

Document A6

Annex 1 - Business Plan – The Pumpkin Patch

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The Pumpkin Patch Cookery & Gardening School and Internet Café

Business Location:

The Pumpkin Patch Cookery & Gardening School
Allt y Gôg Farm,
Abergorlech Road,
Whitemill,
Carmarthen
SA32 7AY

Business Name: The Pumpkin Patch Cookery and Gardening School

Address: Allt y Gôg Farm, Abergorlech Road, Whitemill, Carmarthen,

Postcode: SA32 7AY

Owner: Mrs Lisa Anne Fearn

e-mail: lisa@thepumpkinpatch.org.uk

Telephone Nos: 01267 290312 or **Exempt under Section 40(2)**

EXECUTIVE SUMMARY

The Pumpkin Patch is an exemplar of community involvement in the Tywi Valley.

Established on a former dairy farm during a recession, The Pumpkin Patch was born out of a desire to impart specialist education of food, gardening and rural skills to all sectors of the community. Initially aimed at delivering cookery and gardening classes to children, the project is now growing, as a result of community input, towards becoming a centre for education in the rural economy.

The project is run by a successful businesswoman who is an experienced Project Manager. Current service users include disabled and disadvantaged children and young adults. Future target users include all age groups and sectors of the community.

The current business premises are no longer fit for purpose. Whilst conforming to all regulatory requirements, a plan for growth demands larger, bespoke premises. A derelict farm building on the site of the current project is perfect as a potential location for the expanding business and its increased services.

The growth plan will be facilitated financially by increased commercial opportunities, including an on-site coffee shop with Wi-Fi access which will serve as a further community asset. These commercial offerings will bring welcome skilled job opportunities to the rural community. The Pumpkin Patch will work in close conjunction with local Further Education providers to offer apprenticeship schemes.

This unique and exciting project is an opportunity for all generations to benefit from traditional skills presented in a contemporary and innovative way.

Corporate Governance

The Pumpkin Patch is run by Lisa, who will work in conjunction with an advisory Working Group 'Friends of the Pumpkin Patch' (consisting of community stakeholders who will meet on a quarterly basis) to advise on the strategic direction of the services offered to the community.

Lisa

Lisa is renowned as a celebrity cook who established The Pumpkin Patch Cookery & Gardening School in 2008 to raise awareness in the community of healthy eating, primarily by growing fruit & veg and cooking from scratch.

She regularly appears on Prynawn Da and Heno, the daily Welsh magazine programmes on S4C, together with Radio Wales and Radio Cymru. As a fluent Welsh speaker, all her workshops and demonstrations are bilingual, which again allows both Welsh speaking and English speaking visitors a chance to be involved and included. Lisa is passionate about the outdoors, the environment, gardening and eating well.

Lisa is a former bank manager and qualified teacher who is fully conversant with safeguarding issues. Though not a follower of food fads, she enthuses others to good quality, seasonal foods, to cook and eat well, and in moderation. Lisa cooks with home grown or at least seasonal foods, using fuss free recipes suitable for the whole family. As she does so, she imparts knowledge about the food groups, their nutritional value and their benefits (or not) to the body. A mix of fun, learning and cooking creates a relaxed enjoyable experience in her classes.

Friends of the Pumpkin Patch

Proposed Members:

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History

The Pumpkin Patch is an existing cookery and gardening school that has delivered courses for adults and children from the proprietor's home and garden for 6 years. The Pumpkin Patch has specialised in providing local children the opportunity of growing their own food and learning how to cook it, with a huge emphasis on diet and nutrition. Demand for places, and for accommodating larger visiting groups, has now increased and the family kitchen is neither suitable, nor large enough, to effectively house the School. The current facility is too small and is unable to meet the demands of its client base or develop further.

To date, Lisa, who runs the cookery and gardening school, has already provided excellent bespoke workshops for a range of groups within Carmarthenshire and beyond. The expansion of the facilities will enable The Pumpkin Patch to develop its experience for clients by providing an enhanced programme of activities and enabling larger groups to utilise the facility.

In addition to the regular weekly and monthly cookery and gardening workshops, Lisa has tailored courses to meet the needs of specialised groups of individuals.

Mission and Vision of The Pumpkin Patch

One of the original aims of the cookery school was to EDUCATE children about food and diet, where it comes from, how we grow it, and what we can do with it. It's not all sugar and sprinkles at The Pumpkin Patch. We grow and harvest our vegetables and we teach about traditional and wholesome family food. Food that sustains and feeds us.

