

# New Entrants Scheme Pilot Projects 2023

Support to start up or grow land-based businesses in Yorkshire or the South West of England

## Application Guidance Notes



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## Is this pilot programme for you?

Defra wants to better support those who want to enter farming and develop land-based businesses. They are planning to introduce a scheme for new entrants next year.

In the meantime, Defra has launched a pilot of the scheme. They have appointed [The School for Social Entrepreneurs](#) (SSE) as one of their pilot leads.

The programme is for land-based businesses in rural **South West England** or in **peri-urban Yorkshire**.

**There are two types of programme, both of which will run in each region:**

- The **Start Up programme** will work with people who have experience of working in farming or land-based business and now want to develop their own land-based business.
- The **Scale Up programme** will work with leaders and owners of land-based businesses that are under 10 years old, who want to grow their business to the next level. For example, develop new products and markets, enhance their environmental impact and develop their leadership skills.

SSE has over 20 years of experience offering action based learning programmes to help people start and grow their community businesses and enterprises.

Our programmes are based on peer networking, practical expert support, and action learning. We're not about textbooks and tests. Instead, we help you to get the headspace you need to map out next steps, with the support of peers facing similar challenges.

### What is a land-based business?

A land-based business is a business which involves managing land. This could be farming or growing food or fibre, including share farmers or contract farmers, but also businesses that provide services to land-based businesses. Some examples may be:

- A start up food business based on a family farm, using farm produce.
- A contractor providing livestock for arable farms as part of an agroecology system.
- Developing low-input sustainable crop production on the edge of a city.
- Developing a community owned horticulture project.

## **Remember to apply in time!**

The deadline for applications is **11.59pm on Thursday 5 January 2023**

Apply online at <https://www.the-sse.org/courses/new-entrant-scheme-pilot/>

## **Diversity and access**

We actively encourage applications from people of all faiths, races, gender identities, sexual orientations, economic circumstances and backgrounds, as well as those from disabled communities. No educational qualifications are needed to join our programmes.

If you have access requirements to help you attend the programme, you can tell us about these on the application.

If this document is formatted in a way that is not accessible to you, please email [NEIP@sse.org.uk](mailto:NEIP@sse.org.uk) or call us on 0207 089 9120 so we can share an accessible version.

## **Find out more**

These guidance notes explain more about the programme and how to apply. But if you would like further information please email [NEIP@sse.org.uk](mailto:NEIP@sse.org.uk) or call us on 0207 089 9120.

# Eligibility

## About you

We want applicants who are committed, passionate and interested in learning from others.

**At Start Up level**, you will have had experience of working in farming, conservation or land management. It may be that you have worked on a farm or in conservation or been a contractor for other land-based businesses. You may have been involved in a community run horticulture or land-based project and now want to develop your own idea. You may be developing your own business, or a community led business or co-operative. It may be still at ideas stage, or you may have a plan or have run a pilot. You may have started the business, but still be at early stages and need start up help.

**At Scale Up level**, you will be a leader or owner of a land-based business and want to grow to the next level. You may want to develop your business model, grow sales, develop new markets or products, enhance your environmental impact, or become a more confident and resilient leader. You could be a sole trader, or in a partnership, a commercial company, or a community project, such as a CIC, cooperative or community supported agricultural partnership.

We are particularly interested in supporting businesses that take a creative approach, are innovative, or are supporting the environment. That includes air and water quality, a move to net zero, biodiversity, animal and plant welfare, and natural heritage.

## Can I apply?

Yes, if....

- You have experience in the land-based sector, including farming, conservation or land management
- **For our Start Up Programme** - You do not yet own and are not a partner in a land-based business OR you have recently started a land-based business, but it is not yet fully established
- **For our Scale Up Programme** - You are leading an established land-based business which is under 10 years old. You will be a director, partner or CEO
- You or your land-based business is located in a rural area of **South West England** or a peri-urban area of **Yorkshire**
- You are over 16 years old and have the right to work in the UK.
- You are committed to attending all of the learning programme and sharing with others **between February 2023 and end of March 2023**
- You have not already received support from the Lump Sum Exit scheme. If you have had other support through Defra, then please check this with us

“I came to the School for Social Entrepreneurs pretty much as a blank canvas and now feel like an emerging picture equipped with the tools to succeed and progress. It’s really empowering.”

- SSE student

# The programme at a glance

## Witness sessions

Leaders from across the sector share experiences, successes, and challenges they have faced and overcome.

## Expert sessions

Experts from across the farming and land-based industry will help you improve your knowledge about the sector and develop essential skills such as leadership, marketing and sales, planning and financial management.

## Action learning sets

You will work in a small group with a trained facilitator, to help you find ways of overcoming the stumbling blocks, dilemmas and other problems that your project faces.

## Peer support

You will bring your skills and experience to the group and learn from the skills and experience of the other members.

## Project visits

You will visit successful land-based businesses, to find out more about their business model, the issues they face and the secrets of their success..

## Mentoring

You will visit local leaders, community projects, farm and land-based businesses.

## Celebration

Celebrate your success, share your journey, network with industry peers and pitch to an invited audience of key stakeholders including local landowners, landlords and financial experts..



## What will I learn on the programme?

The programme is a transformational experience that will push, challenge and support you to get a new enterprise up and running.

