



Supporting
entrepreneurs and
innovators in the
heart of Aberdeenshire

LINA

LIBRARIES INNOVATION NETWORK ABERDEENSHIRE



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Visit to Chris' permaculture smallholding

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Rural Entrepreneurs' journey to success with LINA

In July, the first LINA accelerator came to a close. The final session featured guest speaker, Kirstie McLaughlin, Operations Manager from Elevator, who gave a presentation on the further resources and support available through Business Gateway.

The last session enabled participants to provide feedback and discuss where they wanted to take their business in the near future. The group also expressed how they had enjoyed working and learning with each other and were interested in continuing this.

Chris Fletcher, accelerator participant, invited everyone to his permaculture smallholding near Fyvie, extending the invitation to Cohort 2. The group felt that learning from each other was important and were keen to meet the other participants and benefit from cross community learning. At the end of August LINA's first socially distanced field trip happened. Find out more about the trip over the page.



Five Reasons Why: now is a great time to start your business

New Opportunities

History tells us that some of the most successful global brands and companies were born during recessions. Well known companies like Airbnb and Groupon evolved from the world's last major recession and other world-famous brands such as Disney were established during the Great Depression of 1929. Could the successful brands of the next decade be born in 2020/2021?

The Learning Curve

COVID-19, and all the events that came with it, taught us a lot. We've learnt that physical bricks and mortar spaces are not the be-all and end-all. We've seen how much we can do from home via digital technology and we've observed the changes businesses have had to make to operate successfully during a pandemic. We can see what has worked and what hasn't – giving us an advantage when it comes to planning our own business.

Unemployment to Self-Employment

Recessions also come with a lot of heavy baggage – including job losses and redundancies. Whilst some seek new jobs, others look to self-employment. If you've been made redundant or will be soon, could self-employment be a good option for you?

Filling the skills gap

Covid has certainly made us think about our own skillset. With the future of work and business looking drastically different, could we acquire skills now that might make life easier in the future? Programmes like LINA can introduce you to new tools for business and new ways of approaching growth and development.

Extra time on your hands

In the recent past, some of us spent our evenings and weekends working out at the gym, enjoying a meal at a restaurant, or more recently recovering from the daily home-schooling duties. But with current covid-19 restrictions still in place and the return to school well and truly underway, we might find ourselves with a few more hours of peace and quiet. With this additional 'free' time at home, why not make a start on both thinking about and planning your very own business?

LINA Field Trip

At the end of August, individuals from both the first and second LINA accelerator cohorts visited Chris' permaculture smallholding, located in the beautiful countryside near Fyvie. The group toured five acres made up of orchards, sheep grazing paddocks, polytunnels and vegetable cultivation.

The group learned how the principles of permaculture had been applied across the land and how using these could support a more self-sufficient lifestyle, while working in harmony with natural ecosystems. Chris shared his plans for the smallholding, including the possibility of holding educational weekends and opportunities around selling produce.

Many interesting conversations were held, with the group offering helpful support and advice. Following such a successful and positive visit, the group were keen to plan their next visit. However subsequent Covid restrictions mean that the next meeting is likely to be virtual.



Chris plans to make significant changes to his smallholding

Say hello!



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