

1. Introduction

Heeley City Farm Café is an enterprise within an enterprise. Built to provide facilities for visitors and to create work opportunities for the farm's community. It was also charged with generating cash income to support the wider work of the farm.

The cash generating ability of the café on site is insufficient to generate surpluses or to invest in expansion. Expanding and diversifying presents a number of possibilities including:

1. developing an outside catering enterprise
2. producing processed farm foods
3. providing training (including vocational qualifications)

This plan is concerned with the development of outside catering over the next two years. Within this are the ambitions to not only create a viable enterprise in specialist catering but to create job opportunities, provide training (including accredited qualifications in the longer term) and to help people access jobs in the expanding food economy of South Yorkshire.

1.1. History of the Farm and Café

Heeley City Farm was started in 1981 as local residents, led by Heeley Residents and Tenants' Association, campaigned to improve their local environment. In 1981 there was brick rubble. Today there are green fields, animals grazing, a duck pond, trees, offices, training and education facilities, workshops, stables, toilets, a café, and garden centre.

In 1992 the farm café was built with financial support from the UK Government's Urban Programme.

The original aims of the café were relatively modest:

- = refreshments and meals for visitors and farm workers;
- = a source of income for the farm;
- = an outlet for the sale of other goods;
- = new employment opportunities.

In 2001, the farm completed the construction of a new Community Training and Resource Centre including stables and new animal accommodation to replace, with greatly enhanced facilities, buildings lost in a tragic fire of June 1995.

Whilst the farm is now an established visitor attraction and has an