What We Offer at The Pumpkin Patch

The Pumpkin Patch is often regarded as a recreational attraction, allowing children and adults of all ages to further their interest in food and cookery, which is a huge pass-time and feature for TV companies at the moment; cookery is definitely in fashion! The Pumpkin

Patch, however, takes pride in offering more than just a cupcake workshop, and a finger licking experience.

When appropriate, The Pumpkin Patch teaches about the energy that food contains and the benefits of good food and nutrition, as well as teaching about food hygiene together with safe cutting and cooking methods.

Numeracy and literacy are discussed while children weigh and prepare their ingredients. The difference between a currant and a current, and how they differ from raisins and sultanas, and where they grow in the world is an important part of a Pumpkin Patch workshop.

Children and parents alike LEARN new and interesting relevant facts about food and cookery. In so doing, we have a significant role to play in the health and the education of those that attend and we wish to further this role by offering more workshops and The Pumpkin Patch experience to more people in the area, through larger premises.

Long term, this knowledge should affect the way we eat and cook, which in turn will filter through to the next generation, with improved health. The Pumpkin Patch has already worked with several groups and initiatives which enable those on low incomes and from deprived areas (Communities First Areas) to benefit from the workshops we offer. Stated children, the aged and young families with child-parent relationship problems have all found the sessions useful and requested return visits as larger groups, which cannot currently be accommodated.

Cooking and gardening are two skills that have been lost somewhere during the past two generations. We offer gardening (grow your own) as part of the cookery workshops, and link into other related topics including information about food, diet, composting, recycling and the wider global issues relating to food. Nutrition and health, both physical and emotional are also included. As The Pumpkin Patch strives to educate people about the benefits of healthy eating, it uses traditional Welsh recipes that have been handed down through the generations.

Location of the The Pumpkin Patch

The existing business is located within the family home. Having outgrown the kitchen and other family rooms at Allt y Gôg Farm, it is now time to renovate the redundant farm buildings in order to house a better and larger facility. This will also allow for expansion of the business and to provide an internet coffee shop and additional function rooms to enable the School to offer additional workshops.

Proposed Expansion & Change of Premises

The on-site redundant cowshed, which is located less than 20 metres from the house, offers the perfect solution and will enable expansion of the business in a way that will benefit numerous local children, teens, adults and community groups within the area. Before embarking on the current project to renovate the cowshed, The Pumpkin Patch considered several alternative options. As the School has outgrown the current

accommodation at the family home, it was necessary to consider other options and we began looking and considering expansion and rehousing of the business during the summer of 2014. Finding suitable premises with parking and the space for both a coffee shop and cookery school proved difficult; town centre rental costs, combined with the business rates, were beyond the reach of a small but growing cookery school. This, together with the opening of several large successful chain coffee shops, made predicting the demand for coffee complicated and, as a result of the huge competition The Pumpkin Patch decided to remain 'out of town' with its low overheads and trusted customer base. Since then, demand has grown further, and the Pumpkin Patch has become a recognised cookery school in the area.

With redundant agricultural sheds available to us, it seemed appropriate to renovate one of the sheds to further expand the business. The current location of the cookery school is part of its charm, and the rural surroundings enable the gardening aspect of the school to take place. Children and adults love the use of freshly harvested fruit and vegetables in the workshops and foraging for wild fruits and nuts in the autumn is what make the school what it is. This would not have been possible had we moved to a town location. Renovation of the cowshed at the existing location was identified as the best option.

Services Currently Provided by the Pumpkin Patch

During the past six years The Pumpkin Patch has offered bespoke workshops for groups requiring specific needs. These include:

LAC (Looked After Children), Llanelli and Women's Aid, Carmarthen

Allowing young people the opportunity to learn useful life skills, in a relaxed friendly environment, removed from the pressure of their everyday lives.

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The 50+ Forum

Advising the 50+ on healthy eating on a modest budget, often, when recently bereaved.

MENCAP

Bespoke courses have allowed young adults the chance to develop skills in the kitchen, which have enabled them to become self-sufficient and able them to fend for themselves.

Morfa and Llwynhendy Children's Centres

The Pumpkin Patch brought young children and their parents together to enjoy spending time together. Working together brought families closer together and allowed them to spend quality time together providing, promoting and encouraging parenting skills. This was achieved through the teaching of healthy eating and cooking together. Parents and teachers were amazed at the response and what was achieved. Young children were excited to take part and small successes, for which they were praised, and made them proud and confident.

