



Creating a sustainable community in North Argyll

### Info for potential LORN Enterprise Members 2015

Welcome to Local Origins Rural Network Enterprise Membership

LORN creates and promotes a number of opportunities for our Enterprise membership to market and sell their products & services. The more we each take advantage of these, the better for your business and the network as a whole. There is a high expectation that you should support each other. So please learn about the other businesses in the Network and see how you can help one another. We welcome new ideas, and for members to explore developing supportive initiatives themselves.

LORN is run entirely by volunteers, who are working hard to make small changes in our community to give us a long term resilience. We look forward to your contribution to this aim. Over the past 7 years LORN Enterprise membership has made differences to many people's lives, not just financially, but personally too. People have met and made lasting friendships; have become more aware and critical of what they eat, how they shop, the energy they use, how they deal with waste, their local heritage and environment; creative collaboration has blossomed in the most unlikely partnerships; and there has been a great deal of fun along the way. Many business activities have been nurtured, supported, working liaisons developed, that have all helped new and existing businesses to grow and thrive. Likewise partnerships with local community organisations have thrived for mutual benefit. Together we can work better, and these connections will help to build our resilience in both our personal and business communities.

Membership will be in the name of a businesses entity, whether sole trader, partnership or limited company.

- \* Full access to the LORNcommunity for networking and promotion, as well as community activities.
- \* Connections with other businesses to support and complement your own.
- \* Sales and marketing opportunities throughout the year – Local Community Producer markets and other events.
- \* Access to other related organisations and sharing information and best practise.
- \* Regular news and updates, promotion online and in the community.
- \* Workshops, Training and Speakers as determined by membership.
- \* Inspiration and Funding potential from working together with other businesses.
- \* Full voting rights at LORN AGM meetings : one vote per business.

Applications for membership are considered by the committee, their decision is final.

### **HERE are just some of the benefits of working together and joining LORN**

#### **Lorn.org.uk Enterprise Directory**

[www.lorn.org.uk/directory](http://www.lorn.org.uk/directory)

The Lorn.org.uk website is our window to the world, all the content is fully searchable and browsable so it is a powerful means to get customers to you and your business website.

Developing the website which will include promoting the local producers within our community and beyond will be one of the LORN priorities for 2015.

Take advantage of this opportunity by making sure your information is up to date, with your offers and activities included.

Please check this out and send the content you wish for your page to [web@lorn.org.uk](mailto:web@lorn.org.uk). We will send out a webform for your initial details when you join . Around 400 words and links to 2 images is ideal.

#### **LORNcommunity.ning.com**

This is a growing online community, available free to all our community : there is a simple secure registration and login.

There are several groups on this site that are important that Enterprise members join, as it is where we share news, information and make arrangements. <http://lorncommunity.ning.com/group/lornmembersarea> for ALL Enterprise members

This has the potential to be a very powerful networking and learning environment if the LORN Enterprise members pay it a little attention. Other "nings" have grown to become incredibly successful community networks as people work together.

Only LORN Enterprise members can advertise products and services there, Affiliated community groups are welcome to promote their events and have their own groups.

You have direct contact with members of our community who are interested in You, your products and your services, whatever you do, all you have to do is friend people. Advertising is not limited to your primary product and service.

How much you make of this is up to you. The best way to create interest in you is to engage with the rest of the community through the interest groups, business groups and hobby groups. You can start your own groups of your particular interest.

You can encourage others to join in, you can welcome new people, you can communicate between each other.

Like every community, you get as much or as little as you put in.

This is a powerful environment if you make it so.

### **LORN images**

[www.flickr.com/photos/lorncommunity/](http://www.flickr.com/photos/lorncommunity/)

We are developing online albums of all our activities, markets, members and events.

Please share your images of your community, your produce and activities.

Any questions about any of these opportunities and environments are very welcome. No one is an expert, together we are learning.

### **LORN Community Producers Market**

For 2015 we will not be running our fortnightly markets but there will be markets associated with special LORN events.

Organisers of similar activities often contact us as a single point of contact to invite Enterprise members to their events

We will contact Enterprise members as each opportunity arises.

### **Facebook**

[facebook.com/lornargyll](https://facebook.com/lornargyll)

LORN is getting very well connected with local people of all kinds through Facebook, we have over 1700 friends (March 2015) already and these have already proven to be directly valuable for promotion and sales. Please promote this page

[www.facebook.com/lornargyll](http://www.facebook.com/lornargyll) to your friends and customers and share your news regularly.

Whatever we think of Facebook, so many of our local community is really committed to it; we have become one of the vital places to belong to there. We promote your own posts on your business pages to a wider audience, along with other sustainability topics of interest, local news, sharing ideas and inspiration from other communities and organisations.

### **Twitter**

[twitter.com/lorntweets](https://twitter.com/lorntweets)

Our twitter feed is getting busier and more and more followers, 1183 March 2015. Again another valuable link to the global community for all your business news, along with the wider messages as with facebook. There are different members of our community who use each form of social media.

### **Linked In**

[www.linkedin.com/groups?gid=3441179](http://www.linkedin.com/groups?gid=3441179)

This is a powerful means to connect with the professionals in our fields. Local Origins Rural Network has its own group, join in and share the ideas to promote our aims and our businesses. This has been quiet in recent times, is there anyone who would like to take this forward?

When we started there was a dearth of help for businesses in this area – and little by little LORN is addressing this and creating a support network for us all. The results have been shining examples of how working together helps us all, from the smallest enterprise, to the larger commercial businesses. The more we all engage with it, the better we can help ourselves and be supported by others. Working with other organisations is bringing more help for members and other local producers.

We have a variety of other promotional activities available to LORN Enterprise members, as well as business support and networking. We have lots of other ideas, but we need volunteers from the membership to make them happen.

Promote LORN to all your customers – we have images and links for you to use on your publicity, website and so on.

Help LORN (remember you are helping yourself and your local community)

Offer to do something to support the committees, whatever your skills are they will be put to good use.

Support each other, directly and on all the social networking media

Get involved in all the activities.

The development of LORN is limited only by the effort and contribution of each member; the more each of us does the greater the change we can make and the more resilient our future becomes.

***Earn More ~ Save More ~ Learn More ~ Produce More ~ Waste Less***

Local Origins Rural Network [www.lorn.org.uk](http://www.lorn.org.uk)

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