

# Social Enterprise At Newhouse Farm

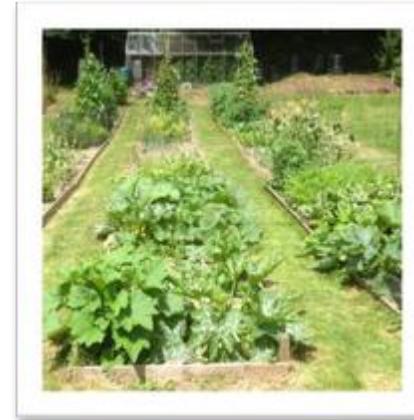


Thank you to everyone who has helped us  
and taken part in our social enterprise activities,  
we couldn't do it without you.

Trudy Thompson and Josh Taylor  
October 2015

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## Background information

Trudy Thompson and Josh Taylor are friends and business partners who have lived at Newhouse Farm since 2014. They are social entrepreneurs who create companies with a special purpose - to involve and benefit the local community.

Their commercial ventures range from business coaching, corporate training, property development, events and holiday accommodation. The profits from these ventures support their social enterprise activities, which inspire people to be more self reliant, to get involved in food and farming activities or to start and run their own business.

They were both brought up on family smallholdings, which has given them an affinity with the countryside and lots of practical experience in farming and horticulture. Trudy was a pioneer in eco building, running her own main contractor building firm and has project managed over 30 sustainable developments.

Trudy and Josh offer 1000 hours a year of their business coaching sessions for free to help hundreds of micro ventures created by people of all ages and backgrounds. This network of business owners share their experience and collaborate with the ventures Trudy and Josh incubate because they value the free support they had to start their business. Josh is one of the many success stories who had coaching from Trudy to develop his entrepreneurial skills. He now runs his own ventures and works with Trudy.

Newhouse Farm, Tywardreath, Cornwall is a Grade II listed 5 bedroom farmhouse with 3 acres of gardens and agricultural land. It is in a rural village within an area considered to be one of the most economically deprived in Europe. As well as being a private residence, this property also provides the land and resources to support a wide range of sustainable living and social enterprise projects.

# Micro business and social enterprise incubation

- ◆ We offer 4 x 30 minute coaching sessions 5 days a week from 6-8pm. This is our 6th year of providing these sessions to help people start and grow a micro venture.
- ◆ To access the sessions people fill out an online form - <http://www.bricksandbread.com/index/become-an-incubated-business/>
- ◆ The sessions can then be booked online - <http://www.bricksandbread.com/index/project/free-advice-sessions/>
- ◆ Beyond the coaching sessions, we provide signposting to funding and put people in touch with our useful contacts who will collaborate with them or buy their products/services.
- ◆ We also run free creative thinking workshops and regular local business networking events.



## Support to encourage more people to start and grow their own business

Every year we provide over one thousand hours of free business coaching sessions to help hundreds of people who can't afford our commercial coaching fees but deserve this level of support.

The majority of business issues we solve are created by people unconsciously sabotaging themselves. Many find it difficult to start a business because they believe their lack of money, qualifications, time, skills, health or experience is holding them back.

They may have tried resolving these issues with support from government and charity funded start-up schemes. Some have also turned to solicitors and accountants for advice or they've taken qualifications and been on training courses to help them start a business. Despite this they still feel stuck and unable to see how to turn their ideas into a business.

In our coaching sessions we share our real entrepreneurial experiences and overcome any issues with our creative thinking techniques. Clients say we leave them feeling inspired with a confidence boost that enables them to start taking tiny steps forward. As a result we see the vast majority of our clients achieve what they once told us was impossible.

## Par Bay Bike Hire Social Enterprise

A social enterprise project started by Josh Taylor at Newhouse Farm to provide a bike hire service for local people and tourists to rent and explore the local area.

The profits and grants it raises are used to provide free business coaching and hands-on entrepreneurial experience for local young people aged between 18-30 years old. There will also be bike themed events and maintenance courses for our local community.



Josh raised funding to start this project from Par Bay Big Local and UnLtd Star People awards.

