



## Lee Moor newsletter November 2006

### Tyne for change



Ian was lucky enough to be invited as a guest of Business in the Community on a Royal "Seeing is Believing" visit.

He has now achieved a rare trilogy in that Lee Moor was the location of one of Prince Charles' visits in the aftermath of "foot and mouth", he has organised another on behalf of Business in the Community when he worked there, and now he has attended one as a business leader... all within 5 years. Ian said about the visit to the upper reaches of the Tyne: "This a fantastic place for tranquillity but how do people make a living? Their Royal Highnesses Charles and Camilla were able to see first hand how innovation has been possible for a few pioneers, but as a representative of ONEnortheast, the regional development agency, I was put on the spot with the other business leaders to see how we can work with the farmers and community leaders to "make a difference" - perhaps through branding the unique landscape and the products that come from them." Charles and Camilla clearly love Northumberland. The visit was a great privilege and will lead to an interesting pilot scheme.

(See more pictures on [www.kielderorganicmeats.co.uk](http://www.kielderorganicmeats.co.uk).)

### Environment 2006

Local issues are impacted by global factors. In mid November Ian represented Lee Moor Business Park at the Environment Agency-organized "Environment 2006" conference in London. The business community, the environmentalists, the three main political parties - and a bloke from the Treasury - all agreeing that the environment is really important... Spooky?

The tipping point has been and gone and finally the meaning of "sustainable" is being grasped. At Lee Moor this has been validated by the Coffee House Challenge (a Royal Society of Arts group which met at Lee Moor in the summer) now applying to hold an event in the spring on recycling and reuse of materials. Let's use this pump-priming money to have a constructive event about more action... more locally. Lee Moor Business Park is well ahead of the game and intends to stay top of class despite rising standards!

## New tenants

November sees Tilhill move from Unit 8 down to Unit 6a, allowing a new tenant in their old unit... more of that and the other three new tenants in December's newsletter. For now let's just say that fitness will be a New Year's resolution that we'll all be short of excuses on.

## Fresh Element/Hadrian Game Larder Ltd

The unit at Throckley for Hadrian Game Larder Ltd is about to be fitted out to cope with higher sales and Fresh Element is giving a service which is putting the "feast" into "festive" - see [www.freshelement.co.uk](http://www.freshelement.co.uk).

## Tourism with LEAF

LEAF and Natural England teamed up to put on a spectacular course at Blagdon and Lee Moor at the end of November. The event was about communicating with the general public on farms through tourism. Blogging and podcasting is new territory for most farmers but the invited farmers took to it like the proverbial mallard to water!

Heather from Wiggly Wigglers ([www.wigglywagglers.co.uk](http://www.wigglywagglers.co.uk)) was the case study. With 20,000 people listening to her pod casts, I was impressed - then she only went on later that day to win the Farmers Weekly "Alternative Enterprise of the Year" award.

Watch this sound-space in terms of podcasting - we are very interested!!

## Ian E Brown