

High Head Sculpture Valley

Art to revitalize farmland

BACKGROUND

The Stamper family has been running the farm for 18 years. The 166 acres of farm land provide grassland for cattle and sheep. The farm is primarily run as a dairy farm.



DIVERSIFICATION



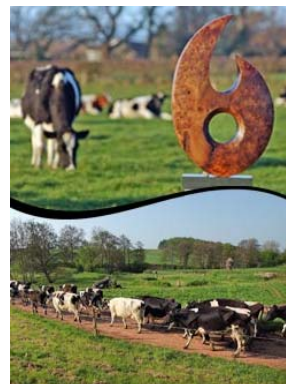
Mr Stamper, who has been running the farm for 18 years, had always had a passionate interest for sculptures. Inspired by artists like Barbara Hepworth he realized his dream in 2004. On 5 acres of farmland he created a unique venue for exhibiting his art. Additionally the family created a gallery space, a shop, workshops, and play areas for children as well as a tea room to host visitors. Diversification was necessary to supplement the income that could be derived from the land.

They received financial support from Cumbria Woodlands.

FINANCIAL INFORMATION

With 12,000 visitors arriving during the business year in 2004, the overall farm turnover was dominated by tourism. The turnover from the tourism business reached a stunning £120,000.

The profit was mainly used to re-invest in future farm business development.



The farm tourism business operates throughout the year. Visitors to the Sculpture Valley are mainly couples aged 45+ who tend to come from surrounding areas.

QUALITY STANDARDS

The farm currently holds no quality standards.

USE OF LOCAL PRODUCE



The farm offers a variety of local products. Approximately 25% local food offered is from local providers. If they can find quality food providers it is planned to increase the proportion of local food offered.

Local crafts are also for sale in the Sculpture Valley. About 85% of the craft supplies in the 'Made in Cumbria' shop come from local providers.

MARKETING and ICT

Marketing for their farm tourism business during 2004 was run by a professional public relations manager. It included the website (www.highheadsculpturevalley.co.uk) as well as the production of leaflets. It was also advertised in local press and magazines.

Business advice relating to the farm tourism business was received from Cumbria Woodland and the North West Farm Tourism Initiative.

They received 3 days of business training in the period of planning their diversification Cumbria Woodlands. They would welcome any training that available in 2006.

The Stamper family are members of the Cumbria Tourist Board.



INVOLVEMENT WITH NWFTI

They experienced some very positive encounters with the NWFTI. The NWFTI was thought to be a very strong and highly approachable body that enjoys high awareness levels amongst farmers in Cumbria.

FUTURE PLANS

The Stamper family has just received planning permission for a health spa to include:

- Treatment Room
- Pool
- Sauna

This new aspect of the business will hopefully be opened in May 2006.