

Huntley's of Salmesbury

Successful and expanding business well down the road of diversification

BACKGROUND

Huntley's of Salmesbury is a thriving farm shop and ice cream dairy business, based on a farm which has been in the family for hundreds of years and working in partnership with a neighbouring family farm, which supplies the majority of the produce for the farm shop.

DIVERSIFICATION



Diversification began with the opening of the tea and coffee shop in February 2001 to boost farm income which was declining through the effects of BSE etc. Opening coincided with FMD outbreak so business was initially slow.

FINANCIAL INFORMATION

The business has expanded rapidly and now employs 29 people (full time and part time), turning over in excess of £1.25m per annum. It has recently moved into profit.

The business is run separately from the farm business. As well as the farm shop, there is a 94 seat restaurant, an ice cream dairy and several units which are let to complementary

businesses.

USE OF LOCAL PRODUCE

100% of food produce is local, 80% is home produced.

The business is open all year round and busiest times are July, August and December. All staff are trained in food hygiene on-site.

MARKETING

Farmers markets are attended to promote the ice cream and the rest of the business. Visitors tend to be more elderly though all are welcome. Groups by appointment only.

The business advertises in the Preston visitor guide and the TIC. Their website is due to be up and running in July. Leaflets are distributed wherever their ice cream is sold. They are a member of Made in Lancashire.



They advertise in the Lancashire Evening Post as a member of Made in Lancashire.



They would like to use Radio Lancashire but feel they would have to use an educational angle in order to feature on this non-commercial station.

INVOLVEMENT WITH NWFTI

No business advice was received in 2003 and there no immediate requirements for support and advice in the future. There has been no relationship with NWFTI.

FUTURE PLANS



Future plans for the business include expansion into a bakery, a jam making factory and a clothes shop. The aim is to make the site a "whole day experience" similar to the "House of Bruar" and to continue to develop the ice cream side of the business "Huntley's Outside".

Major issues include financing this expanding business.