

## Lincolnshire Agricultural Society IMPACT Group – Business Workshops

**Philip Dunn BSc (Hons) MBIAC - Brown & Co**  
**Workshop Session 1: Understanding Your Business**  
**Tuesday 5<sup>th</sup> November 2019, 9.00am – 12.00pm**

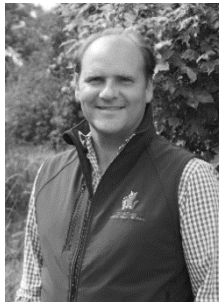


Philip is the Head of Agri-Business Consultancy and is an equity partner in Brown & Co. He advises farmers and other rural businesses throughout Yorkshire and Lincolnshire. Specialist activities include non-executive directorships, business reviews, structural and strategic advice, joint venture arrangements, business planning and advice on EU and UK legislation.

Philip has lived and worked in the locality all his life and is actively involved in many local farming and business groups, whilst still running his own diversified business in North Lincolnshire.

The interactive session will touch upon subjects such as business structure and aims for the business, maintaining and increasing business profitability and understanding cost of production and benchmarking.

**Robert Borrill – A M Borrill and Son & James Goodson – Fisher German**  
**Workshop Session 2: Existing Assets and Diversification**  
**Tuesday 19<sup>th</sup> November 2019, 9.00am – 12.00pm**



A M Borrill and Son have been farming at Hibaldstow since 1917, their arable operation extends from Hibaldstow to blocks of land at Manton, Scawby and Waddingham. A range of traditional arable crops are grown plus maize and wholecrop rye for the Merlin AD plant located at Hibaldstow Airfield. In 2003 Robert attended the Worshipful Company of Farmers Course in Advanced Farm Business Management which gave him the confidence to drop potatoes and pursue a diverse portfolio of rural enterprises which has considerably strengthened the core farming business. He also attended the Institute of Agricultural Management Leadership Development

Programme in 2012.

Robert has had various industry roles including, Chairman of Lincolnshire NFU, Chairman East Midlands NFU Potatoes Committee, NFU National Potatoes Committee, British Cereals Export Committee, Chairman Ancholme Internal Drainage Board, and Lincolnshire IOD. He is a Course Director of the Farm Management Development Programme. Robert's session will look at the various diversification enterprises on farm, efficiencies and will include a workshop encouraging attendees to look at the existing assets on farm and how they may be utilised.

James is a Partner in Fisher German and works in the Farms Department Team. He advises on business structure, strategic direction, business reviews and appraisals, as well as managing 'in hand' farms owned by clients. He also supervises and runs many contract farming and joint venture arrangements.

He advises clients on Basic Farm Payments (BPS) as well as EU legislation and conservation grant schemes, such as Entry Level Stewardship (ELS) and Higher-Level Stewardship (HLS) agreements and now the new Countryside Stewardship (CSS) agreements. James has also been involved in securing grant funding from what was the Regional Development Agencies (RDA's) and now DEFRA for several clients who have undertaken various diversification ventures.

James is still actively involved in the family farm which is situated in the Vale of Belvoir in Leicestershire. The session will cover appraising your resources and offer support and advice.

**Dave Clifford and Rhonda Thompson - NFU**  
**Workshop Session 3: Marketing Your Business**  
**Wednesday 5<sup>th</sup> February 2020, 9.00am – 12.00pm**



Dave Clifford is the NFU Market Research Manager and Rhonda Thompson the NFU County Adviser for Lincolnshire

Dave Clifford manages the NFU Market Research Team who gather evidence and insight on a large and diverse range of factors that affect the agricultural and rural sectors. Their recent Public Perception of Farming Survey revealed that 86% of the public believe that it is important to ensure imported food is produced at the same standard as the UK. Dave has a wealth of knowledge on different methods of research information gathering.

Rhonda Thompson is the NFU County Adviser for Lincolnshire with a background in agricultural business management and leadership training programmes. She was instrumental in working with farmers to develop the Farm Management Development Programme which is delivered in Lincolnshire at Riseholme College. The Marketing session will include a presentation from a new business owner, information on how to undertake market research, how to market the business and provide general guidance.

**Lindsay Rubie BA (Hons), Dip ACB - HSBC UK**  
**Workshop Session 4: Business Planning and Funding Opportunities**  
**Wednesday 26<sup>th</sup> February 2020, 9.00am – 12.00pm**



Lindsay Rubie is an Agriculture Relationship Manager for HSBC UK, the first ever banking team to be specifically focused on the agricultural industry. Based in Lincolnshire, Lindsay looks after the day to day banking needs of a number of farming businesses and takes great pride in her experience across all sectors of the industry - from intensive and extensive cropping to all types of livestock production, as well as protected crops and value-added processes.

The interactive workshop will share knowledge on business planning and some key factors to consider when approaching a bank for finance.