

**Business is booming at Northamptonshire's 'No Fuss Meals for Busy Parents', run by busy mum of two Milly Fyfe, a farmer who lives on a livestock and arable farm in Yelvertoft, Northamptonshire. Milly credits a recent £3,500 grant from Northampton's Social Investment Fund with the growing success of her business.**

**Here, Milly chats about her business, the difference this grant has made and her plans for the future ...**



### **This grant has been life changing**

This grant has been a game changer. I now have a brand-new website and a promotional film that I'm really proud of. Both are generating more customers, partnerships and followers and this has inspired me to think even bigger – I'm now planning to open my very own cookery school right here in Northamptonshire.

### **Passion doesn't pay the bills – I needed an injection of cash to take things up a gear**

It was back in April 2023 that I applied for a grant from Northampton's Social Investment Fund and it's been a real turning point. Before this I had a website that I'd built myself during Covid. It was serving a purpose but it wasn't doing all my great content justice. I knew that a new website was essential but I didn't have the funds. That's largely because No Fuss Meals is a Community Interest Company – which means we are basically a non-charitable limited company that's set up primarily for the benefit of the community,

### **A new website to be proud of**

My new website is fantastic and it's already packed with lots of fabulous content, recipes, stories, partnership links and more. The film too has been really empowering and has enabled me to showcase my enterprise by really taking people on a journey into my world. I use it online, across my social channels and when I'm invited to give talks. It has definitely helped to drive interest in what I do, attracting new followers and generating new opportunities and partnerships.

### **I'm passionate about growing produce and cooking wholesome meals from scratch**

It was my dad who first inspired my love of growing and harvesting, being a passionate kitchen gardener himself. But having forged my own career in the food and farming industry was where my passion really found its feet!

This business started out small, on social media. I began documenting and sharing the story of my busy life with two young boys on the farm and posting recipes and ideas for wholesome meals and produce for busy parents like me.

I then began interviewing other people I knew, local producers, young farmers and bringing their stories alongside my own in my blog and podcasts. I realised I was on to something with real potential, something I could nurture into an enterprise that could generate a long-term sustainable income.

### **Would I do it again? Absolutely!**

I appreciate that applying for grant funding can seem daunting for some. But the process is so valuable – and in ways you might not expect. As well as the potential for financial investment, the process of putting together a solid and achievable business plan and articulating your ambitions to others is such a beneficial thing to do for any business owner.

I am lucky to have a background in marketing, so I had a clear vision and knew how to communicate my ideas effectively. But had I needed support in putting together my application, I know that the West Northamptonshire Council and WNSSET teams were there to guide me at every step. They couldn't have been more supportive or helpful.

### **Building on this success.....and the future looks delicious!**

As with many things in life, the success of one thing gives you confidence to reach for more. I am so excited be planning the further expansion of my business, with the opening of a cookery school. Based at our farm in Yelvertoft, I am hoping my cookery school will be part funded through the Rural Diversification Scheme, grant funding that is available from both North and West Northants Councils.

My plans for a cookery school are taking shape. I want to provide courses on a range of subjects including no fuss meals cooked from scratch for busy parents, growing, cooking and eating your own produce and butchery courses designed to get the most from your meat. Plus I'm hoping to run corporate wellbeing days and more. This is such an exciting next step and should be completed by the end of 2024.

### **Go for it**

I really would encourage anyone out there that is eligible for a Social Investment Fund grant to go for it. Being an entrepreneur is exciting and exhausting in equal measure. You have to be resilient, but with the right vision and some investment in your pocket, you can revolutionise what you can achieve.

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Visit the new website here: [No Fuss Meals for Busy Parents - Milly Fyfe](https://www.nofussmealsforbusy.com)

Watch the video here: <https://youtu.be/HJVqjsLzMBO>

Follow on social media: [@NoFussMealsForBusyParents](https://www.instagram.com/NoFussMealsForBusyParents)