

## **FREE TRAINING WORKSHOPS TO SUPPORT RURAL BUSINESSES AND COMMUNITY INITIATIVES IN WILTSHIRE**

### *Introducing Wiltshire Rural Hubs*

Wiltshire Rural Hubs is running a series of free, fully-funded online workshops aimed at supporting rural businesses, social enterprises, and community projects across Wiltshire.

Led by award-winning business mentor Aimeé Skinner, the sessions are designed to help small ventures build impact, achieve financial sustainability, and grow within their communities.

The first session, ‘Foundation – Working Out Where to Start’, takes place on Tuesday December 3<sup>rd</sup> and is an interactive and reflective virtual workshop and provides an opportunity for participants to step back and evaluate their goals, achievements, and challenges. By examining their current position, motivations, and opportunities, attendees will establish a strong foundation for the future of their business or initiative. The session encourages collaboration, offering participants the chance to share experiences, ideas, and insights with their peers.

The second session, ‘Impact’, scheduled for Tuesday 10<sup>th</sup> December, will help participants explore how to create value for their customers and communities. It will focus on understanding local needs, gathering meaningful feedback, and applying these insights to enhance products and services.

The final session, ‘Momentum – Exploring Financial Sustainability’, will take place on Thursday 12<sup>th</sup> December. This workshop will focus on strategies for increasing revenue, understanding customer behaviour, and fostering loyalty. Participants will examine successful rural business models and learn how to apply these approaches to their own ventures.

All workshops will be delivered by Aimeé Skinner, a leading figure in the South West’s entrepreneurial ecosystem. has supported over 130 founders and led major initiatives, including Scale-up 4 Growth Gloucestershire.

“Rural businesses and community initiatives are the backbone of Wiltshire’s local economy and culture. These workshops are designed to provide practical tools, guidance, and peer support to help participants take meaningful steps forward, whether they’re just starting out or looking to grow,” said Aimeé.

Recognised as one of the South West’s top 100 innovators and winner of the 2023 Business Mentor/Advisor award, Aimeé brings extensive experience and actionable insights to each session.

These workshops are part of the Rural Hubs Grants programme, funded by Wiltshire Council and the UK Government through the UK Shared Prosperity Fund. Delivered in partnership with the University of Bath, The Future Smiths, and TechSPARK, the programme aims to strengthen rural ventures and enhance their role in local communities.

The first session takes place on Tuesday 3rd December from 6:00PM to 8:00PM. Registration for the online sessions is free. For further information and to secure your place, visit <https://www.wiltshireruralhubs.co.uk>.

**ENDS**

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**Editor's Notes:**

- Attached is a picture of Aimeé Skinner, award-winning business mentor, who is leading the upcoming series of workshops to support rural businesses and community initiatives in Wiltshire

To talk to Aimeé or Wiltshire Rural Hubs, please contact media consultant Fiona Scott on 07789 270030 or email [fiona@fionascott.co.uk](mailto:fiona@fionascott.co.uk)

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