



Supporting
entrepreneurs and
innovators in the
heart of Aberdeenshire

LINA

LIBRARIES INNOVATION NETWORK ABERDEENSHIRE



The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas
The North Aberdeenshire LAG is being part-financed by the Scottish Government and the European Community LEADER 2014-2020 programme

Issue 1

November 2019



IN THIS ISSUE:

LINA Launches - 1

Hello from the LINA team - 2

Promoting LINA - 2

Workshops - 2

LINA Launches!

The last few months have been incredibly busy and exciting with teams from both Aberdeenshire Council and Robert Gordon University's Entrepreneurship and Innovation Group working together to ensure that the launch of LINA was a success.

In September, Banff and Peterhead libraries installed their wall branding and staff received training to ensure everyone knew what to expect following the launch.

On Monday 7th October the much-anticipated launch day arrived with Banff launching in the morning and Peterhead in the afternoon. Both launches were very busy -hosting members of the public along with representatives from local organisations and businesses.

The support shown for LINA has been superb and is appreciated by everyone who has been working on the programme.



LINA NEWS

LINA PROGRAMME CO-ORDINATORS

Milestone 1 of the project; the recruitment of two LINA Programme Coordinators resulted in James Buckley (Banff and MacDuff) and Candace Elson (Peterhead and Fraserburgh) joining RGU's Entrepreneurship and Innovation team.

They have been busy meeting individuals and organisations in and around Banff and Peterhead to raise awareness of LINA, in particular the first two LINA hubs and the first series of workshops. Both James and Candace are enjoying their new roles and we are delighted that they have got the project off to such a great start.

As the project continues to pick up pace, we will be publishing newsletters with all the latest news and developments from LINA. We hope you enjoy reading our updates from this new and exciting project!

PROMOTING LINA

In addition to the Programme Coordinators engaging with the local communities to promote LINA by word of mouth - postcards, posters, and flyers have been produced and distributed. A promotional video has also been produced, and now LINA has a social media presence on Facebook, LinkedIn and Twitter.

The social media pages are engaging with local individuals and groups to share news about LINA within the community. LINA has also received positive coverage from local and national press.

WORKSHOPS

The first LINA workshops were held on Thursday 24th of October in Peterhead Library and on Friday 25th in Banff Library. The groups had participants from a range of business backgrounds and included both new businesses and established businesses looking to grow.



Participants engaged with the interactive activities, explored ideas and discussed the challenges they've faced with their business to date.

As the project is keen to engage with young people interested in exploring entrepreneurship, we were delighted that pupils from Banff Academy's Higher Business Studies class arranged to attend one of the workshops and that other local secondary schools are considering doing the same.

Say hello!



@lina.aberdeenshire



@lina_rgu



lina@rgu.ac.uk