Communities First, Llanelli

Lisa has worked with a range of children in deprived areas. A particular focus has been on working with family groups, with an emphasis on healthy eating on a budget, where difficult to reach adults tend to be enthused by and learn from their children.

Rhydygors School, Carmarthen

Rhydygors pupils have statements of special educational needs for social, emotional and behavioural difficulties. In addition, many have additional learning needs including autism and learning difficulties. Teaching the children is especially rewarding, though considerable planning is needed to ensure the workshop is rewarding for them also.

Teachers have not been able to bring children to The Pumpkin Patch, given the existing facilities, but have been extremely complimentary about the way Lisa meets and interacts with the children within the school. The children's needs would be better met by a cookery school and life skills centre that would allow the children to learn in a new location, as it is often the school environment that instigated the negative behaviour. Through teaching a non-examined subject in a non-school environment, children learn and develop well.

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The aforementioned groups of individuals within the community have already benefited from attending the workshops available; however, these and other groups and individuals have expressed an interest in attending, but are currently unable to be accommodated due to a lack of space and inadequate facilities.

A larger unit would enable current services to be extended without being constrained by the cookery school also being the family home. To date, The Pumpkin Patch has had to visit such groups at their location. Receiving groups has always proved difficult, as the location can only accommodate a small number of visitors, and the toilet facilities are limited. However, the 'out and about' workshops are also restricted by the on-site facilities offered by the host. Kitchen facilities and space at the venue is sometimes equally restraining and so ideally it would be great to offer an ideal location at The Pumpkin Patch, to offer a full package.

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The Existing Market

The needs of the following groups within the community will be met by the classes and expansion of The Pumpkin Patch through targeted workshops created and run by the business. These groups have already benefited from what the business offers, but through marketing to our existing customer base, we will be able to reach more potential customers, and will be able to offer several new workshops to accommodate these clients.

Infants - under 6 year-olds (Little Pumpkins)

Classes teach parents and children to start well, encouraging a good knowledge of where food comes from, and how to cook it. Workshops are linked-in to numeracy and global awareness. Lisa encourages involvement by parents with their children, promoting healthy eating.

As identified in previous work with CYCA, LAC, Children's Services and other groups, parents often learn more through their children and adults access the education provided by The Pumpkin Patch. Classes also enhance the bond between carers and children through joint activities. Existing attendees have highlighted the need for larger premises to provide a wider range of play facilities for parents, grandparents and guardians to interact with their children.

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Juniors – 6–12 year-olds (Junior Pumpkins)

Classes increase the existing skills base, and further knowledge about diet and a healthy outlook. Lisa teaches children to understand how the body works and how food affects the way we are and look. Lack of knowledge about nutrition and how foods affect us contributes to the high incidence of childhood obesity in Wales.

Teens - Secondary School age (12+)

Poor self-esteem, caused by obesity, affects our body image and confidence. At the Pumpkin Patch Cookery Workshops, teaching is informal and friendly and several parents have commented on their child's improved attitude and confidence having been part of the regular classes. For some individuals, especially those who do not excel in a school environment, and for those who have experienced negativity and bullying at school, being part of an extra-curricular non-school based group really adds value to their lives, which way exceeds the life skills acquired as part of the teaching.

Community Groups

The Pumpkin Patch serves Groups such as the WI (Women's Institute), Merched y Wawr, Community Gardening / Allotment Groups and Welsh-language community groups.

Several groups in the area meet on a monthly basis and are always on the lookout for somewhere interesting and different to visit. Over the past few years an increasing number

of local, and not so local, groups have visited The Pumpkin Patch for a demonstration evening and pop-up supper night.

Recently, several larger groups have been turned away due to lack of kitchen preparation space as well as insufficient tables and chairs to cater for the groups. A commercial kitchen will also allow The Pumpkin Patch to cater for these larger groups and the open space and coffee shop area will enable us to offer sufficient space for the larger community groups, especially those who wish to invite spouses and friends to join for the evening

School Visits

The Pumpkin Patch has regularly visited small

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groups at local schools to assist with cookery clubs. We have also added value to other lessons where an element of gardening and / or cookery can assist in the understanding of a subject. Nantgaredig School, Peniel School, Abergwili School and schools further afield such as Rhyd-Y-Gors and Felindre School, Swansea have invited Lisa to teach at their school. Traditional Welsh cookery is always popular, as well as more exotic foods such as Sushi and Italian pasta making to allow children to explore more 'global' food types as part of their curriculum learning. To date, despite being frequently asked to take school visits, The Pumpkin Patch has been unable to do so, as there is insufficient space, only the family's toilet facilities and no provision for packed lunch picnic areas etc. Small groups from Peniel School make an annual trip as a reward for attending the school 'Cookery Club' in year 6, however the number has been capped at 15 due to lack of space at the current facility.

