

Other Farmers views and Statistics

Considering the research I have done, a lot of farmers who have diversified their own farm have had extremely positive results from it. Some of the changes they have made have been very basic or extreme. However, the farmers who have diversified said they found it "rewarding" and have experienced an increase in their income. According to The Farm Business Survey, the total income from diversification techniques was £300m in 2009.

Jimmy Doherty is a farmer that applied diversification to his farm. He owns Jimmys Farm in Ipswich and has also starred in many cooking shows on the BBC and ITV. The farm was originally designed to be a pig farm and help the Essex Saddleback Pig come back from extinction. After a few years, Jimmy started to lose more money than what was coming in on the farm, so he made a plan to change the function of the farm. Jimmy then changed the farm into a tourist attraction, and added seven retail shops, a nature trail, two restaurants, a butchery and a round house that can be used for events such as children's birthday parties. He also allows schools and colleges to look around the farm with a guided tour and be given information about the purpose of the business too.

On average the natural trail brings in £2000 a day even when it is not peak season. The income for the farm now is greater than it used to be and is only done by using all of the resources Jimmy already has on his farm.

Preview from Notesale.co.uk
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RECOMMENDATIONS

Option 2: CHILDREN'S PLAY AREA BOTH INDOOR AND OUTDOOR

The other option that can produce a lot of profit would be to turn the remaining land into a children's play area. The indoor play area will be similar to Go Banana's which has a maze, a soft ball pit, slides and other obstacles. The outdoor area will be more like a park with swings, slides and seesaws and targeted towards younger children, as any kids under the age of 7 would not be suitable for the indoor one (health and safety reasons). The outdoor play area could be open for a maximum 7 months a year (March to September) and the indoor could be open all year round.

The children's play area can be used for birthday parties, adult events or just used normally. Looking at Go Banana's pricing, admission ranges from £1.50 to £5.30; it just depends on the age of the child. To hire out for a children's birthday party it is £7.70 per child for under 5's and £8.20 for 5s and over. They also do different types of parties, including "chocolate party", a disco, Little Monkey Tea party and more. Soft materials should be used in the play area as this will reduce the risk of injury.

The play area could be open from 9:30am until 5:00pm and users could pay £1.00 for children under 5 and £4.50 for children aged 5-11. Any users older than 12 but are younger than 16 can use it for £5.00. Once this amount has been paid they can have unlimited use of the play area for the entire day. Adults will have to book the actual area out if they want to use it. There will also be a charge to use the car park; it will be £1.50 for the day (9am-5pm). The reasoning behind charging for the car park is that people may just want to browse around the shops but not actually spend any money so this way JW Drew & Sons can earn some sort of money for the people who are not partaking in the children's play area or restaurant.

The shops could include children's clothing, a corner shop, novelty and gifts and a book store. The corner shop can carry products that visitors may have forgotten to bring with them (for example, nappies, baby wipes, water, and socks). Adding a children's clothes shop on site would also mean that parents feel more inclined to buy it from their instead of another shop elsewhere. A novelty and gift shop would include things like fridge magnets, stickers, key rings and other items. This can increase awareness and popularity and they could also offer a free gift wrapping service. A bookstore would mostly be for the children but could include some other products like magazines, for the adults to read during the day.

You will need to apply for planning permission by contacting your local council either by email or telephone. Most planning permission applications are accepted within eight weeks but it can take up to thirteen weeks.