the other person to identify their own issues and goals, and helping them to find ways of resolving or reaching them - not by doing it for them, or expecting them to 'do it the way I did', but by understanding and respecting different ways of working.

## **What is required of 'coaches' for NESS project**

- 16 hours of coaching in person in any of the following formats (at either participants farm, coaches farm or a mutually agreed location)
  - 4 half day sessions (4 hours each)
  - 2 full day sessions (8 hours)
  - 1 full day session, 2 half day sessions
  - 2 half day sessions, 4 two-hour sessions

Or online/phone:

- Ideally at least 1 in-person session with the remainder online/phone if cannot commit to travel
- Training day prior to project
- Check-ins with LWA/TGL throughout project
- Fixing dates and times of coaching sessions at beginning of project
- Contact with participant throughout project via email, text, phone.
- To supply a detailed record of what hours and coaching support has been given to each participant.
- Supporting the learner to
  - Develop their business plan

- Create pitch for land and/or financiers to help their business
  - Continue their learning journey that ties into their online learning during the project
- To provide invoice(s) during the project duration for work
- Feedback after project completion with defra and LWA

### **What is on offer for Coaches**

- Remittance for 2 days of coaching and admin time per learner
- Travel Expenses
- Training session
- Connection to network

### **To apply**

Please fill in this [application form](#) to outline areas of expertise where you feel you may be able to help or support participants on the programme.

Please note that filling in the application form does not guarantee you as a coach for this project. Participants will be matched with a coach that Landworkers' Alliance, Tamar Grow Local and the individual feel will be most beneficial.

If you have anymore questions please email [liv.james@landworkersalliance.org.uk](mailto:liv.james@landworkersalliance.org.uk)