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Children's Cookery Parties

The Pumpkin Patch is often inundated with requests for children's birthday parties. It is, however, unable to meet the demand due to other cookery workshops and parties being held at the proprietor's home. Despite the family welcoming the business, they cannot be expected to remain out of sight in their own home, to enable these parties to take place. The proposed larger premises would facilitate larger and multiple parties.

New Markets

The Community Garden and Local School / Community Groups

As part of the project, the existing children's allotment and raised bed area would become a small community garden, and would provide a great way to introduce both the children and adults, including the school teachers to a manageable way for 'growing your own' at home and at school. The Pumpkin Patch would offer exotic and heritage vegetables, together with traditional farmhouse fruits and vegetables to introduce children and local community groups and individuals to more of a challenge for their own gardens.

It intended to allow visitors to the Centre access to the gardens and raised beds for their enjoyment and education. Older members and groups with knowledge of the gardens will be allowed to potter and weed, offering an involvement in the garden. This will add value and interest to many visitors from the community. Harvested vegetables will be used during the cookery workshops (as they always have been) and compostable materials will be added to the garden compost and wormery.

The garden and raised beds will continue to be visited and managed or 'gardened' as part of the cookery / gardening workshops This is how The Pumpkin Patch links the growing and cooking of our food.

In addition to the regular workshops and cookery demonstrations, The Pumpkin Patch has visited other community groups such as the Tywi Centre Llandeilo to teach traditional bread making using their cob oven. It is hoped that The Pumpkin Patch would be able to offer similar workshops of, though different to those already being offered in the area. Other workshops could include: pizza oven build, running an outdoor kitchen, keeping pigs, charcuterie, how to keep chickens, etc. This would foster knowledge transfer and innovation within the community.

The Pumpkin Patch's involvement in the community has thrived since its establishment. The need for a lifestyle and cookery based organisation within the locality has been proven. Children and adults have also travelled from further afield. Children have travelled from Brecon, Neath and Port Talbot. Adults have travelled for a traditional Welsh cookery day from as far as Hereford, and frequently contributed further to the local economy by staying in a local B&B overnight. There is nothing on par with the Pumpkin Patch in Wales. Despite the existence of other small or specific cookery schools, no one else has added the gardening, diet & nutrition element to the basic cookery school concept.

Competitors

The Pumpkin Patch is an existing cookery and gardening school in the Tywi Valley, which is in the heart of rural Carmarthenshire, famous for its dairy industry and for the excellent fishing opportunities offered by the River Towy. The School is located 6 miles from the centre of Carmarthen town.

The Pumpkin Patch is the only facility of its kind within Wales. While there are other smallscale cookery schools within Wales, the Pumpkin Patch is different in that it incorporates gardening, diet & nutrition to the programme of activities. The expansion to the facilities will therefore not duplicate any existing provision.

Despite having village halls and pubs, the Pontargothi, Nantgaredig and Abergwili area have little in terms of a community action centre. There is no shop, takeaway, chip shop, community centre; in fact the closest the area can offer in terms of a place to meet is the local garage filling station on the A40 at White Mill. The existence of a coffee shop with internet provision, veg box and 'family food' takeaway would add a significant benefit to the local residents and passers-by, which travel the A40 to and from work daily.

The expansion of the Pumpkin Patch into new and improved premises will allow it to offer the community an array of additional services

Group activities

Numerous groups have already benefited from the workshops that we offer. Unfortunately, we are limited to small groups at Allt y Gôg Farm as the kitchen and cooking facilities are not sufficiently large to cater for larger groups. We are frequently contacted by local schools and organisations wishing to organise group visits and day trips to the cookery school, but we are unable to accommodate normal school classes of 25-30 children. There is demand for, and scope to reach many more school children and community groups but The Pumpkin Patch has had to delay such visits until the cowsheds can be renovated and the larger premises are available.

An internet café on site will allow local residents, as well as visitors to the area, an opportunity to engage in the area, explore their surroundings rather than fuel along the A40 directly to town. The internet provision in the area is poor, as it is in several rural areas in Wales, however, our Superfast Broadband provision will be a huge attraction.

