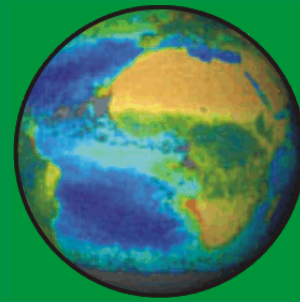


Earthly Ideas

Forward thinking diversification consultancy



Norfolk Farming Conference 2007

Diversification Looking at Alternative Routes

Jason Borthwick – Earthly Ideas

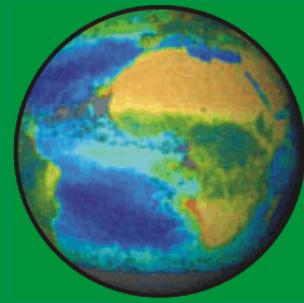


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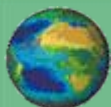
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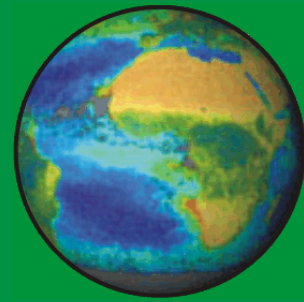
Some Thoughts



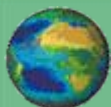
- Any diversification can be done anywhere – drive and determination
- Don't do anything you don't believe in and aren't passionate about
- Brick walls and hurdles are there to improve your business plan



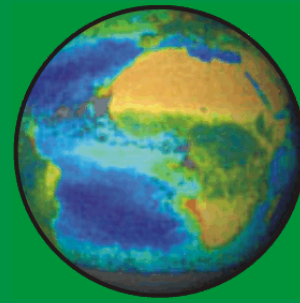
Continued ...



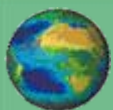
- Assume all professionals have no imagination (present company excepted of course)
- Planners are even less imaginative
- Grants should be the cream
- Ask yourself, 'Do you need to do this?'



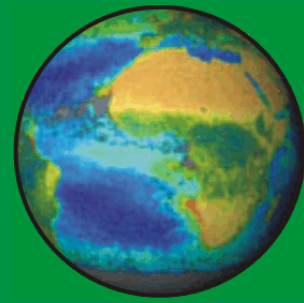
Deepdale Backpackers



- 🌍 Backpackers hostel
- 🌍 Campsite
- 🌍 Tourist information centre
- 🌍 Group hostel



Deepdale Backpackers

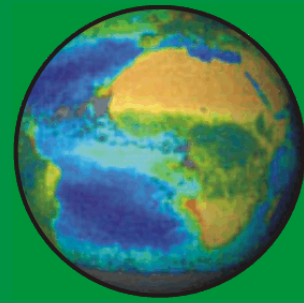


- Tipis (or Teepees)
- Eco-friendly facilities and sustainable
- 21,500 bed nights in 2006

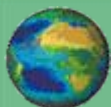


Our Reasons

Deepdale Backpackers Hostel

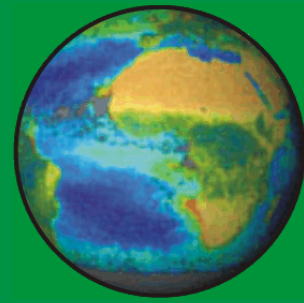


- Backpacker market is huge
 - 30% of UK visitors & 30% of UK visitor spend
- Had personal knowledge of the industry from travels and work overseas
- Way for me to be involved
- Wanted to put eggs in a new basket

