



NEWS RELEASE

Tuesday, February 25th 2020

EVENTS LINED UP FOR EAST PERTHSHIRE'S BUDDING ENTREPRENEURS

Community-based enterprise support organisation GrowBiz has lined up a number of free events this month aimed at supporting entrepreneurs in east Perthshire.

The first event is being held in Blairgowrie on Thursday, March 5, from 6.30pm to 8.30pm in collaboration with the Blairgowrie and Rattray Development Trust and will look at planning a crowdfunder campaign.

Crowdfunding is the funding of a project or venture by raising money from a large number of people who each contribute a relatively small amount and is for anyone who has an idea that can help transform their community. National organisation Crowdfunder Scotland provides events, grants and expert coaching to help make those ideas happen.

Rural Perthshire Crowdfunder coach Brenda Roddy will talk about how crowdfunding works, and the support and advice available to anyone interesting in setting up a campaign to get their idea off the ground.

Later in the month, on Monday, March 23, from 10am to noon, GrowBiz is hosting a session in its headquarters in Coupar Angus looking at the challenges and opportunities of trading on the High Street and how to incorporate online marketing or selling to complement a traditional shop.

This will be an interactive group session, led by Trudy Duffy from specialist quilting and patchwork shop The Peacock and the Tortoise on George Street in Perth, and will include discussions on strategies to encourage more visitors.

Merle Palmer, operations manager for GrowBiz, is looking forward to the events.

She said: "At GrowBiz we're passionate about supporting small and micro-businesses, and helping them to grow. We aim to increase people's capacity to be innovative and enterprising and to develop strong business networks where collaborations are possible.

“At both these events we will be looking at possible ways you could move your idea, business or enterprise forward.

“Successful Crowdfunding campaigns have helped many a business idea get off the ground in recent years. Brenda has many years of experience of both fundraising and fund allocation and is keen to help communities, businesses and individuals run successful projects.

“Trudy is a fantastic teacher who also has a wealth of experience and I would urge as many people as possible to take advantage of this opportunity to benefit from both her expertise and her practical, down-to-earth advice.

“It’s always good to take some time out from your business and learn from others – often just talking with others about your enterprise and what you want to achieve can spark an idea – and I am sure that both these sessions will be of interest to many.”

GrowBiz also has a number of online learning sessions over the coming weeks, as part of its Making Rural Business Digital project, which is supported by the Perth & Kinross LEADER programme and which aims to make Perth and Kinross the most entrepreneurial rural economy in Scotland.

These online sessions include making the most of your Facebook business page on Thursday, March 5, from 11am to noon, and managing your projects and tasks on Wednesday, March 11, from 2pm to 3pm.

Merle added: “Online learning sessions are a great way to enhance your business skills without having to leave your home or office-space.

“Once you have signed up to any of our online sessions you will be sent a link to join in. Our experienced online event facilitators are on-hand to talk you through the set-up; like many things, it is only easy when you know how!”

For further information on any of the free events held by GrowBiz, or to book a place, please see the website at www.growbiz.co.uk, follow GrowBiz Perthshire on social media or sign up to be added to the GrowBiz mailing list by emailing connect@growbiz.co.uk

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For media enquiries, contact Clare McMicking on telephone 07514 343 042 or email clare@growbiz.co.uk

Notes to Editors

- GrowBiz is an independent, community-based organisation providing support to anyone starting or growing a business in rural Perthshire
- GrowBiz Scotland (known as GrowBiz) is a company limited by guarantee number SC341655, and a Scottish Charity number SC043278, with registered office at Bank of Scotland House, Union Street, Coupar Angus
- GrowBiz is funded by Perth and Kinross Council, Scottish Enterprise, the Scottish Government, and the Making Rural Business Digital project is supported by the Rural Perth and Kinross LEADER Programme 2014-2020: The European Agricultural Fund for Rural Development: Europe investing in rural areas. For more on LEADER go to www.pkleader.org
- Since October 2016, GrowBiz has supported more than 1000 clients across all business sectors

- GrowBiz runs an award-winning mentoring programme, which currently has over 70 participants and which is the first and only business programme in Scotland to achieve the Scottish Mentoring Network Quality Standard