

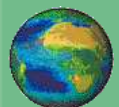


# Deepdale Farm



Eco friendly hostel and campsite,  
visitor information centre, retail site,  
farm walks and of course farming  
on the beautiful north Norfolk coast

[www.deepdalefarm.co.uk](http://www.deepdalefarm.co.uk)

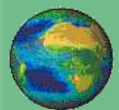




# What Do We Do



- 🌍 Farm 1300 acres
- 🌍 Backpackers hostel
- 🌍 Campsite with tipis





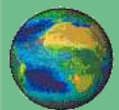
# What Do We Do



- Group hostel
- Visitor information centre



- Retail site and café
- Farm walks
- Eco-friendly and sustainable





# Why This Route

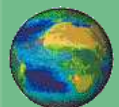
- Move eggs into other baskets
- Youth market accounts for 30% of the UK's overseas visitors and spend
- Good experience of the market as both customer and business
- Norfolk is the perfect backpackers destination





# Why This Route

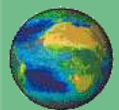
- Chance to save local services
- Expand the facilities available to our customers, without directly employing new staff
- Bring in new experience and ideas
- Long term investment



# Barriers We Encountered



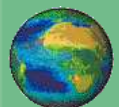
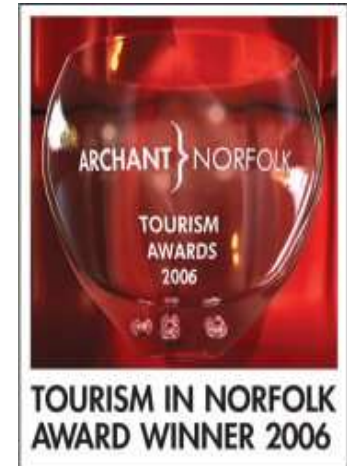
- Advice was to go for holiday cottages / second homes
- Finding environmental technologies
- Public transport left a lot to be desired
- Planners!
- Cost / Wrong timing
- Local community / Staffing



# Being Eco-friendly



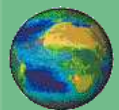
- Positive for customers
- Sometimes negative to Brits
- Reduce running costs
- Excellent marketing opportunity
- Growing network
- Green taxes are coming!



# Involving Customers



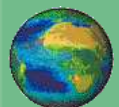
- Website
- Welcome sheet
- Recycling
- Information
- Tours
- Farm walks



# Conservation Weekend



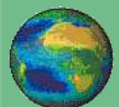
- Free accommodation, plus breakfast & evening meal
- Range of different projects – planting trees, thinning woods, bird shelters, logs
- Learning about farm and reasons behind practices



# Customers Gain



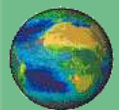
- Leave with a sense of being part of something different
- High percentage of return visitors
- Word of mouth promotion
- Nominations for competitions/guides
- Expanded out of season custom





# Our Logo

- Farm accommodation - Different people have different preconceptions
- Wanted to say 'Yes we are a farm, and that is a positive!'
- The cartoon style fits our market





# Successes

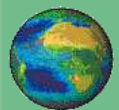
- Over 60 jobs
- 10 new businesses
- Over 29,500 bed nights  
(21,500 in 2006)
- Café sales 4 x expected
- Deepdale as a brand
- Very definitely on the map



**Winner**  
**Rural Enterprise Award**  
**'Rural Regeneration'**



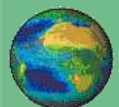
**2006 East of England Winner**  
**Best Diversification**



# Use The Press



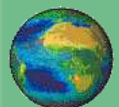
- Under the sheltering sky, *The Times*
- Grin and brave it, *The Telegraph*
- Something for the weekend, *Telegraph*
- Family farmers win top awards, *EDP*
- 15 green places to stay, *The Guardian*
- Tread lightly, *Ottawa Citizen*





# Customers Say It Best

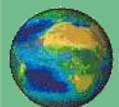
- “Bloody marvellous”
- “I came for 2 days and stayed a week”
- “Great place, never seen it’s equal”
- “Fantastic little place - loved it!”
- “Burnham Deepdale is home to one of the country’s best backpacker hostels, around which activities pool.”  
- *Lonely Planet, Great Britain Guide*





# Some Thoughts

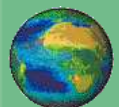
- Any diversification can be done anywhere – drive and determination
- Don't do anything you don't believe in and aren't passionate about
- Brick walls and hurdles are there to improve your business plan





# More Thoughts

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





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