

SRPBA Rural Enterprise Demonstration Day

2 June 2011

The Lodge, Carfraemill, Lauder



Bairnkine Caravan Site

Photo: Wigwam Holidays

Farms and Estates as Holiday Escapes

If you are looking to diversify your rural business, have you considered the opportunities that small scale tourism might provide?

Does your farm or estate lend itself to tourism, and can you provide a warm welcome? The SRPBA Rural Enterprise Small Scale On Farm Tourism demonstration day is your opportunity to learn more about the possibilities that exist.

In the morning session we will discuss the range of opportunities that may be available to you including self catering holiday cottages, farmhouse B&B, holiday lets, wigwam cabins, glamping, camping and caravan pitches. Representatives of the day's sponsors, Smiths Gore, will provide you with an insight into the planning issues along with an idea on how to access funding. Scottish Borders Council's Economic Development Section will provide information on how the market for tourist accommodation is progressing and explore opportunities that the many local events may offer.

You will then hear from a number of farmers and land managers who have already diversified into this area and can provide a realistic view of what is involved in providing a tourist experience. Lucy Tile, Farm Stay UK will give delegates the benefit of her experiences running Bairnkine holiday cottages and the Caravan Club site which accommodates 5 touring caravans at any one time. Charles Gulland of Wigwam Holidays will outline the journey from starting a site to delivering a profitable tourist experience, including details of the costs involved.

Finally, we will hear from John Henderson of Chesters Estate near Ancrum who will provide details of the luxury holiday escapes they offer and the hurdles they overcame to turn their project from idea to reality, as well as an insight into the other attractions that Chesters can offer

There will be a short Question and Answer session at the end of each presentation which will allow delegates time to question individual speakers, as well as a panel Q&A session just before lunch which will include all of the morning's speakers.

After lunch delegates will visit Carfraemill Caravan Site. Networking opportunities are available throughout the day and information on a wide range of relevant subjects will be available.

With a significant rise in the people taking staycations in the UK, this Demonstration Day is aimed at raising awareness of the prospects of small scale tourism as a business opportunity.

The event is **free**, and lunch and refreshments will be provided at The Lodge, Carfraemill. Exhibition stand space is available, with discounts for SRPBA members. Details from joyce.karch@srpba.com or tel: 0131 653 5400.

Farms and Estates as Holiday Escapes

Thursday 2 June 2011

On behalf of the Scottish Rural Property & Business Association (SRPBA) and Smiths Gore we are delighted to invite you to attend our latest Demonstration Day. This free event will provide details of the many opportunities available for the provision of on farm tourism.

Book your place now to avoid disappointment as delegate numbers will be limited.

Programme

- 09.30-10.00** **Registration and Refreshments** – at the Lodge, Carfraemill, Lauder
- 10.00-10.10** **Welcome and Introductions**
Chairman, John Goffin, Arniston Estate
- 10.10-10.30** **Planning for Success– Craig Miles , Planning Consultant, Smiths Gore**
Craig will explain the planning requirements for the development of on-farm tourism accommodation and facilities and how to successfully navigate the planning system.
- 10.30-10.50** **Funding Your Tourism Project - Robin Waddell, Farm and Rural Business Management, Smiths Gore**
Robin will outline the funding opportunities available to rural business looking to diversify into tourist accommodation
- 10.50-11.20** **Understanding the Market - Sam Smith, Scottish Borders Council Economic Development Department**
Sam will provide information on how the market for tourist accommodation is progressing and will explain how keeping an eye on local events can ensure that you capitalise on potential revenue streams
- 11.20-11.30** **Tea/coffees**
- Case Studies:**
- 11.30-12.00** **Wigwam Cabins – the Quirky and Profitable Alternative - Charles Gulland - Wigwam Holidays**
Charles is the founder of Wigwam Cabins. He will outline the journey from starting a site, the costs and whether it might present an affordable option for you
- 12.00- 12.30** **The Bairnkine - Lucy Tile, Farmstay UK**
Lucy will outline the tourism business that she runs and explain why she is a member of Farmstay UK and affiliated to the Caravan Club. She will look at why it is so important to understand what your customer wants so that you can provide them with the tourist experience they are looking for.
- 12.30-13.00** **Quality not Quantity - John Henderson, Chesters Estate**
John will recount the background of his voyage at Chesters and explain how the idea of the old walled garden providing the centrepiece for the tranquil hiding place that is the encampment went from concept to reality
- 13.00-13.30** **Questions and Answers**
- 13.30-14.15** **Lunch and networking at the Lodge, Carfraemill**
- 14.15-15.15** **Visit to Carfraemill Caravan Park – the friendly site**
- 15.15-15.30** **Closing Remarks and Refreshments**

Email the booking form below to Joyce.karch@srpba.com or post to SRPBA, Stuart House, Musselburgh, EH21 7PB. Bookings can also be made by telephoning Joyce on 0131 653 5400

Booking Form – Farms and Estates as Holiday Escapes

Name: _____ Company: _____

Address: _____ Post Code: _____

Tel: _____ E mail: _____

Details of guests: Name: _____

Name: _____

Please tick the box if you are happy for your details to go on our Delegate List

How did you find out about this event? _____