More crucial to the slightly ageing population of Nantgaredig area is the **provision of internet** without the encumbering hassle of working a computer. Being able to access the internet without the hassle of managing errors and other computer issues such as firewalls / updates / downloads and other terrifying Jargon to the non computer user will be a huge attraction and benefit to the community. This would offer next generation broadband and digital inclusion skills training.

All information on what we offer would be available online, and all courses would be marketed on the website as they are currently. We already make full use of social media to promote the activities here at The Pumpkin Patch, and this has proved to be extremely successful when starting new workshops aimed at specific groups. The use of Facebook, Twitter and Instagram has already been a great tool in marketing workshops to the younger generation and their parents.

Currently, parents drop children off at the kitchen and disappear for a few hours, while the workshop takes place. The availability of an on-site coffee shop will double up as a viewing gallery for parents and grandparents to view the cookery workshop.

The Coffee Shop

The coffee facility will be housed on two floors adjacent to the open-plan cookery school. From the first floor gallery we hope to offer a suspended viewing gangway above the cookery school and the adjacent commercial kitchen. This will not only provide a very attractive viewing gallery, but an opportunity for visitors to be part of the action and gain awareness of what we offer in an extremely transparent way. We have nothing to hide, and wish everyone to be part of the action.

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Under Section 40(2)

Additional Courses

In an area where numerous traditional family dairy farms have moved out of the industry, many farms have been sold as smallholdings to people from outside the area and are new to agriculture and the area.

Hopes are often high and knowledge is limited, which gives us an opportunity to run rural skills courses in specialist areas such as:

- Pig keeping and butchery
- Keeping healthy chickens, and poultry
- Charcuterie
- Beekeeping

This would of course be in addition to the culinary side of the business and the cookery school which would offer additional skill building courses, run by local experts:

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- Knife Skills - vegetables
- Cake decorating
- Masterclasses in a range of specialist areas, including: bread / pasta / pastry / patisserie / stocks and sauces / seafood / vegetarian /
- 'free from' foods
- Butchery
- Seasonal menus - Christmas, Easter, Summer, Harvest, Bonfire

Meeting Place and Private Meeting Room

The Centre will provide a meeting place for the elderly in the community for 'cake & coffee' demonstration mornings, Mums & 'Little Pumpkins' morning cookery & craft sessions in both Welsh and English

As we are on the A40 trunk road between Carmarthen and Llandeilo we could of course gain significant business from passers-by, cyclists and fishermen, as the Tywi is a mere 500m away, and the Angling club car park is less than ½ mile down the road.

The project will combine education, health and tourism to attract visitors to the area, and to serve the nearby population, thereby boosting the rural economy.

In summary, the rehoused School will offer:

- Wi-Fi to enable parents to work or enjoy superfast broadband
- Coffee and cake mornings.
- Regular daytime cookery demonstrations for customers
- The ability to have guest chefs to add to the range of workshops available
- Local food producers' demonstrations to encourage 'buy local' campaigns and to promote local producers
- After-school cookery clubs in Welsh and English, to cater for local demand for workshops in both languages
- Ample car parking outside, with easy access for wheelchair users and buggies
- Swap-shop for local veg growers or eventually a veg box scheme

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Benefits to the Community and Carmarthenshire

As the Pumpkin Patch expands and offers a wider service to the community we will be in a position to employ and train staff in hospitality, catering and management. It is hoped that The Pumpkin Patch will be able to foster a close working relationship with the nearby tertiary colleges and to promote development of courses or work experience that will allow qualification in the food sector at FE/HE level.

There are currently few working opportunities within the White Mill / Nantgaredig area. Development of the redundant cowshed at Allt y Gôg Farm will facilitate the further development of a small local enterprise.

One of the key strategic aims of The Carmarthenshire Local Development Strategy is to develop the distinctiveness and attractiveness of the rural area in terms of Business investments and addressing rural poverty. The LDS places priority on investing in business premises as a key focus and in encouraging growth thus ensuring greater opportunity for local people to access employment within their locality. By investing in a new purpose built facility, the Pumpkin Patch will be able to further develop the business and to develop the cookery school and life skills centre to meet the huge demand that they are currently unable to accommodate.

In addition, the expansion of the Cookery and Gardening School and the development of the redundant cowshed will support the distinctiveness and attractiveness of the area in terms of tourism investment as it will attract and engage visitors to the area. The location is adjacent to the agreed site of the new cycle path between White Mill and Nantgaredig which then continues to Llandeilo, and would therefore enhance access to other attractions in the area.

