

Kentmere Farm Pods

And Creative Workshops:

Grant Amount: £47,516 (40% total costs)

Project Cost: £118,792

*Glamping Pods on the Farm
Creative Courses in the Cowshed*

Cumbria Fells and Dales Local Action Group

Support for micro and small enterprises, and farm diversification

Local Strategic Priorities: Supporting rural tourism, growing rural entrepreneurship and investing in projects that build on the distinctiveness of the Fells and Dales LAG area.

The Applicant: George Grange was looking for a way to create another income stream for Browfoot Farm which has been in her family for 150 years. She has a professional artistic background and extensive experience of designing, planning and marketing creative courses. George found there was a market for creative residential holidays. The farm's location in South Lakeland (near Staveley) would be ideal. She applied for LEADER funding which was added to a mortgage and private funds, making a viable project.

Process: George had support from the Economic programmes Team at Cumbria County Council with completion of her grant application.

The Project: The grant contributed towards purchase of 4 luxury mega-pods and conversion of the barn into a studio. It included groundworks, electrics and eligible fittings. A new holiday accommodation on a working farm has been created. The addition of the studio means that as well as walking, cycling and fishing, visitors can attend inspiring art and craft workshops such as mosaic making, photography, watercolour painting and jewellery making. The 4 megapods provide sufficient accommodation to make the residential creative courses viable.

'The grant enabled us to maximise the potential of the business much more quickly, providing us with a greater opportunity to succeed.'



*1.3 jobs created
3,958 additional overnight visitors*

Outcomes:

Economic: A farm has diversified to become more financially secure. 1.3 new jobs will be created. 3858 additional overnight visitors are expected over three years, bringing additional expenditure into the local economy.

Environmental: The farm is a Higher Tier Country Stewardship and an ecological appraisal was carried out prior to siting the pods, which have been designed for energy efficiency. LED lights and environmentally friendly products are used where possible. Recycling facilities and facilities to promote sustainable transport are provided (cycling, public transport information, pick-ups).

Social: Local residents can also access the creative courses.