

Business Skills for Rural Business Women is a project offering women, from the agricultural and forestry industries, the business management skills necessary to improve business performance and develop new business opportunities.

The project

The project offers rural business women a great opportunity to benefit from Scottish Government (SRDP) Skills Development Scheme funding to build on the skills and ideas they already have to run and develop rural businesses.

This is a flexible project that can be tailored to meet specific skills needs and will allow women to:

- Gain confidence in what they need to know about setting up and managing a new or existing business
- Develop knowledge of business planning, benchmarking, options for business improvement
- Seek specialist advice on sales and marketing issues, such as food marketing, routes to market, supply chain management, the use of web and social networking sites to promote businesses, networking as a business tool
- Seek specialist advice on legislation, tax, finance and management, and self employment
- Get an overview of funding sources and support networks to assist business start-up/developing business.

The joining fee for the project is £90 (+ VAT) and includes:

- A whole series of seminars
- Attendance at the Royal Highland Show
- Attendance at an annual conference, where attendees will have an opportunity to listen to inspirational speakers, meet entrepreneurs and celebrate successes of rural business women.



Who runs the project?

In response to growing demands for more business advice and support for rural women, Lantra, the Sector Skills Council for land-based and environmental industries, is managing the project in partnership with the National Farmers' Union of Scotland (NFUS), Scottish Rural Property and Business Association (SRPBA), the Scottish Tenant Farmers' Association (STFA) and Scottish Forest & Timber Technologies. The programme has secured funding from the Scottish Government through the Scottish Rural Development Programme Skills Development Scheme.

How to get involved

To join the project or for more information, please contact Lantra or your local facilitator.

Call: 01738 553 311

Email: lantra.scotland@lantra.co.uk

Website: www.lantra.co.uk/rural-business-women

Follow us on Twitter: www.twitter.com/LantraSSC

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Local facilitators

- Argyll & Bute: Caroline Ronald - 07767 010 673, carolineronald@live.com
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