The information provided shows that the project will aim to address the following threats and weaknesses in rural Carmarthenshire:

- The decline of the Welsh Language
- Encourage Carmarthenshire to be a tourism destination - not a gateway to Pembrokeshire
- Prove that a Carmarthenshire micro-business is eager and determined to expand
- To offer an attraction which is not weather dependent
- Encourage people to gain a higher skill level
- Encourage food production courses in FE / HE

The Pumpkin Patch Cookery School, internet Café and Life-skills Centre will assist in achieving the following key goals:

Preventing ill health and encouraging healthy and active living

The project will encourage healthy and active living through the provision of workshops for young people, children and parents about where their food comes from and what do with

it, how to cook it in a healthy and economical way, the importance of home grown, locally sourced ingredients on their health and well-being as well as on the local economy and the global impact of sourcing local food and reducing waste and the carbon footprint. The activities will at all times encourage people to improve their nutritional health and improving access to health and well-being services to people disproportionately affected by rurality, poverty or disability.

Improving the emotional, mental health and well-being of all people in the County

At the Pumpkin Patch Cookery Workshops the teaching is informal and friendly and several parents have commented on their child's improved attitude and confidence having been part of the regular classes.

For some individuals, especially those who do not excel in a school environment, and for those who have experienced negativity and bullying at school, being part of an extracurricular non-school based group, really adds value to their lives, which way exceeds the life skills acquired as part of the teaching. This can help increase poor self-esteem. The new facility will ensure that all children with special educational needs and additional needs have an appropriate high quality education resource.

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Improving skills and training to increase employment opportunities for all

Expansion of the Pumpkin Patch would without doubt create work in the area. At busy times of day there will be the need for more part time staff, over lunch time etc and during courses and events. The Pumpkin Patch would be open for business seven days per week. The Pumpkin Patch will also work closely with local colleges and groups in order to offer traineeships and apprenticeships for young people. The courses offered by The Pumpkin Patch enable children, young people and adults an opportunity to learn and excel at something that is non-academic, not curriculum based and is a life-skill that appeals to a group in society that does not excel or feel comfortable in a school environment. It is educational, but taught in a fun and safe environment, which is non-challenging and brings rewards to those that have seldom felt capable or proud in what they have achieved at school.

Making our teaching facility available to all groups in society

The Pumpkin Patch currently works with children who have special educational needs for social, emotional and behavioural difficulties, many have additional learning needs including autism and learning difficulties. The workshops held at The Pumpkin Patch have assisted the development of the self-esteem and resilience of children, young people and adults.

1:1 cookery sessions with children on the autistic spectrum are held regularly, which assists to build confidence and enables them to feel welcome and valued in the group workshops.

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Parents have praised the work of The Pumpkin Patch for making their children feel proud and for giving them a sense of worth, which had been missing in their school life for a number of reasons, including bullying.

While The Pumpkin Patch sets out to teach children to garden and cook, they achieve far more than these basic life skills.

Reducing Waste

The Pumpkin Patch endeavours to teach life skills alongside the cookery. We view teaching about minimising the generation of food waste and maximising composting as important as cooking. The project will also assist in educating children as well as developing children and young people's understanding of environmental and global issues.

Ensuring the promotion of the Welsh language and Welsh culture

As a Welsh speaker herself, Lisa is always eager to encourage Children and adults to feel comfortable and to speak their language of choice. This usually means that classes are bilingual and the Welsh language is promoted and used in most demonstrations and classes. Recipes and signage will be bilingual. Some 'Little Pumpkins' parent and child cookery workshops are already held in Welsh as the children are raised in Welsh homes and attend a Welsh medium meithrin. The Junior workshops offer a choice of language as we have children who are more comfortable in Welsh while others are non-Welsh speakers.

The Pumpkin Patch's aim is to give children the start that they deserve. Unfortunately, this is often not achieved at school, or at home. Children need to learn life skills that through the years were taught to them by parents and grandparents. These days there is definitely a skills shortage, and in some cases, parents don't have the required skills, or time, to pass on to the next generation.

Cooking and gardening are two skills that have been lost somewhere during the past two generations. Offering gardening (grow your own) and cookery workshops and linking in other related topics and information about food, diet, composting, recycling and the wider global issues relating to food, nutrition and health, both physical and emotional, is important within the community.

