



NEWS RELEASE

Tuesday, February 25th 2020

EVENTS LINED UP FOR STRATHEARN'S BUDDING ENTREPRENEURS

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

The first event is being held on Thursday, March 5, from 2pm to 4pm at Strathearn Artspace in Crieff and will look at pricing. This learning session is aimed at helping entrepreneurs decide how best to price their product or service by considering what they are selling, who it is they are selling to and where it is being sold.

The following week, on Wednesday, March 11, from 6pm to 8pm in St Andrews Church Hall in Crieff, there will be a peer support session for care and wellbeing practitioners, which provides an opportunity to connect, network and discuss how the group's collective services can benefit people in the local community.

And on Wednesday, March 18, from 6pm to 8.30pm, at Auchterarder Bowling Club, the Women's Enterprise Network will hear from speaker Trudy Duffy, a Strathearn resident who runs specialised patchwork and quilting store The Peacock and the Tortoise on George Street in Perth.

And on Friday, March 20, from 2pm to 4pm, there will be a learning session in the Aytoun Hall on the High Street in Auchterarder looking at using Twitter for business.

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.

"Setting the right price for your products or services is an integral part of your marketing strategy and your brand placement. You need to know who your customers are, what are their expectations and who is your competition, and in this learning session we will help you to work out how to do that.

“The peer support group for those providing care and wellbeing services in the Strathearn area will hear from three of the group’s members who will talk briefly about their own experiences and businesses.

“Our popular Women’s Enterprise Network meetings are open to women of all ages who are starting or growing their own business in rural Perthshire. The events start with a light buffet, followed by an informal chance to meet other like-minded women and some of the GrowBiz team.

“Trudy is an engaging speaker who has a wealth of experience and I am looking forward to hearing more about her entrepreneurial journey from selling comic books in the Netherlands to running a creative business in Perth.

“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 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.

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

ENDS

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