

PROGRAMME INFORMATION

Fife Council's Economic Development team in partnership with Food From Fife, have developed the Build Fife - Food and Drink programme to support Food and Drink businesses that have aspirations for growth.

Build Fife - Food and Drink, runs from 02/09/25 to 30/09/25 where you'll learn from business experts as well as developing relationships with peers.

The programme has been designed to help improve your business resilience, open opportunities for growth and provide ongoing development support. Fully funded by the UK Government through the UK Shared Prosperity Fund.

Build Fife is free to attend but businesses **MUST** commit to attend all 5 weekly sessions

PROGRAMME SCHEDULE

Session 1 - Business Strategy

Investigating what is meant by business strategy and then examining the four key stages of strategy development. Foundation: Ambition; Options: Action

Tuesday 2nd September 2025 09:15 – 13:30

Venue: Business Gateway Fife, Saltire Centre, Glenrothes, Fife, KY6 2AH

Session 2 - Leadership and Management

A dynamic group training session which aligns business transformation with people transformation.

Tuesday 9th September 2025 09:15 – 13:30

Venue: TBC

Session 3 - Business innovation

Coaching & training for leaders to build their own innovation muscle, think smarter, learn faster, work more innovatively

Tuesday 16th September 2025 09:15- 13:30

Venue: Fife Renewable Innovation Centre FRIC, Methil, KY8 3RS

Session 4- Business Simulation (Immersive Edge)

A customised simulation game from Immersive Edge using web based advanced game technology, experiential learning and behavioral dynamics. Designed to drive behavioral change to help them build stronger teams, drive leadership and break down internal silos.

Tuesday 23rd September 2025 09:15- 13:30

Venue: Enterprise Hub, Glenrothes, KY7 5NS

Session 5: Digital Marketing – The Perfect Blend

Jumping straight into marketing and social media without clear brand foundations can lead to a lot of wasted effort. Businesses today sell through a mix of routes, whether that's retail, hospitality or online so ensuring the brand itself is clear, consistent, and working hard across those touchpoints is essential.

Tuesday 30th September 2025 09:15-13:30

Innovation Hub, Fife Creamery, Randolph Ind Est, Kdy KY1 2YX