Traineeships, Apprenticeships and Voluntary Work

Working closely with local colleges and groups will allow The Pumpkin Patch to offer traineeships and apprenticeships for young people. The purpose built facility will enable The Pumpkin Patch to increase the skills base, allowing progression within the business, increased hours or responsibility and pay. For those wishing to offer voluntary work, we will consider offering some hours voluntary experience for school sixth formers requiring voluntary experience to gain certain qualifications

For individuals who chose a career elsewhere, we will be a springboard which will be part of their future having provided a secure start, improved skills and confidence, gained in a small friendly and caring environment of a local business that cares about the community and the future.

We will require staff at all levels, to assist and help manage the workshops and the courses that will be available. As we would wish to be open for long hours each day of the week, we would be in a position to offer several job share schemes, and variable hours to suit young mums and older members of the community. As we would be open for business seven days a week, open early to catch the breakfast trade and open late for take away collection and after school activities, there will be a need for several staff shifts.

The business would not be seasonal nor weather dependent, and therefore the staff requirement is likely to be constant throughout the year.

As the business offers children's cookery and gardening workshops, it would be feasible to consider offering reduced fee places to staff members. This would allow some parents and guardians the benefit of offering a few hours work in the office / coffee shop or kitchen while their child undertakes a cookery class on site. This would alleviate the need for additional childcare.

Internet Provision

The internet provision at the café will allow local residents and business to access the fastest internet available in the area. Superfast Broadband has been installed to our local exchange in Nantgaredig. We would therefore be in a position to maximise on this by offering WiFi and computer access to local people who either do not have access to a computer or the skills to enable them to access services on-line.

More crucial to the slightly ageing population of the Abergwili, Whitemill and Nantgaredig area is the provision of internet without the encumbering hassle of working a computer. Being able to access the internet without the hassle of managing errors and other computer issues such as firewalls / updates / downloads and other terrifying jargon to the older computer user will be a huge attraction and benefit to the community.

As the new facility will be a multi-purpose building, being designed primarily to house the existing cookery school, the open space will also be suitable for other workshops and seminars and to house local events. We are currently considering providing digital inclusion workshops to support local residents.

All aspects of what we offer would be available online, and all courses would be marketed on the website as they are currently. We already make full use of social media to promote the activities here at The Pumpkin Patch, and this has proven to be extremely successful when starting new workshops aimed at specific groups.

The use of Facebook, Twitter and Instagram has already been a great tool in marketing workshops to the younger generation and their parents.

In addition to the online marketing of workshops and events, all jobs vacancies will also be available online for the maximum number of people to access the information.

There are key individuals who are more likely to be digitally excluded, including older and disabled people; those living in social housing; the unemployed and working age economically inactive. Latest data from the National Survey for Wales 2014-15 tells us that 19% of individuals in Wales are not online.

Sales Potential

The renovation of the cow shed will create a new cookery school with commercial kitchen and coffee shop. The building has a total area of 262 square metres, 50 square metres being on the first floor. The cookery school will be multi purpose and therefore, when the workshops are not taking place the coffee shop could easily spill into this area e.g. at peak times and/or to accommodate group visits and bus trips etc.

The coffee shop will be able to accommodate 50 people on the ground floor alone and a further 50 on the 1st floor. The 1st floor could also be reserved and used for private meetings or reserved for group visits.

The cookery school will accommodate up to 18 children or 10 adults per workshop. The facility will be multi functional and flexible, enabling other workshops or training days to take place. Most of these will be run by the Pumpkin Patch, however, the room will be

available for hire and some classes / workshops will be run privately e.g cake decorating / flower arranging, bee keeping butchery or other rural / country skills.

Increased marketing will keep the business moving forward, increasing sales and offering new and improved services and workshops to meet the demand of an increasing customer base.

The rehousing of the cookery school offers a vital opportunity for the Pumpkin Patch to expand and grow the business. We will be able to offer what is currently available, but in a purpose built, safe environment; we will also be able to expand the range of workshops available to groups in all age groups. The Pumpkin Patch will offer an increased number of workshops, demonstrations and the running of a coffee shop, healthy family meal take away provision & supper club nights.

The out of town coffee shop and take away will attract visitors to the centre, especially those requiring free parking and easy access such as those with prams and buggies and the elderly.

Three year Plan - growing the business

The creation of a cycle way along the River Towy, adjacent to the property, will further benefit the business in the medium term. It is anticipated that the cycle way will be open during the next four years. The funding is already available, the planning application has been submitted and the land is being acquired for development.

The development of the cycle way will create an influx of cyclists, both serious road cyclists and family, friend and school groups; this will, in turn, increase the footfall in the vicinity of the cookery school and café.

