

## Crake Trees Manor: Tourism Development

Grant Amount: £45,680 (40 % of total costs)

Project Cost: £114,200

*Redevelopment of a bed and breakfast facility*

## Cumbria Fells and Dales Local Action Group

Support for micro and small enterprises, and farm diversification

LEADER Priority 2 – Support for a microbusiness / Local Strategic Priority — Growing Rural Prosperity

**The Applicant:** Ruth Tuer has been operating in the tourism industry for 40 years, 18 of which have been spent at Crake Trees Manor, where Ruth is also a partner in the farm. The bed & breakfast facility includes farmhouse rooms, annex, holiday cottage and shepherds hut. It is situated on a hill overlooking the Eden Valley and the Pennines, with the Howgill Fells in the distance.

**Process:** Ruth had assistance in completing her application from the Farmer Network as well as support from the Economic Programmes Team at Cumbria County Council.

**The Project:** Ruth's business was affected by Storm Desmond. Floods at Maulds Meaburn had an impact on turnover. A consultant was engaged to help review the whole enterprise and the resulting decision was not only to improve the existing facilities, but to expand. The opportunities presented by the recent Yorkshire National Park developments gave Ruth confidence to invest.

The existing rooms were redeveloped to 5 star standards, including en-suite facilities, improvement of room layouts and soundproofing. Two more shepherd's huts, a hot tub and bike storage were added.

A bank loan was also used to fund the project.

*'The grant has enabled us to operate a profitable business at the premium end of the market.'*



*1.6 new jobs will be created*

*1024 additional overnight visitors expected*

### Outcomes:

**Economic:** The project is expected to create 1.6 new jobs. Employment of new staff will enable Ruth to spend more time marketing the business. An additional 1024 overnight visitors are expected after 3 years of operation, and they will also bring benefits to other local businesses. An increase in turnover of over £30,000 per annum is forecast for Crake Trees Manor, which will also support the farm.

**Environmental:** Environmental considerations have been taken into account. The huts are off grid and have an ecological design. Car hire and pickups will be offered to enable visitors to arrive by train.

**Social:** There will be opportunities for visitors to learn about farm stewardship.