

Marketing Strategy and Business Plan for the Proposed Development at Harescombe Farm, Morchard Bishop, Crediton, Devon, EX17 6RN

Summary

This marketing strategy and business plan relates to a change of use on the area currently approved for planning permission as a garage. There is currently a concrete pad laid but the garage was not completed at the same time as the rest of the original buildings due to lack of funds. In order to diversify, and produce some additional income for the farm partnership we would like to make this building into a self contained holiday let at Harescombe Farm (where we live with our two children).

- The garage (holiday let) has good access from the road and will have its own parking space outside and separate driveway entrance for its guests.
- The accommodation is to be available all year round as lots of people visit the area to explore in all seasons.
- We have access to water and electricity in the garage already.
- The building will be built of the same materials as the existing house and be in keeping with the area.

The Setting

- The whole property is set back from the road and accessed via a farm track on the outskirts of Morchard Bishop. The road is quiet and the property is set back approx ¼ from the main road so traffic noise is not an issue.
- We also live on site so will be maintaining peace and tranquillity for all.
- The outside space consists of an off-road gravelled parking space, which will offer a parking space and a small outside seating area and small area of lawn.
- The proposed conversion has views towards Dartmoor.
- We are 2 miles from Lapford station which run directly into Exeter and there is also a bus services running from Morchard to various local towns.

The Need for Diversification

It is well documented that small Farms need to diversify in order to survive and so this is the main reason for this holiday let which will supplement the farm income which has not been making much in the way of profit over the last few years. The farm manager at Harescombe and his partner will manage this holiday let business. This will also provide some employment to the local village through the building process and assistance with cleaning and maintenance going forward. The Farm manager and his partner also have a disabled child who is aged 10 and so potentially this building would be used as his accommodation in the longer term to facilitate a more independent living arrangement and avoid local authority care.

The Design & Build

- Inside the property will be light and airy and access through the main door from the parking area. Once inside the open plan room will consist of a one double bed with en-suite bathroom, and upstairs a modest living space with sofa, small dining table, kitchen (which includes a dishwasher, cooker, fridge). There will be a small balcony from which view can be enjoyed across Dartmoor.
- The majority of labour and trades people – builder, kitchen fitter, electrician and plumber are all local trades within a 5 mile radius which will provide local employment during the build and afterwards for help with cleaning and maintaining the property.

The Marketing Plan

- Our proposed garage conversion will be used for holiday letting purposes and we will use a professional organisation to market the accommodation:
- We may also use Airbnb and we have our own website www.harescombe.com which we can also use to promote the holiday let.
- We will have a key safe system in place with check-in/out times clearly stated on the booking system, 90% of the time we shall be at home/on site.
- We are only targeting couples or 2 friends, as it will be a double bedroom.
- We believe we will be complementing the local area as there are some other successfully holiday lets in the area and so demand is good. We offer something different and unique with the views across Dartmoor.
- Our website will have full information about the property, photos and local information.
- We aim to support all local businesses as well as places to visit, tourist attractions and
- We will aim to promote wellbeing in the countryside – all this information will be on the site and in the accommodation on arrival. Examples of this are:

Category On site information for guests	
Local areas to visit	The local villages of Morchard Bishop & Lapford, local market towns, of Crediton and Tiverton and our closest bigger town and cities, Barnstaple and Exeter.
Sites of specific interest	Dartmoor, Exmoor, as well as the beautiful East and North Devon coasts.
Walking	We are located on the two moors way which is a popular route. We also have the Tarka trail nearby as well as good access to Exmoor and Dartmoor walking routes. We will provide details and examples in our house book within the property.

Local businesses	The London Inn Public House, Morchard Bishop and The Malt Scoop, in Lapford are good local eateries. The award-winning Village Stores in Morchard Bishop provides local supplies and artisan goods and produce.
Local activities	<p>Cycling on the Tarka Trail and details of Exmoor Hirelings will be provided in the house book.</p> <p>Grand Western canal, walking, running, cycling and paddleboarding.</p> <p>National trust – Knightshayes, Killerton and RHS Rosemoor.</p> <p>North and South coast within an hours drive for coastering, surfing and more. Local town of Exeter has lots of bar restaurants and outdoor activities.</p>

-

*On arrival guests will be provided with a sample of local produce.

Bookings

We plan on being a year-round business as winter demand has grown. We are looking to appeal to walkers and couples looking for an escape into the beautiful Devon countryside.

We will offer a high-end specification and so time spent indoors enjoying the views and tranquillity will appeal to city dwellers and walkers alike. Summer months will always be the busiest times and so we will offer week long or weekend stays to try and minimise the environmental impact of daily cleaning. We will allow dogs but will charge an additional cleaning fee.

- Price Point - We are aiming in the peak holiday months (April – Sept) to rent the accommodation at £140 per night self-catering and Off peak at £80 per night.
- Availability - We will be closed over Christmas for a week and potentially when we are holidaying over the summer.