



case study

equal opportunities



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

CORY FARM HOLIDAY LETS

Contact: Edwina Tape

Cory Farm

Morwenstow

Bude

North Cornwall

Telephone: 01288 331735

Email: info@coryfarmcottages.co.uk

Website: www.coryfarmcottages.co.uk

the project

This barn conversion to create holiday accommodation for people with impaired mobility and the creation of an indoor children's play area was a project developed by Mr and Mrs Tape to secure the long term economic viability of their family dairy farm.

The Programme has invested £66,500 from the European Agricultural Guidance and Guarantee Fund (EAGGF) in the project which has a total cost of £266,000.

Mrs Tape is a qualified nurse and the decision was taken to convert an existing barn to create three self catering holiday units on a working farm. The result has been three very high quality units. In the first year of opening the conversions, which achieved level 1 and level 2 accessibility accreditation, have proved extremely popular with visitors, including those with disabilities.

measures of equal opportunities adopted

Care has been taken with the facilities provided and the décor to ensure that whilst the units provide a high level of accessibility they are not clinical in appearance. Car parking is available close to the units with space for large wheelchair carrying vehicles. The entrance to the units is ramped. The bedrooms have been designed to allow maximum manoeuvrability and in the largest unit there is a walk-in shower unit with a half screen to enable carers to assist without getting too wet. Kitchens have been designed to be as accessible as possible with low level microwave ovens fitted.

In addition to the creation of the holiday lets the decision was taken to convert a further barn into an indoor play area for children with separate areas for toddlers and older children. This has enabled families to stay on the farm in poor weather in a safe and secure environment. The barn also has a path through it which has been suitably surfaced to enable people with mobility difficulties to access their children.



benefits of equal opportunities

By actively planning for and providing facilities that are accessible and appropriate for a wide range of visitors, including young families and people with disabilities, Mrs Tape is maximising the potential visitor market for the barn conversion. Mrs Tape says that the economic benefits to the business have been enormous. They had expected to achieve seven weeks of holiday letting in the first year starting in July 2004. This has already been exceeded and at Christmas and New Year the units were full. This is entirely due to the fact that the units cater for guests with disabilities and are large enough to enable whole families to stay together.



Bathroom in wheelchair accessible Stanbury Cottage



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Many guests have commented on the facilities in the visitors book:

"Thank you - especially for the facilities; we will be sure to recommend to others" (from the RNID, who now officially recommend the accommodation)

"Lovely barn for play - great family friendly facilities"

"Excellent accommodation. First class facilities for guests with disabilities - the best we've experienced"

Mrs Tape has provided additional local employment with one part-time but permanent member of staff who has been encouraged to take on extra responsibility. Three other cleaners are also employed on Saturdays when the units are open. Staff wages are well above the minimum wage. The staff are also able to bring their children to work during school holidays. By paying good wages Mrs Tape says she has reliable and conscientious staff: *"Cleaning is hard work. It is amazing how you can get respect and loyalty just by paying a bit extra."*

lessons learnt

Mrs Tape feels that it is important that you trust your own instincts when trying to provide suitable premises and facilities. Her advice is to go and look at other providers, get the accessibility standards but accept that you are not going to please or be able to cater for everybody and don't be obsessed with grading standards.

She said that people with disabilities are incredibly adaptable and are used to problem solving but that flexibility is the key - lots of room and space to move.

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