

# ABM Retreat March 26<sup>th</sup>-27<sup>th</sup> 2020

## The Cider Mill, Wonastow Monmouthshire NP25 4DJ

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**WiFi (BTHub4-QGFP) Password 4346745a64**

### Attendees

- Simon Fordham
- Gary King
- Damien Ghee
- Colin Spiller (tbc)
- AN Other
- Malcolm Durham (host)

### Thursday

From 12.30 pm	Arrival	<i>Local breads cheeses cold meats and fruit</i>
2.00-3.30 pm	Plenary	The principles of business <ul style="list-style-type: none"><li>➤ Marketing</li><li>➤ Sales</li><li>➤ Finance</li><li>➤ People and operations</li></ul> "No money for premises, professionals, IP protection, nor even mentors!". Understanding how start-ups prioritise expenditure
3.30-4.00 pm	Tea	Conversations with colleagues or time apart for reflection
4.00-6.00pm	Plenary	ABM strategy. Including: <ul style="list-style-type: none"><li>➤ Elevator Pitch</li><li>➤ Pathways esp current Members (was Associate) to Full</li><li>➤ Next steps/New initiatives. Who does what. How to measure, (consider CPD, AOCS, ILM).</li></ul>
6.30-7.30 pm	Cocktails	Conversations with colleagues or time apart for reflection
7.30-9.00 pm	Dinner	<i>Cheese Souffle (Claret); Beef Wellington Celeriac mash, Spring greens (Claret). Fruit crumble. Port and liqueurs.</i>
9.00 pm	Discussion	Latest triumphs and disasters. Lessons learned.

### Friday

7.30-8.30 am	Breakfast	<i>Cereals Bacon Tomato Mushrooms Eggs Toast</i>
9.00-10.30 am	Plenary	Update strategy on a page for ABM. Tactics for partnerships
10.30 -11.00 am	Coffee	Conversations with colleagues or time apart for reflection
11.00 – 1.00	Group discussions	Professional peer assessment. How would this work? Workshop it between participants so as to create framework
1.00-2.00 pm	Lunch	<i>Local breads cheeses cold meats and fruit</i>
From 2.00 pm	Depart	Take your ideas back to the real world.



# Directions

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## From South

### *EITHER*

On A40 dual carriageway at Monmouth, take exit just after the road tunnel.

At end of slip road pass petrol station on your left. At mini roundabout, turn left. Then after 400 yards, turn right onto the Link Road. If you see a left turn you've gone too far.

At end turn left again. This is the Wonastow Rd. As you approach the new build housing estate turn left. After 1 mile there is a sharp right hand bend with chevrons. Pass a private driveway and Talocher farm school then take first right (not sharp turn), signposted "The Hendre 3 ¼". Continue 1 ½ mile (takes 5 minutes) and at sharp right hand bend pass 3 storey farmhouse on your left. Road bends sharp left. Cider Mill is down a small hill on the right, with green woodwork.

### *OR*

From Monmouth take the Abergavenny Rd/ Rockfield Rd B4233. Turn left immediately after the Rolls of Monmouth Golf Club. When the road turns sharp right go straight on/ bear left. The Cider Mill is on a left hand bend as you ascend a hill.

### *OR*

From the A40 from Abergavenny after Raglan/Clytha roundabout bear left towards Dingestow. Pass Frank Sutton tractors. After c2 miles turn left towards Dingestow (see sign for Parson's Nose too). Turn 1<sup>st</sup> right in Dingestow opposite the Village Hall. Turn 1<sup>st</sup> left (almost a u turn) which is 1 ½ miles on signposted "The Hendre 3 ¼". Continue 1 ½ mile (takes 5 minutes) and at sharp right hand bend pass 3 storey farmhouse on your left. Road bends sharp left Cider Mill is next property on the right, with green woodwork.

## From North

On A40 dual carriageway at Monmouth, after roundabout cross over traffic lights that are on the dual carriageway. then take exit just before the road enters a tunnel signposted to Mitchell Troy. At end of slip road turn right towards Monmouth. Soon after, turn left onto the Link Road. If you see a filling station on your right you've gone too far. At end of Link Road turn left. You are now on the Wonastow Rd. proceed as for "Either" above