

Hollin Root Farm B&B

Bed & Breakfast establishment situated on a former working farm

BACKGROUND

Hollin Root Farm near Kendal still has 12 acres of land which is let to a neighbouring farmer. Whilst the business is not a working farm (with only 1% of business coming from farming activity) its location "on a farm" is an attractive selling tool.

The B&B provides a retirement business for the couple. They offer two family rooms en-suite with disabled facilities.



FINANCIAL INFORMATION

The business received a development grant of £3,000 from NWDA following the FMD outbreak. The grant was designed to help them to improve the facilities (install en-suite) and no match-funding was required.

Tourism business turnover from April 2003 to April 2004 was £29k which represented 99% of total turnover. Profit was £24k. This was slightly

down on previous years as they had reduced from three to two rooms. March to October were the busiest months.

The business was at a stage now where there was no further requirement for any significant investment.

The B&B holds four diamonds. This has built up from just one diamond when they took over.

There is no passing trade. Visitors are made up from walkers on the Dales way (5%), people en-route to Scotland and Ireland, general holidaymakers, the overseas market (5%) and, increasingly, the VFR market for weddings and funerals.

USE OF LOCAL PRODUCE

They serve their own free range eggs and jam for breakfast



MARKETING

The business has its own website www.hollinrootfarm.co.uk from which they gain 90% of their business. Whilst they don't book on-line they respond to e-mail enquiries several times during the day. They also feature on CTB website, Stillwells guide, farm holiday guide and Kendal TIC guide. The marketing budget is around £1,000. They are part of the DMS system.

INVOLVEMENT WITH NWFTI

No business advice or support was sought or received in 2003 and there are no plans or requirements in the next year. They are not aware of NWFTI.

FUTURE PLANS

Future plans include the potential for expanding into self-catering but it is unlikely as it would require more work and ill-health prevents it.

Major issues are general and include adverse exchange rates, threat of terrorism and the high awareness of the Lake District.