



case study

environmental sustainability



Objective One is
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The Objective One Partnership
for Cornwall & the Isles of Scilly

CHARK FARM COUNTRY HOLIDAYS

Chark Farm

Redmoor

Cornwall

www.charkcountryholidays.co.uk

the project

Chark Country Farm Holidays is a farm diversification project which has resulted in the conversion of a number of barns to holiday accommodation, a stable block and the creation of a nature walk.

The accommodation has achieved 4 Stars rating from the English Tourism Council and has 'Mobility 3' status under the National Accessible Scheme.

The Programme has invested £78,995 from the European Agricultural Guidance and Guarantee Fund (EAGGF) in the project which has a total cost of £315,820.



measures of environmental sustainability adopted

• **To promote the prudent use of natural resources**

Recycling facilities for glass, cans and newspapers are provided for visitors and composting facilities will soon be installed for visitors' organic waste. Low energy bulbs are installed in the accommodation and street lighting and the buildings are insulated to a high thermal specification.

• **To protect and improve the environment**

Accommodation has been provided by converting redundant buildings. Bicycles can be hired from the farm and secure storage is available for visitors' own bikes. Stabling and grazing facilities are provided free for guests' horses. Local contractors and materials were used to design and convert the buildings.

• **To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services**

The environment is used as a foundation for engendering a market niche for the farm on the basis of the abundant wildlife, provision for horses and the plethora of routes for horse riders, walkers and cyclists (e.g. the Saints Way, Camel Trail etc) available for visitors.

• **To increase awareness of residents, businesses and visitors of the value and importance of the environment**

A nature walk was created to add wildlife interest. The

wealth of habitats, wildlife and environmentally friendly activities which exist on the farm and its surrounds are advertised via the marketing leaflet and website. Simple hacking and walking guides for the area have been created for visitors. The recycling facilities are explained in the accommodation handbooks.

benefits of environmental sustainability

By offering stabling facilities the farm is increasing the attractiveness of the accommodation to people with horses who might not otherwise take a holiday in Cornwall, and the promotion of cycling, walking and horse riding reinforces the marketing advantage of the accommodation and therefore its competitiveness in the tourist industry.

The energy efficiencies assimilated within the barn conversions have resulted in very small running costs for the accommodation and a warm and comfortable atmosphere for guests.

The provision of recycling facilities means the rubbish does not build up and overflow the bins, which improves the aesthetics of the accommodation. At the same time it saves money on disposal for the farm and helps preserve the natural environment on which the tourism business is built. Visitors are also pleased as they feel they are doing their bit for the environment.



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Using local contractors meant the work could be started earlier, the standard of quality of the contractors was a known quantity and the farm could feel it was supporting businesses in the local economy which is important to them.

In summary the economic benefits created through the adoption of environmental sustainability measures have been cost savings, marketing advantage and branding for the holiday business and work for local suppliers and contractors, and increased visitor spend in the local economy.

lessons learnt

Jenny Littleton, owner of Chark Farm, said: *"It is a wonderful thing to have converted the barns as the buildings would otherwise have been left to crumble. Converting our old granite barns into holiday accommodation seemed like the ideal use of our resources and we hope that our facilities and beautiful location will attract visitors from all over the country, and beyond, to enjoy the beautiful location and amenities."*

It is important to provide an environmentally friendly product as more and more people like to think they're not damaging the environment by the choices they make, for example the holidays they take."

Here are some comments from visitors:

"A wonderful low impact holiday! The farm and the cottages work so well together, the recycled stone in the walls, the old slates on the roof, and being so close to our eggs for breakfast: all a refreshing change."

"Thank you Jenny and Clive for a wonderful holiday. The cycle ride to Eden Project was an experience we will never forget!"

"Yet another wonderful holiday. We came last year as strangers, and returned this year as friends. Thoroughly enjoyed watching the animals and walking the goats. Hope the calf Alex helped deliver thrives! Look forward to seeing you next year."

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.

