

Introduction to the New Entrant Support Scheme Scheme

The Landworkers' Alliance are excited to be working with [Tamar Grow Local](#), [Shared Assets](#), [The Apricot Centre](#), [The Kindling Trust](#) and others to deliver a new business focussed training programme for new entrants into agroecological farming in Southwest England and Southeast England.

Landworkers' Alliance are delivering the project in the Southwest and Shared Assets are delivering the project in the Southeast. [You can read more from Shared Assets here.](#)

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; and support in pitching to both finance providers and landowners.

This Defra sponsored New Entrant Incubator Pilot is available to two different cohorts -the start-up programme and the scale-up programme - of agroecological farmers, with different levels of experience, and will run between November 2022 and March / April 2023.

What will you receive?

Participants from both the **start-up** and **scale up** cohorts will receive:

One to one support: up to 16 hours of one to one **coaching** from an experienced farmer/food producer or business person on the opportunities and challenges for their businesses or business ideas. This will include: business plan development and review, including financial implications of different options; and tailored coaching and mentoring on key areas relevant to each individual and business. Coaches will help you develop pitches for landowners and financiers (where appropriate) and work through your business plan with you.

Online training: An online learning platform with access to a range of workshops, talks and guides that can be accessed at any time, as well as live Q&A sessions.

For the **start-up cohort** the 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.

For the **scale-up cohort** learning will be focussed on expanding, diversifying income and increasing resilience within the context of changing farming landscape.

Peer support: time with other new entrants going through similar challenges. There will be in-person and online events with opportunities to share advice and discuss latest farming opportunities.

Site visits: we'll take you to visit established and successful agroecological farms to learn how these experienced growers and farmers manage the business side of their work. You'll have the chance to

see in-person established sites, and talk with experienced producers about their approach including marketing food, site planning, growing your business and anything else you are curious about.

Opportunities to pitch your business ideas to funders and landowners: You'll have training and practice in how to pitch to land owners and finance providers. This will include real life pitching opportunities, with potential to be matched with a Farm Start Plot or independent sites if appropriate sites are found and your pitch is successful.

How to apply

Cohort	Location	Form
Start up cohort	South West England	Application form
Scale up cohort	South West England	Application form
Start up cohort	South East England	Application form
Scale up cohort	South East England	Application form

Eligibility

The 'start up' programme 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 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.

Please see the FAQs below for some more information regarding eligibility.

How can we support you on the course?

We can support you with travel expenses to be able to attend site visits, learning days and mentoring.

Commitment

This programme is provided for free and Government funded as part of Defra's research into how to support new entrants. In return for the training you we ask participants to answer questions about

yourself and your experience of the programme for Defra's monitoring and evaluation at the beginning and the end of the programme.

The programme will include:

- 3-6 site visits across your region (South West or South East England)
- there will be online content for you to use of approximately 10 hours
- there will be live Q&A online sessions to participate in
- Each participant will have up to 16 hours mentoring either in person or remotely
- You will need adequate time to study independently, work on improving business plans and create potential pitches for landowners and/or finance providers (depending on my ideas)

Timeline for applicants

30th December application deadline for both start up and scale up cohorts, with the project running until the end of April.

The New Entrant Incubator Pilots programme is funded by the Department for Food, Environment and Rural Affairs (Defra). To find out more about the programme and the other pilot projects taking place in different parts of England please [click here](#).

FAQs for New Entrant Support Scheme applicants

> Can I apply if I am connected to one of the organisations running the project such as Landworkers' Alliance, Shared Assets, Tamar Grow Local, Organiclea?

Yes

> Can two (or more) people go on the programme from the same business?

Yes

> I want to start a land based business that is focused on food and/or environment. Am I eligible?

Yes

> I want to start a land based business that focuses on health, tourism and/or education. Am I eligible? (e.g. glamping, conserving heritage building)

No

> I want to scale-up my current business land business based on food and/or environment, am I eligible

Yes

> I manage a land based business that is focused on food and/or environment and I want to diversify to complement the business. Am I eligible?

Yes

> I manage a land based business that is focused on food and/or environment and I want to diversify to focus on health/tourism/education. Am I eligible?

No

> I have no fixed address, how do I choose a region?

Please use the region of your intended business or your place of your land based work

> Will the programme lead to a formal qualification?

No

> Do I have to attend all sessions and all site visits to complete the programme?

No but we ask you attend 80%