Our learning programmes are very different to traditional teaching. We're not about essays and academia. We believe in learning from other people's experiences. You'll hear from experts in the sector and inspiring entrepreneurs who speak frankly about the good, the bad and the ugly of running a land-based business.

You'll learn about how to:

- Set up your business and work in partnership with others
- Develop your business model
- Understand the agricultural challenges and opportunities post-EU exit
- Build connections with local authority and private landowners and finance providers
- Pitch and develop marketing and sales
- Manage your finances
- Keep a work/life balance
- Access grants and funding
- Support a contribution to net-zero
- Support and measure environmental and social outcomes
- Build confidence in your leadership skills

You'll be in a group of 15-20 people who are at a similar stage to you. Learning from other people and sharing your experience with the group is vital to the success of the programme, so we ask all participants to commit to attend the whole programme. It will be held over 14 days, including:

- Several sessions of learning, delivered in a mix of online and in-person sessions
- 4 sessions of action learning sets, delivered online or in-person
- 2 project visits
- 1 celebration event incorporating a business review panel when you complete the programme

In return you will be required to participate fully in Defra's monitoring and evaluation which is a key objective for this pilot programme. This may include joining focus groups and completing surveys to a deadline.

The pilot will be working with the following partners: [Duchy College and Bicton College](#), [Eden Project](#), [Newquay Orchard](#), [YOR Green CIC](#), [South Pennine Farmers Group](#), [Canal Connections](#), [Incredible Edible Network](#), [Key Fund](#), [Bradford Organic Communities Service](#), [Yorkshire Water](#), landlord and land agent partners and finance and marketing experts.

# How do I apply?

## Apply online by 11.59pm, Thursday 5 January 2023

- Go to <https://www.the-sse.org/courses/new-entrant-scheme-pilot/>
- Click the link for the programme you wish to apply for, which will take you to our online application form.
- Complete your online application.
- You can save your application and return to it at a later date. Just click “Save for later”, and you will be given a unique link to return to your application. **Remember to save this link.**
- When you’ve completed all the questions, click “Preview” to review your application, then click “submit”. You will be redirected to our equalities monitoring form and you will also receive a copy of your application by email. Check your junk folder if you can't find the email.

If you have any problems or need help with completing your application, contact us on [NEIP@sse.org.uk](mailto:NEIP@sse.org.uk) or 0207 089 9120.

## What happens next?

We will assess your application and invite shortlisted candidates to an online interview in early November. You will find out if you have a place during w/c 9 January. The programme starts shortly after.

## **FAQs**

### **What do we mean by “land-based business”?**

A land-based business is a business which involves managing land; this could be farming or growing food or fibre, including share farmers or contract farmers, but also businesses which provide services to the farming sector, e.g. environmental services connected to woodland creation etc.

### **What happens if the project works with children, young people or vulnerable adults?**

If your project will be undertaking unsupervised work with children under 18 years old, or working with vulnerable adults, you may need DBS checks for staff and volunteers.

The SSE can provide you with advice on this when you are setting up your project. You will be required to show that;

- Once you start providing services, you are following good practice on safeguarding, including getting enhanced checks for people who require them.
- You must ensure that health and safety standards are met to protect yourselves and others involved in your activities.
- You must have any insurance (e.g., public liability Insurance, employer’s liability insurance, equipment insurance etc.) that is required for your activities.
- You must also ensure that you have any approvals, permissions, licenses or required by law.

### **Can I apply if I already have been on an SSE programme?**

If you have been on previous programmes, and they have finished, you may apply. If you will be on any other SSE programme that’s longer than six months at the end of November, you cannot apply for this programme.

### **Can more than one person from our project apply?**

If we have space, we may be able to accommodate more than one person to attend the programme. If you would like this, please let us know.

### **Can I apply if I am connected to the School for Social Entrepreneurs, or to any of the funders of this programme?**

We cannot accept applications from people who are staff or trustees of SSE. If you have a close connection with SSE, its host organisations, staff, trustees or the funders of this programme, please contact us before making an application.

### **What about Data Protection?**

The School for Social Entrepreneurs is committed to protecting your personal information and acting in line with your rights under data protections laws and will treat all data in accordance with our Data Protection Policy here: <https://www.the-sse.org/your-data>

SSE will collect and use personal information provided by you in your online application or separately, or which we otherwise lawfully obtain about you. We may use this information for:

- processing your application and managing the selection process for the programme
- conducting due diligence on you and your organisation as part of that process

This includes contacting you about the workshop or programme which you are applying for by phone or email.



If your application is successful, we may also use your information for:

- managing your participation in the programme
- managing your grant claims and payments
- matching you with a mentor
- monitoring your progress and the impact of the programme
- sharing and promoting your story and the story of your social enterprise online or externally
- other lawful reasons

We will share your information with DEFRA, for monitoring and reporting purposes. They will also only use your information for the reasons outlined above.

Further details, including how we share your information and your rights relating to our use of your information, can be found under our Data Protection Notice, a copy of which is available here: <https://www.the-sse.org/your-data>.

We ask you to provide your Equal Opportunities details. You are not required to give these and you can select the 'Opt Out' box. However, it is helpful for our future development and marketing that you provide this information. It can also help us to identify ways in which we can provide specific support to those who need it, for example applicants who may require additional support to attend interviews or participate fully in the programme.

## **Complaints**

If you wish to make a complaint about any aspect of the programme, please see our Complaints Procedure: <https://www.the-sse.org/complaints>