

Farmer James Holidays

Overview: Cornwall-based Farmer James Holidays specialises in self-catering farm holidays that encourage guests to get involved with life on the farm



The business background

Farmer James Holidays, based near Wadebridge, provides self-catering interactive farm holidays, where families are encouraged to get involved in the running of the farm and various farm activities are organised for guests. Following the unexpected sale of the family business, James and Tracy decided to continue with the proven business concept of delivering fun yet educational interactive family farm holidays.

The need to secure finance and develop a realistic business plan was the driver for farmer James' wife, Tracy, to enter the University of Plymouth's Business Ideas Challenge and attend the series of entrepreneurship workshops which covered all aspects of setting up and running a successful business.

Achievements & outcomes

Having developed a commercially robust business plan, together with healthy advanced bookings, James and Tracy were able to acquire essential funding to purchase the desired property in order to relocate their self-catering farm holiday cottage business.

Successfully meeting the Business Ideas Challenge, the company was rewarded with £1,500 prize funds which enabled a branding redesign, new stationery, signage, associated photography and the development of a new website, working with Stephen Burton of LogoWork, a previous winner and now sponsor of the competition.

Tangible business benefits

The new business has now been effectively re-launched and the concept of fun yet educational interactive family holidays in a comfortable, safe rural location has proved a winning idea.

It has secured advanced bookings for 2009 and is generating significant levels of repeat business with families who love helping Farmer James with the farmyard tasks. Overall the prize enabled the company to expand its marketing potential and become considerably more profitable.

Fast Facts

- Farmer James Holidays runs farm-based, self catering holidays in Cornwall and finding a need to secure investment the owners entered the University of Plymouth Business Ideas Challenge.
- The entrepreneurship events that run alongside the competition provided valuable guidance on setting up and running a successful business.
- The company won £1,500 of prize funds, which were used to improve marketing and the business plan helped to secure funding.

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- Enhanced succession planning
- Better staff morale
- Increased organisational stability
- Time and resource constraints overcome

The viable solution for business & higher education

The business perspective

"Entering the university's Business Ideas Challenge meant we developed a realistic business plan that not only proved itself commercially, enabling us to secure required funding, but gave us the confidence to move ahead in relocating and rebuilding our business"

**James and Tracy Wilson,
Farmer James Holidays**



The university perspective

"Farmer James Family Holidays was an interesting business concept focusing on the delivery of a fun yet educational interactive family farm holiday. The plan developed as a result of the competition enabled Tracy to secure funding to successfully re-launch her new family business."

Dr Susan Boulton, University of Plymouth

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- Partnership and investment opportunities

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