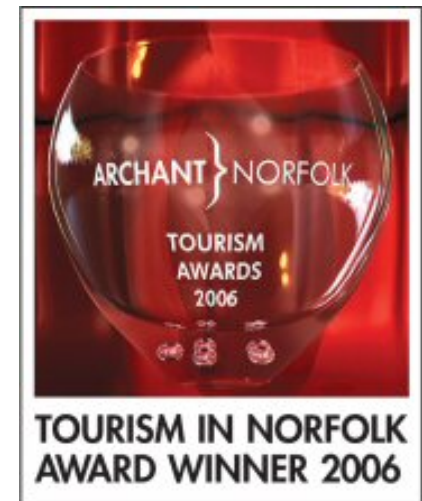


Our Barriers

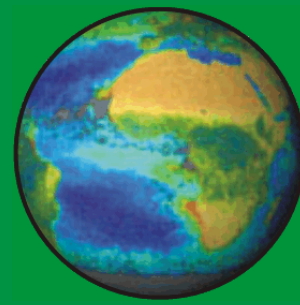
Deepdale Backpackers Hostel



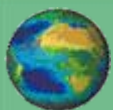
- Advice was to go for holiday cottages
- Market is virtually untapped in the East of England
- Environmental technologies were hard to obtain
- Public transport left a lot of be desired



Dalegate Market Retail Site

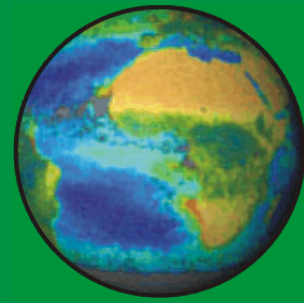


- 🌍 Supermarket and fuel station
- 🌍 Café (superb breakfast)
- 🌍 Fat Face
- 🌍 Tops / Fine & Country



Successes

Dalegate Market Retail Site



- Created 55 jobs
- 7 new businesses
- Saved fuel station and village shop
- Eco-friendly and sustainable

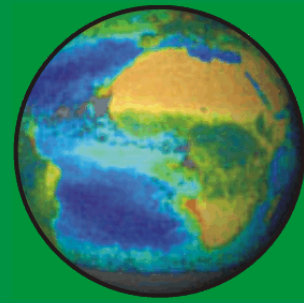
Best Rural Retailer 

2006 East of England Winner
Best Diversification

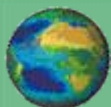


Our Reasons

Dalegate Market Retail Site

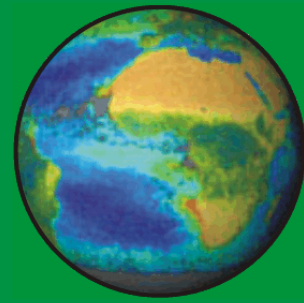


- Saving local services and facilities
- Additional services to our existing tourism customers
- Investing for my retirement
- Further moving of eggs

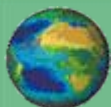


Our Barriers

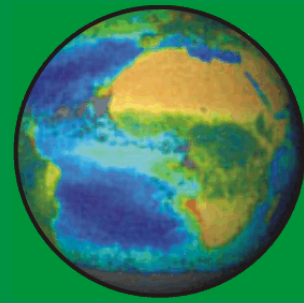
Dalegate Market Retail Site



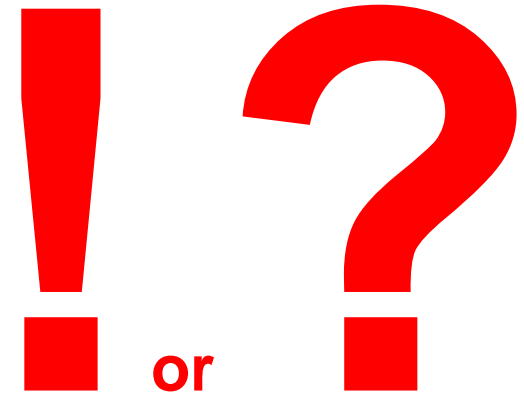
- Advised to sell for second homes
- Planners
- Serious money
- Wrong timing
- Local community



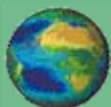
Before Diversifying



- Consider who you are
- Consider your expectations
- Consider your assets
- Look around you
- Consider the environment

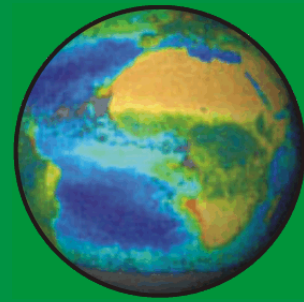


Be inspired



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