The Pumpkin Patch cookery workshops are currently planned, managed and run by Lisa Fearn. In the short term this will continue, however within the next three years we anticipate running numerous additional workshops within the centre. Some of these will be run by others, experts in the field of charcuterie, butchery, sour dough bakery, cake decoration, and more exotic cuisine, such as tapas, South American, Mexican, and / or Italian cookery. The multi purpose cookery centre will become a skills centre and used for numerous workshops, but always with an educational purpose.

Five year Plan - Accommodation

We have already applied for planning permission for a further development at Allt y Gôg Farm. Following the anticipated success of the cookery school we hope to renovate a further redundant shed to house a hostel / B&B to enable residential courses at the School. This facility will offer four large family / group rooms with 4 and 6 bed accommodation on a self catering basis, with kitchen facility and communal lounge area. We hope to begin this project within the next three to four years.

Our location beside the A40 is popular with anglers, cyclists, canoeists travelling up to the wye valley and will all benefit from and enjoy the facility of a self catering / hostel accommodation in the area, with the option to be 'catered for' at The Pumpkin Patch Café.

Staffing

When the cookery school relocates to the cowshed, the business will be in a position to offer an increased number of cookery workshop for all ages. Each workshop will be able to accommodate more children, and Mums and Dads will be able to frequent the coffee shop, purchase take away meals, book further classes etc. This will increase the turnover considerably and as a result this will lead to jobs being created.

It will be necessary to offer a **Contract of Employment** We have and will continue to receive advice from Business Wales

We will need:

- A Cookery School Assistant for each workshop (1 part time)
- A resident Chef for the kitchen to assist with the take away meal service and the catering for the coffee shop and pop up supper club (1 full time or 2 part time equivalent)
- A Coffee Shop Manager (1 full time & 1 part time or 3 part time equivalent)
- Coffee Shop Assistant / Kitchen Assistant (1 full time & 1 part time or 3 part time equivalent)

There is a need for a full time and a part time member of staff for most positions, as the opening hours are long; longer than the usual full time hours of 35 hours. We will be open 7 days per week for 64 hours per week:

9am - 7pm mid week

10am - 5pm on Saturday and Sundays

We will need the equivalent of 4.5 staff members from the very outset, and will need considerably more as we experience seasonal peaks in the coffee shop and business growth as the cookery school and café become more established.

Salaries

We will aim to provide the living wage, as follows

Apprentice £3.40
16-28 years £4
18-20 years £5.30
21-25 years £6.70
25 years + £7.20p/h

£7.20 p/h x 38 hour week = £14,227

Typical salaries

Kitchen Chef	£20,000
Coffee Shop manager	£25,000
full time front of house supervisor	£18,000
2 Part time waitress /cookery school assistant 15hrs @ £7.20p/h	£11,232

These salaries will vary according to the age of the employee.

National Insurance is 13.8% of total salary expenditure.

Project Costs

The total cost of professional fees, construction, contingencies and VAT for the conversion of the cowshed are estimated to be £160,000. The Rural Communities Development Fund (RCDF) will provide 80% of the cost, amounting to £128,000. This will be match-funded by a 20% contribution from ...**Exempt under Section 43**....amounting to £32,000, which will be made available in a 'project' account. This will be used to make part payments as the project proceeds.

Sales Projections

Cash Flow

Profit & Loss Statement

Balance Sheet

Are included in Annexes 2-4**Exempt under Section 43.**

Other Business Requirements

VAT

As we anticipate turning over in excess of ..**Exempt under Section 43** .. per annum, we will need to become

VAT registered. We already have Ashmole Accountancy firm assisting with our finances. They will continue to ensure that we totally compliant with current legislation regarding our finances and employment.

Insurance

We are currently covered by NFU Insurance. We will amend our insurance policies, ensuring we have suitable Employers Regulation Insurance and Public liability Insurance at the new premises.

Environmental Policy We are currently working with a Business Wales Resource Efficiency Advisor who will guide us through the implementation of a full Environmental Policy.

Food Hygiene Requirements

We have already been in contact with the Food Safety and Health Section at Carmarthenshire County Council to establish the food hygiene requirements for the kitchen and also for the staff.

With a Level 3 qualification in Supervising Food Safety in Catering, Lisa will be able to deliver on the job training for waiting staff. Kitchen staff will need a Level 2 or above.

The Pumpkin Patch is currently registered with the Food Hygiene Rating Scheme with a score of 5 (Very Good) for 2016



