



Scottish Enterprise Agritourism Monitor Farm Programme

Year 1 Report

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www.agritourism-monitorfarm.com

EAST CENTRAL MONITOR FARM – Drift, Castleton Farm

WEST CENTRAL MONITOR FARM - Shemore & Shantron Farms



INTRODUCTION

This annual report captures the outputs of the Scottish Enterprise Agritourism Monitor Farm Programme and impact to date in its first year.

Recruitment

The recruitment process to select the monitor farmers started in January 2019. In order to attract as many applicants as possible we used the press, social media, existing agritourism contacts and worked with National Farmers Union of Scotland (NFUS) to get the message out to as many people as possible about the programme. A website www.agritourism-monitorfarm.com and social media channels on Facebook, Twitter and Instagram were set up to both assist with recruitment but also to share knowledge coming from the programme right the way through.

A programme information and launch event was held in late January at Briarlands Farm.



The event heard from various speakers including the 2014/15 agritourism monitor farmers and attracted over 70 attendees.

Applications were received online and six farming families made the shortlist, three in the East Central and three in the West Central areas. Fiona Richmond from Scotland Food and Drink and Scott Walker from NFUS assisted SE and the facilitator in visits on six farms to interview families before making the selection of the monitor farmers. The new monitor farmers were announced by Fergus Ewing, Cabinet Secretary for Rural Affairs as part of the Scottish Government's Programme for Government in March 2019 at Drift, where the first meeting of the programme took place.

Report

This report gives an overview of the 12 monitor farm meetings which have taken place in the first year of the programme, the progress the monitor farmers have made and the development and achievements of the core community group.

Monitor Farm Business Review and Selection of Meeting Topics

Topics for meetings were selected after the facilitator held an individual meeting with the monitor farmers when a business review was conducted identifying key areas for development and knowledge gaps. In addition, everyone who attended the first meeting on “First Impressions Count” was asked for their ideas for topics.

The draft list of topics for year 1 was then given to all those who had attended the first meeting and launch event and asked to vote for their top topics. The facilitator also included topics that had been beneficial to the agritourism sector from the last monitor farm programme in 2014/15.

The topics were then selected by a mixture of what the monitor farmers needed, what the wider community group needed and what topics needed to come first as priorities for year one.

Identification and use of experts & stakeholders

The programme is extremely grateful to the expert speakers who gave their time free of charge to come and speak to the groups. In addition, experts experienced in delivering a particular topic area were hired as part of the programme to design and deliver a session.

The programme also supported both monitor farm families with a full day with Sian Bushell, succession facilitator four months ahead of the delivery day on Succession Planning in order they could progress their own succession plans. In addition, the programme supported travel costs for Sian to return to Scotland to meet two other families to discuss and agree their succession plans.

VisitScotland has supported the monitor farm programme by sending a member of staff to almost every meeting. The programme has also been supported by NFU Scotland who assisted with the recruitment of the monitor farmers and the marketing of the meetings, as well as Fiona Richmond from Scotland Food and Drink and the Scottish Food Tourism Board who has been supporting the programme by taking part in the recruitment process and attending meetings when available. Lesley Wood who delivered the branding workshop and website procurement workshop has also supported the programme considerably in a voluntary capacity assisting with website procurement for the Lennox family.

Ongoing evaluation

At the end of each monitor farm meeting, those attending complete a feedback form to provide information on their view of the event, rating the event overall along with rating the facilitator and any speakers. Participants also record knowledge gained, what changes they will make in their business and ideas for future development. See Appendix 1 for detailed figures.

Monitor Farm Meetings - East Central (overall 49% female/51% male attendees)

East Central 1



First Impressions Count

April 2019

Drift

32 attendees

5 registered, didn't attend (14%)

60% attendees were from Core Community Group (CCG)

Delivered by facilitator

East Central 2



Recruiting, Training & Retaining Staff

June 2019

Drift

24 attendees

11 registered, didn't attend (31%)

70% attendees were from CCG

Expert speaker

John Sinclair, Craigies Farm Shop

East Central 3



Putting the agri into agritourism

August 2019

Castleton Farm

30 attendees

5 registered, didn't attend (14%)

60% attendees were from CCG

Expert speaker

Sascha Grierson, Grierson Organics

East Central 4



Food Tourism – What is local?

October 2019

Museum of Flight

29 attendees

7 registered, didn't attend (19%)

43% attendees were from CCG

Expert speaker

Sandra Reid, Fare Consulting

Janie Neuman, Visit Scotland

East Central 5



Making the correct website investment

December 2019

SE Offices, Edinburgh

25 attendees

3 registered, didn't attend (11%)

80 % attendees were from CCG

Expert speaker

Lesley Wood, LMW Consulting

Andrew Craig, Visit Scotland

East Central 6



What do banks think of the Agritourism sector?

February 2020

25 attendees

5 registered, didn't attend (17%)

56% attendees were from CCG

Expert speakers

Stephen Buchan, Stuart Tait, Clydesdale Bank

Russell Pinkerton, RBS

Sarah Tyson, AMC

Monitor Farm Meetings - West Central 1 (overall 47% female, 53% male attendees)



First Impressions Count

May 2019

Shemore Farm

53 Attendees

4 registered, didn't attend (7%)

51% attendees were from Core Community Group (Core CG)

Delivered by facilitator

West Central 2



Branding Your Business

June 2019

Luss Village Hall

24 Attendees

6 Registered, didn't attend (20%)

83% attendees were from Core CG

Expert Speaker

Lesley Wood, LMW Consulting

West Central 3



Making Money from Farm Tours

September 2019

Bellfield Brewery, Edinburgh

49 Attendees

17 Registered, didn't attend (30%)

34% attendees from Core CG

Expert Speakers

Keith Paterson, Visit Scotland

Alan Chalmers Walk/Eat Edinburgh

Sara Robertson, Scotbeer

Thayanne Scardini, Abbey Tours

West Central 4



Business Bootcamp

November 2019

Luss Village Hall

23 Attendees

9 Registered, didn't attend (28%)

74% attendees from Core CG

Content designed & delivered by facilitator

West Central 5



How to run a Happy Family Business & Plan for Succession

January 2020

Stirling Agricultural Centre

39 Attendees

11 Registered, didn't attend (28%)

59% attendees from Core CG

Expert Speakers

Sian Bushell, Sian Bushell Associates

Linda Tinson, Ledingham Chalmers

Duncan & Kerr McConchie, GGs Yard

West Central 6



Storytelling

March 2020

Gartochan Hall, Loch Lomond

37 Attendees

9 Registered, didn't attend (20%)

45% attendees from Core CG

Expert Speaker

Stuart Delves, Henzteeth

Monitor Farmer Progress – East Central - Drift



Image: Monitor Farm meeting on “Putting the Agri into Agritourism”

Jo and Stuart opened DRIFT; a café built on a cliff on their cereals farm (Castleton Farm) in June 2018. The café overlooks a sandy beach and has panoramic views over the Bass rock and out to sea. DRIFT is built out of up-cycled shipping containers. Food is produced fresh on site and focuses on soups, scones, cakes, teas and coffees.

The business has continued to grow significantly in the past year in terms of turnover per month, numbers of customers and staff employed.

Building on Jo’s existing events business and the DRIFT brand and food offering, **Stuart and Jo intend to invest up to £1 million in a bespoke events venue** on the farm. They have started work with architects and are investigating options for this development. They also wish to **grow the DRIFT business on the existing site**, focusing on increasing profitability.

Meeting Topic	Changes
First Impressions Count (East & West)	- Twitter name changed - Claimed google listing - More profiling of staff on social media “the team” - Better signage - New landscaping outside
Recruiting, Training & Retaining Great Staff	Moved from flat structure to new manager and supervisors in place – delegating Freeing up time for strategic planning by Jo/Stuart - Promoting existing staff - Using RotaCloud to plan staff/manage costs - Proactively recruiting instead of reactively taking on staff who walk through door

	Induction manual/procedure manuals
Branding Your Business	The DRIFT brand was already established pre monitor farm. The DRIFT brand has been enhanced by high quality social media content, particularly on Instagram.
How to put Agri into Agritourism	Bringing sheep on to the farm for more interest for visitors during farm tours/lamb on menu. Telling the story of local farm produce on the menu. The proposed new events venue will have a strong agricultural theme.
Making money from Farm Tours	Looking at options for self-guided tours from Drift as a base.
Food Tourism – What is Local?	A lot of new items on the menu e.g. brunch items More East Lothian/Scottish produce Social media to tell menu stories Complete focus on sourcing best Scottish food & drink
Business Bootcamp	Time for strategy/planning via management structure
Making the Correct Website Investment	Started work on procuring a website for the business
Running a Happy Family Business & Succession	Day with Sian Bushell Succession Facilitator Working on succession
What do banks think of Lending to the Agritourism Sector?	Building relationships with different banks ahead of looking for funding for growth (key meeting output)
Storytelling	Food stories delivered on social media Family story created for new website

Other changes – in the last year – (pre Covid shut down)

Area	To end March 2019 (9 months of operation)	To end March 2020	Increase
Turnover in café (net of VAT)	£203,594	£387,667	£184,073, 90%
Average Turnover in café (net of VAT)	£22,621	£32,306	£9,684 p/month
Staff employed	13	23 (of those 5 F/T)	10+, 77% increase
Customers per annum	49,750	81,348	31,598 increase 64% increase
Facebook followers	2713	4528	1815+, 67%
Instagram	2290	4353	2063+, 90%
Trip Advisor	3.5 stars	4 stars	0.5

“Being the monitor farmers has helped us grow in confidence and be able to make strategic decisions, supported by a close group of fellow agritourism business owners. Drift is being established as a key offering in East Lothian tourism and leisure and it is fantastic to have the discipline of regular meetings and deadlines to progress the business. We have promoted staff this year, promoted a key member of the team to Manager, and developed supervisors. This has allowed us to free up time to focus on the long-term strategy of the business. Despite Covid, we are focused on not only growing the business at Drift but investing in a new event space on the farm with agritourism at its heart. We look forward to year 2 of the programme.”



Monitor Farmer Progress – West Central - Shemore & Shantron Farms



Image – First Impressions Count meeting at Shemore Farm

Bobby and Anne, daughter Kay and Kay’s husband Dougie farm at Shemore and Shantron Farms near Luss, overlooking Loch Lomond. The family have been tenant farmers there since 1750, for 10 generations. Anne started a farmhouse Bed and Breakfast business thirty years ago and ran this until recently. Today’s agritourism enterprises are two self-catering cottages, a farm tour business and new handmade glamping barns.

The business is in a phase of investment and growth. The first two glamping barns designed and built by Dougie are under construction and are due to open this summer. The farm tour business has developed from a small-scale occasional tour business to a more regular operation with a longer season.

The profile of the business is about to be significantly enhanced by the launch of **new brand for the business, “Lennox of Lomond.”** This, along with a new website will help to transform the professional profile of this business and attract new travel trade and direct sales guests.

First Impressions Count (East & West)	Disjointed multi-brand business, now about to come under one brand Significant benefit to be realised from alignment in SEO, time, brand awareness Highlighting unique friendly nature of the family, farmhouse hospitality experience Promoting family Increase confidence with social media, live videos, telling family/farm story
Recruiting, Training & Retaining Great Staff	No staff in business at present

Branding Your Business	Key outcome of year Work on brand persona with Lesley Wood Brand development Procurement for new logo/brand themes Launch of new name for business & brand
How to put Agri into Agritourism	Farmer for a day as part of Lambing Tours Other lambing tours, shearing, dyking experiences Live virtual tours showing live births
Making money from Farm Tours	Lambing tours 2019 a big success , significant interest/bookings for 2020 pre Covid (£10k estimated for lambing alone) Developed relationships with travel trade New tour products (days/hour/half day) Historical facts on family/farm as tour
Food Tourism – What is Local?	Farmhouse lunch as part of farm tours Farmhouse baking by Anne
Business Bootcamp	Building confidence via MF programme from other participants/support Prioritising time for meetings/strategy
Making the Correct Website Investment	New website under construction
Running a Happy Family Business & Succession	Day with Sian Bushell, facilitator Weekly family meetings with scribe/actions Succession Plan being actioned Kay & Dougie Partners in business (March 20) Kay named on tenancy (May 20)
What do banks think of Lending to the Agritourism Sector?	Improved confidence regarding being able to borrow without security for smaller amounts Relationship building with banks
Storytelling	Written variations on stories for different tours and for new website Storytelling via live video streaming

“We are more driven as a result of our experience being the monitor farmers. We are being pushed out of our comfort zone, while having the support of a trusted network and experts. Year one for us has been about getting the building blocks in our business correct. Our new business name and brand is a major step forward in being a professional tourism business. The investment in a new website and booking system combining our accommodation and tour offering will assist us tremendously in the management of the business and will improve the customer experience. Farm succession is another key output for us, making time for regular family meetings, Kay & Dougie becoming partners in the business & Kay’s name on the tenancy sets us up for the future.”



Area	To end March 2019	To end March 2020	Change
Turnover (in preceding year) Shemore Farm Cottage	£16,000	£15,000	Decrease £1,000
Shantron Farm B&B	£23,500	£10,000	Decrease £13,500
Farm Tours	£0	£3,290 (Lambing) £1,900 (Bus Tours)	Increase £5,190
Staff employed	3	4	1 Dougie working in business now
Investment	Shemore £4000	£75,0000 Glamping £2,500 Tours (trailer)	£73,500 increase
Visitors to the farm in year to end of (tours)	0	350	350 increase
Visitors to the farm in year to end of (overnight stays)	Shemore 135 bookings Shantron B&B 362 bookings	Shemore 119 bookings Shantron 70 bookings	308 decrease
Facebook followers Shemore on Loch Lomond Shantron Farm Holiday Cottage	496 540	506 621	2% increase 8% increase
Lambing on Loch Lomond with the Lennox Family	854 (started March 19)	2062	141% increase
Instagram	141	415	194% increase
Trip Advisor Only for Shemore Cottage	5	5	0

Building a Trusted Network - Core Community Group

One of the objectives of the programme was to establish a strong core community group for both monitor farms. These businesses were approached to join a core community group after attending most or all of the monitor farm meetings in the first 8 months of the programme.

Additional support for year 2 and year 3 will include meeting together three times each year as a core group to share more detailed confidential information and to drill down into more detail on future business plans, and to undertake benchmarking. In addition, each community group has its own WhatsApp group, which is used almost on a daily basis for the ongoing exchange of ideas, information and support. During the Covid lockdown the community groups have met virtually.

Those taking part are along with the monitor farmers are:

East Central

	Names	Business & Location	Business Type
1	Jasmine & Fenwick Jackson (Jasmine is Chair)	Jacksons of Jedburgh Scottish Borders	Farm Tours, Events
2	Robert & Lucy Wilson	Fluffy Moos Scottish Borders	Events, farm tours.
3	Sally and Ruth Wilson	No Name (new business) Scottish Borders	Starting an agritourism business. Dairy farm.
4	Trudi & Eric Cueto	Carfrae Farmhouse East Lothian	Self-catering
5	Robin & Elen Austin	Barstobrick Dumfries and Galloway	Self-catering, café, equestrian
6	Gordon Murray	Craigmaddie Dunbartonshire	Self-catering
7	Jenny Cowan	Eastside Mid-Lothian	Self-catering

West Central

	Names	Business & Location	Business Type
1	Grant Turnbull (Chair)	Carr's Hill Falkirk	Glamping
2	Helen & Bill Smith	Byres Farm Morayshire	Farm tours, event space
3	Sheila Bannerman	No Name (new business) Loch Lomond	Starting an agritourism business
4	Shona Duncan	Duncan Family Farms Stirlingshire	Pop up café on West Highland way, accommodation, direct meat sales
5	David, Freda & Chris Scott-Park	Portnellan Farm Loch Lomond	Speed boat tours, kayaking hire, self-catering, glamping, direct meat sales
6	Niall and Tom Bowser	Argaty Kites Stirlingshire	Wildlife tours
7	Sascha Grierson	Grierson Organics Perthshire	Direct meat sales, farm tours, butchery, planning event space
8	Alison Younger	Old Leckie Farm Stirlingshire	Farm tours. Direct meat and veg sales. Self-catering.

New Agritourism Businesses

- Jasmine Jackson, Jacksons At Jedburgh, new agritourism business in last year (events/event space/farm tours)
- Shona Duncan, Duncan Family Farms, new agritourism business in last year (selling meat direct/pop up café on West Highland Way/leader funding for glamping pods)
- Sheila Bannerman new agritourism business by end of 2020 (glamping pods/tours)
- Sally and Ruth Wilson, R&A Wilson, in development (ideas stage)

Developments in infrastructure in existing Agritourism Businesses

“We hired an architect to look at the farmstead to produce a masterplan for the steading so we can phase development as and when we can afford it. This whole exercise has been inspired by the agritourism project, giving guests a more holistic sense of place.” (*Jenny Cowan, This is Eastside*).

“Creating a car park, improving farm entrance for buses, website building and employing a member of staff to develop agritourism business.” (*Sascha Grierson, Grierson Organics*)

“Joining the agritourism monitor farm gave us focus on our fledgling agritourism business resulting in committing to continue expanding the business with new products/services and investment in more properties.” (*Eric & Trudi Cueto, Carfrae Farmhouse*)

“Introduced off road farm buggy tours. Currently doing up a cottage for holiday lets.” (*Niall Bowser, Argaty Kites.*)

“We plan to open a micro farm shop ‘frozen beef and coffee machine’. Considering renovating the byre.” (Scott-Park family, Portnellan Farm)

“Addition of a self-catering accommodation unit. Further investment planned in toilet facilities block and new touring caravan pitches.” (*Grant Turnbull, Carrshill*)

Confidence building from new knowledge

“I feel more prepared for launching our product due to the knowledge sharing and discussions that take place at meetings. Knowledge sharing means I hope to avoid pitfalls.” (*Sheila Bannerman launching new agritourism business*).

“The agritourism monitor farm meetings and discussions have been brilliantly motivating and supporting.” (*Jenny Cowan, This is Eastside*)

“The monitor farm programme has given me the confidence to carry on, there’s a bit of business in this which can be a highly lucrative add on for our farming business.” (*Sascha Grierson, Grierson Organics*)

“The monitor farm is wholly responsible for the birth of our business and the speed at which it has developed. It is an inspiring and motivating network to be part of.” (*Jasmine Jackson, Jacksons At Jedburgh*)

“Love the network and challenge to ideas and the support we can give each other.” (*Alison Younger, Old Leckie.*)

“It’s been hugely supportive in desperate times. It has created friendships. Information, idea and knowledge sharing has been immense.” (*Niall Bowser, Argaty Kites*)

Innovation or changes in the customer experience or customer service

“We have put in a hot tub, Wi-Fi and luxurious sheet. Putting in a hot tub has improved the profit of the business per night.” (*Gordon Murray/Susie Abernethy, