

# WHITE OR BROWN, IT'S VERY GREEN

**A**n eco-friendly entrepreneur from Bath is hoping to become a rising star in the city's business community.

Web developer Duncan Glendinning has swapped computers for kilns to set up a bakery with a difference.

The 26-year-old has founded the Thoughtful Bread Company to combine his self-taught skills for business with a passion for locally-sourced seasonal food.

The business, which operates from rented premises in Bath's Green Park Station, has been designed with environmental credentials as an essential ingredient.

Its delivery van is run on biodiesel, its oven is built from clay salvaged from local building sites and is fuelled using wood bought from local tree surgeons.

The business is also using bakery equipment that was due to be scrapped by Bath's luxury Priory Hotel, which is being refurbished.

It has also attracted the attention of national Press and featured as part of a BBC television programme on eco-friendly individuals.

The firm's founder studied computer science at the University of Bath as well as a diploma in entrepreneurship and business start-up.

He has now joined forces with business adviser Robert Barnard-Weston and baker Patrick Ryan to launch his latest venture.

The business began trading last month at the Bath Farmers' Market and has already begun to develop a following, with small loaves ready for consumption on the day of purchase.

Mr Glendinning said: "I have been told I'm off my rocker to try to set up a niche business in the current economic climate but, if the farmers' market and the few days we have been open at Green Park are anything to go by, people seem to be pretty hungry for our eclectic range of breads using foraged goods.

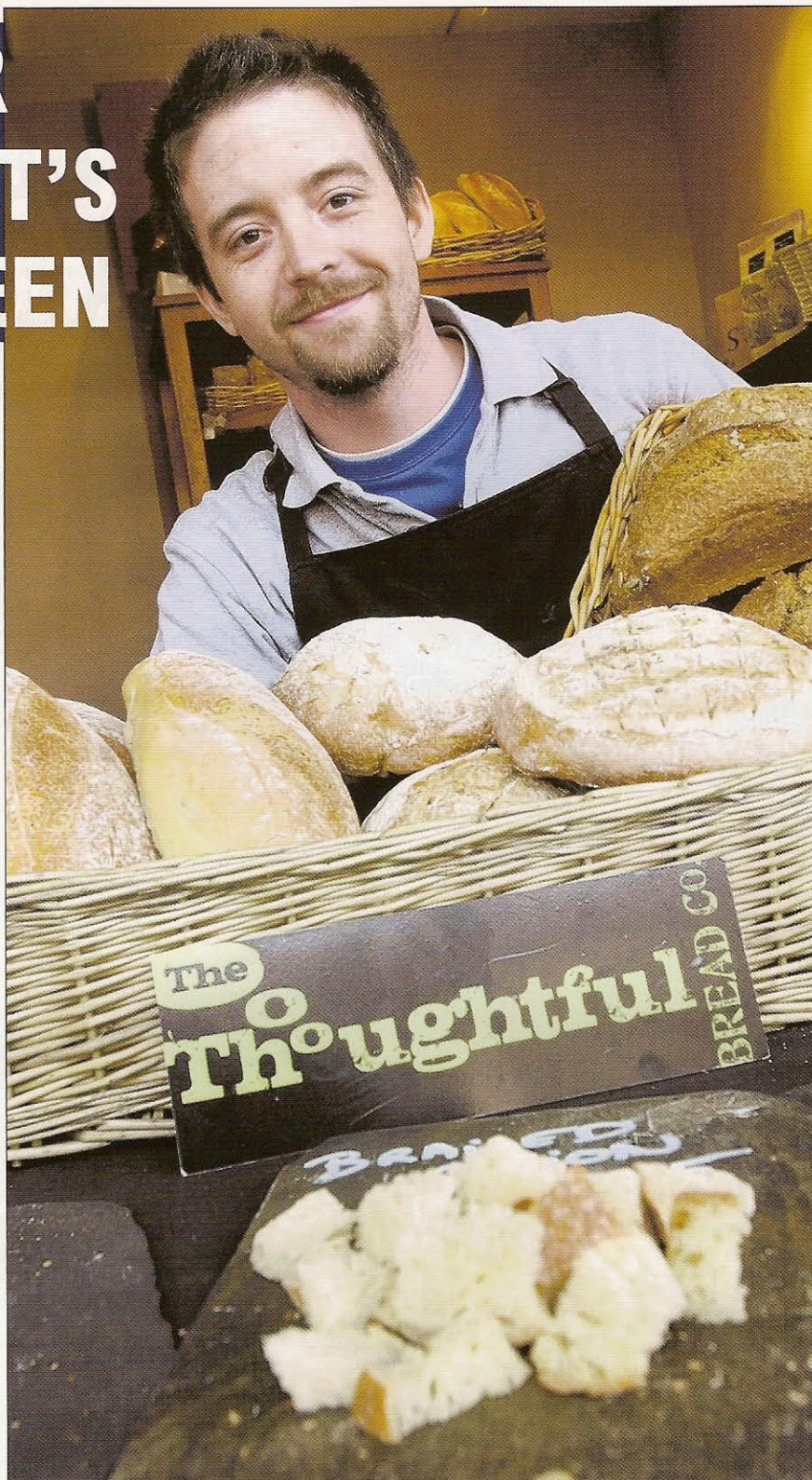
"People who bought bread on the Monday came back on the Tuesday and that has been encouraging."

Mr Glendinning has experience of running his own private limited company after setting up a student discount card scheme at the University of Bath, which he then sold back to the university's Student Union.

He has had help setting up his latest business with finance from family and friends and advice from co-founder Robert Barnard-Weston, who created a food festival which acted as the inspiration for the Bath Farmers' Market.

Mr Glendinning said: "Bath is a beautiful city and is starting to develop into an interesting hub for some really fantastic food.

"I have always found the city's farmers'



**EARNING A CRUST:** Duncan Glendinning has launched a bread business with a difference

market to be really mature compared to others around the country. A heritage city is the kind of place that a small bread company with a strong commitment to quality would sit really well.

"Being a young company there are so many avenues we would like to explore."

The business is currently a two-man operation, with the bread being baked at

premises near Radstock and sold in Bath.

Mr Glendinning is keen to explore the idea of an apprenticeship based on baking to help young people in and around the city.

He said: "I am already struggling time-wise to man the shop and keep up with paperwork.

"It is only a matter of time before we take on someone else."