

PLEASE AFFIX
A STAMP

Cumbria Rural Enterprise Agency
Rural Enterprise Centre
Redhills
Penrith
Cumbria CA11 0DT
Tel. 01768 891414
Fax. 01768 892666

LOCATION

Garstang Country Hotel & Golf Club

Garstang Road, Bowgreave, Garstang,
Preston, Lancashire, PR3 1YE
www.garstanghotelandgolf.co.uk

The town of Garstang is situated on the A6 half way between junctions 32 and 33 of the M6 motorway.



The Garstang Country Hotel is one mile south of Garstang on the B6430, which runs through the village. If approaching from the south, take the first right after 'Rogers' ESSO garage (B6430) and we are one mile further on the left.

TRANS**FARM**ATIONDAY

Cumbria Rural Enterprise Agency,
Rural Enterprise Centre
Redhills, Penrith, Cumbria CA11 0DT
Tel. 01768 891414 Fax. 01768 892666

email nwfarmtourism@crea.co.uk www.farmtourism-matters.org



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BE INSPIRED

TRANSFORMATION DAY

18TH NOVEMBER 2004

Choose a different route.

A ONE DAY FARM DIVERSIFICATION SEMINAR

TRANSFARMATIONDAY

Choose a different route.

“Rural communities, and this country’s rural way of life, are facing unprecedented challenges. Now, perhaps more than ever in their history, they must draw on their resourcefulness and resilience, built up over centuries, to meet challenging circumstances and find new ways to help themselves.” HRH Prince of Wales

TRANSFARMATIONDAY is a one day seminar aimed at all those who own or operate farms in the North West of England. The intention is that those attending will receive ideas and advice on the way forward in the ever changing rural economy and environment. TransFarming Day will, we hope, encourage and inspire you to undertake new and innovative ventures that will help your business diversify and develop.

This conference is essential for those who recognise that change is an inevitable aspect of the industry in the future.



Lorna Tyson Director of Business and Enterprise, Myerscough College



Lorna has more than 30 years in the industry and brings a wealth of knowledge and experience to her role. Having spent 22 years in the teaching profession she became head of marketing and business services for Myerscough College, before taking on the role of corporate development. She set up the Rural Business Incubator in 1993 and also manages various projects including a regional skills, rural training and internet based learning. Lorna set up and manages the rural Business Centre which trains over 5,000 individuals per year in the rural community and is a key player in rural business development in the Northwest.

Keynote speaker

Tom Graham - The Archers

It gives us great pleasure to announce the keynote speaker will be Tom Graham who plays Tom, the young entrepreneurial farmer in the BBC Radio programme, The Archers.

This entertaining account will illustrate how real life farming issues are translated into drama and play a significant social and economic role in our everyday lives.

Tom will offer the inspiration for farm businesses to undertake new innovative ventures with the potential for sustainable diversification and development.



Research released highlights an average farmer can expect to yield between £300 and £400 per annum from each 10 acres of land - revenue from tourism can generate the same profit in just a few days.

Speakers

Richard Delves, QA Research Project Manager

QA Research is one of the North of England's leading research companies and specialises in tourism and leisure. Providing an independent view, our research has helped provide destination and visitor attraction managers and other tourism professionals with a greater understanding of their market, products and service. Richard brings with him seven years experience at QA, his strengths including specialist knowledge of the UK Tourism industry, vision of the wider picture and the ability to bring innovative solutions to the task. Richard is the project manager for the evaluation of the North West Farm Tourism Initiative in meeting its objectives, including the development of a master database of farm-related tourism businesses, an annual survey of 600 farmers and case study evaluations.

John Crouch, Celebrity Chef

John Crouch's interest in cooking started at an early age, long before his ten year stint in the advertising department of Vogue Magazine in London. He moved to Cumbria in 1981 and is now a well known freelance chef and food consultant. He is a regular on BBC Radio Cumbria and has done food promotions and cookery demonstrations for Made in Cumbria, North West Fine Foods, The National Trust and Cumbria Tourist Board. In the past year he has attracted much publicity for Feastcookers, a LEADER+ funded heritage cookery project which aims to keep alive the traditions of Cumberland and Westmorland cooking and support the growing number of quality local food producers.

