

Beckett Scholars' annual weekend meeting – June 2008

Hosted by Ed Sweeting and based around Beverley in South Yorkshire, the Beckett Scholar Group held its Annual Weekend meeting at the end of June 2008.

A highlight of the event was an inspirational presentation by Summit Media, a business built up as a result of a young student carrying out a short project in a prison and which specialises in search marketing. Amazing developments in this area were demonstrated and most of the group found them highly relevant to their own businesses.

A visit to Living Salads followed. The owner of the business described his struggles to market his innovative product. And, again, the Group felt considerable empathy.

The following day Ed and his father gave a tour of the Sweeting family partnership farms, situated on the banks of the Humber. And, finally, the Group were given a taste (literally) of Eds own enterprise, Fruitface, a supplier of healthy snacks.

The 2009 weekend will be held in Herefordshire, 26-28 June, hosted by Bruce and Alison Gilbert.



The Beckett Group pictured with Hedley Aylott, MD of Summit Media (middle).