

Business Builder

Business: Native2Norfolk
Owner: Finley Robertson



Building confidence and practical skills with Business Builder support

The Challenge

Finley grew up surrounded by the business world and had hands on experience managing many aspects of work – but had never received formal training in business fundamentals.

As he developed Native2Norfolk, delivering markets, food fairs and festivals showcasing local food and drink producers, he wanted structured learning to confirm he was on the right track and to continue building his skills with confidence.

The Solution

Finley enrolled on the Business Builder online Foundation Course, which delivered exactly the type of practical, accessible training he needed.

“I found the course extremely useful. It covered everything you need to know, and it wasn’t too long, strenuous or boring – unlike some training can be perceived to be.”

Alongside the course, the Business Builder resource portal became a valuable tool. “I still find myself referring back to it to check that what I’m doing is right.”

The Impact

Business Builder support has helped Finley:

- Gain formal training in business fundamentals
- Build confidence in his decision making
- Access a library of resources he continues to use
- Develop skills that support the growth of Native2Norfolk
- Strengthen foundations for long term business success

“I strongly recommend this to anyone thinking about starting a business. It only has positives, and there’s no reason not to do it if you want your business to succeed.”

About Native2Norfolk

Native2Norfolk is run by Finley Robertson, who organises markets, food fairs and festivals to champion and celebrate Norfolk’s local food and drink scene.

His events support local producers, strengthen community connections and shine a light on the best of Norfolk’s independent food culture.

The Business Builder programme has supported 472 businesses, providing advice and training, and has paid out £2.3 million in grants across Broadland and South Norfolk between late 2022 and February 2026.