David Fryer, Maize Maze (Lancashire/Cheshire)

Natural Adventures was established by 25 year old David Fryer of Hatton Farm, to specialise in Rural Entertainment & Creative Farm Development. To date, the attraction has welcomed between 10,000 and 15,000 visitors each year. After completing his studies in agriculture and crop management at Harper Adams University College in 2002, David decided to go travelling in search of inspiration for farm diversification. David came up with the idea of the Maize Maze while travelling in America and set up his company, Natural Adventures, at Hatton Farm in 2003. The maze was created on a five-acre cornfield at David's parents' farm at Appleton Thorn, near Warrington, with more than 2,000 plants painstakingly removed by hand to form two miles of paths.

Megan Williamson, Agricultural Business Developments

Since graduating from Leeds University in 2000 with a degree in Animal Science Megan spent a year managing the family business (a 26 bedrooomed hotel, plus 7 self-catering apartments). For the past 3 years Megan has been working as an agricultural consultant based in Altrincham, Cheshire. Since joining the team at ABD she has become a member of the British Institute of Agricultural Consultants. The job involves her helping farmers to identify opportunities available to them and helping them to realise their potential, developing business plans and obtaining grant funding for projects.

Megan's Credentials:

- * Degree in Animal Science
- * Member of the British Institute of Agricultural Consultants
- * Helps farmers to set-up new business ventures
- * Source grant aid towards new ventures
- * Advise on Agri-environmental schemes

Matthew Robinson, Homescales Activity Centre (Cumbria)

The Robinsons have been at Homescales for over a hundred years, but when Matthew and Alison took over the farm in 1996 were they to be the last generation of farmers at Homescales? To Matthew this was never going to be an option - the solution was to diversify. Homescales Activity Centre has been running alongside the farm for over four years, with a host of blue chip clients including Nike, Barclays and Jeep, but ask Matthew what he is and the answer is categoric - "I'm a farmer".

Sarah Chaplin-Brice, Low Bridge End Farm Enterprises (Cumbria)

When Sarah and family moved to Low Bridge End twenty-three years ago it was no more than a neglected farmhouse with run down barns amidst 50 acres of poor hill land, in a quiet corner of the Lake District. This became a home where the family have enjoyed an enviable rural upbringing, but how were they to make the farm profitable? Diversification was the answer. From the outset it was clear there was little to be earned from a small flock of sheep so began a process of creating fresh income using the outbuildings. She now has a popular tea garden, camping barn, small self-catering and a craft workshop let to a local potter. The 17 acres of woodland have nature trails, with a woodland display centre that has just been opened creating more economic and educational activity.

MEET THE EXPERTS FOR FREE ADVICE, GUIDANCE & INSPIRATION



TIMETABLE FOR THE DAY

- 10.30 Chairman's Opening - Lorna Tyson
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- 10.40 Keynote Speaker - Tom Graham, The Archers
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- 11.05 Richard Delves - QA Research Project Manager
~
- 11.15 John Crouch - The Best British Breakfast
~
- 12.15 Buffet Lunch - Regional Fayre
~
- 13.30 Four farm tourism operators describe their business.
- David Fryer - Farm Attraction
 - Megan Williams - Farm Business Consultant
 - Matthew Robinson - Multiple Farm Tourism Enterprise
 - Sarah Chaplain-Brice - Farm Based Activity Centre
- ~
- 14.30 Chairman's Closing Remarks
~
- 14.40 Close with tea and coffee
~

For free advice, guidance & inspiration please visit the exhibitors.

YOUR DETAILS

Name

Address

Telephone Number

Email address

I would like to attend the **TRANSFORMATIONDAY** conference on Thursday 18th November 2004.

- I shall be attending by myself
 I would like to bring along a colleague

Their details are:

Name

Address

Telephone Number

Email address

Please return this form no later than Wednesday 27th October.