This project is also supported by many local businesses and tourist ventures in the PL24 postcode area who want the bikes for hire at their premises to benefit their customers and encourage more people to visit their business.

## Par Bay Bike Hire - [www.parbaybikehire.com](http://www.parbaybikehire.com)

- ◆ Hire service launching in Spring 2016 at sites owned by tourist businesses in the local area.
- ◆ Ten young people aged 18-30 will gain practical experience and free business coaching in being entrepreneurial. They can access as much help and support from our business incubator services as they need when they want to get their own business started.
- ◆ Forty five second hand bikes have already been donated by the local community to be fixed and sold by the project, most of these bikes were destined for the tip.
- ◆ The project will train and employ bike mechanics.
- ◆ There will be work experience and apprenticeship placements available.
- ◆ Par Bay Bike Hire project will also host cycling and bike themed events for our local community.

## Fun and Educational Community Events

We host many activities at Newhouse Farm for our local community. The farm kitchen has ample space for the educational workshops, social events and meetings for the projects we run here.

Many of these activities are run in collaboration with the micro business owners we are coaching. It gives them a chance to test their ideas in a supportive environment and helps to build their confidence.



Talk and workshop by Laura Curry of Wildlife Detectives, showing us how she uses motion detecting video cameras to film wildlife.

## Food sharing and growing initiatives

One of the best things about growing your own food and keeping livestock is creating meals and sharing them with friends. Most of our activities at the farm revolve around great meals we have all prepared or grown together.

Last year we reared turkeys to share with friends and donate to the village harvest festival auction to raise money for the community. This year we have been able to share eggs, honey, vegetables and cut flowers with local people.

We manage the land sustainably and avoid using harmful chemicals, mostly we rely on our goats, chickens, ducks and geese to help clear weeds, reduce pests and fertilise the land.

We had an overgrown allotment area so we invited three local people to have their own plot and share it with us. This has worked out really well, they have improved and maintained the land and shared their surplus with us and others in the village.

We also took part in the Tywardreath village show and won prizes for our vegetables and flowers.



## 2nd Thursday Tywardreath Ladies Meet Up

We started hosting a fun social event every month at Newhouse Farm for local women. This is a popular well attended event. Everyone brings food and drink to share, some make their own cakes and savoury dishes for the evening.

Apart from having time to chat and laugh, we also like to learn or try something new. It is very informal and women of all ages take part. Many friendships have been made by women who didn't know each other before, even though they have lived in the village for a long time.

We usually have a theme for the evening led by women in our group with skills or knowledge they want to share. They will provide a demonstration first and then we all have a go at the craft or activity. This is always good fun and sometimes we discover creative skills we didn't know we had!



Jewellery making



Sushi making



Flower arranging

In the last eighteen months we have had a jewellery making workshop using recycled and found objects. We did flower arranging to make table centre displays and a willow weaving evening making natural decorations using the flowers and willow growing at the farm.

We also had a Mexican themed night where we all brought a range of Mexican inspired food and drink. On another evening we learnt how to make sushi and in January we had a demo of juicing fruits and vegetables to detox after Christmas.

This Summer our local pub landlord showed us how to make cocktails and made us delicious drinks to try. We also did a murder mystery play and we had a fascinating talk about wildlife gardening.



Steve our local landlord did a cocktail making demo and made us lovely drinks, assisted by Josh.



Claire enjoying her non alcoholic cocktail

# Flower meadows at Newhouse Farm benefiting wildlife and local people



## Wildflower meadows and cut flower growing

A social enterprise growing flower meadows to benefit wildlife, selling cut flowers, floristry services and training courses. Also offering work experience and employment for local people.

Trudy has a real passion for gardening and wildlife. In the last two years she has managed the land to benefit nature by creating nectar rich flower borders and turning lawns into wildflower meadows.

This year Trudy turned this hobby into a social enterprise to benefit local people and wildlife. She won an UnLtd Star People award, which funded further flowers meadows.

The meadows are very productive and successfully attract bees, insects and other wildlife. The flowers were regularly picked to sell as bunches or floral displays.

The garden is really popular with our visitors and it can be seen by people walking through the village churchyard. It has sparked a lot of interest in wildlife gardening and many people have come here to photograph the garden and its wildlife.

Trudy wants to offer floristry and horticultural apprenticeships and work experience in wildlife gardening. In 2016 she will plant up a waterlogged paddock area with wetland meadow wildflowers and create wildlife ponds.

There is also a programme of training courses planned in 2016 with local florists and gardening experts teaching how to grow cut flower meadows, gardening for biodiversity and creating floral displays.

## Community bee hives and honey production

The idea of forming our own community bee group came after local beekeepers gave a talk at Tywardreath Gardening Club.

The Tywardreath Bee Group was subsequently formed to help increase the local population of honeybees and to raise awareness about the very important role bees play in our food systems. We will run workshops about keeping bees and growing flowers to feed them.

We were keen to support this group and offered to have the hives in the wildflower meadows at Newhouse Farm. Prior to them receiving any funding we helped them purchase two hives complete with bees, then Par Bay Big Local awarded them a small grant to cover the start up costs.



This August the honey was extracted from the hives by members of the bee group who spent a very enjoyable evening at Newhouse Farm filling 81 jars of honey. This was more than we expected for a new hive and in speaking to other beekeepers this is double what most established hives produced this year. This is likely to be due to the fact that our bees had a diverse range of flowers surrounding the hives.

The 81 jars of honey were sold for £6.50 a jar and the money raised will purchase more hives and equipment. We were also able to donate some jars to the village harvest festival auction.

In Spring 2016 the Bee Group will be holding its first "Introduction To Beekeeping" workshop with more planned in the Summer.

Twelve months on from the original idea, we have a thriving community bee group which has brought together people with the same interest, who can share and increase their knowledge and it has given many members the confidence to have their own hives.



# Community archaeology and history project

When we moved to Newhouse Farm we wanted to find out more about its history surrounding the medieval priory thought to have been sited here. We pieced together research about the site from various archives and started to collate it for future reference.

We discovered there were lots of local people also keen to find out more about the local history of Tywardreath and the Priory. Amazingly we also found many professional archaeologists, history experts, professors, students and specialists who were living locally and happy to join our search.

This project has rapidly become a wide reaching community project. It has the potential to achieve a great deal by involving local people of all ages in archaeology, history, research, site investigations and cataloguing the many artefacts in the village that relate to the Priory..

This Summer we held a very popular open day at Newhouse Farm as part of the Festival of Archaeology for local people of all ages. We had a test pit manned by local archaeologists, land scanning by Camborne School of Mines, with displays of our research, 3D modelling demonstrations and examples of locally found medieval artefacts.

Par Bay Big Local kindly gave us a small grant to get the project started and we are now applying for major grants such as the Heritage Lottery Fund to fund a long term community archaeology project.

- ◆ Facebook group with over 300 members - <https://www.facebook.com/TywardreathPriory>
- ◆ Website with archive - <http://tywardreathpriory.com/>

# Help Find Tywardreath Priory - Community Event - August 2015



## This is how we fund our free social enterprise activities

- ◆ We reduce our costs by collaborating with our network of micro business owners and local people to share skills, contacts and useful resources.
- ◆ The profits from our business coaching and corporate workshops help us fund some of our social enterprise activities.
- ◆ We deliver contracted services for government and corporate social responsibility (CSR) activities.
- ◆ We raise grant funding to support local volunteers to lead and deliver projects at our premises.
- ◆ We are raising equity and debt investment in our commercial ventures to buy property for socially beneficial projects.

## Our future plans

- ◆ We want to increase our social enterprise activities at Newhouse Farm to benefit more local people.
- ◆ Within 3 years we will make it possible for our local community to buy into a shareholding of the property and the socially beneficial enterprises.
- ◆ We will purchase a portfolio of properties which will range from private estates/working farms, commercial industrial and retail units to public sector owned community buildings.
- ◆ All our properties will offer a shared ownership scheme to the local community and a franchise of our social ventures. This will enable others to replicate our business model in their local community benefitting from our tested methods, our network and shared resources.

If you want to get involved with our activities and add value to our social enterprises please contact Trudy Thompson or Josh Taylor on 01726 339540.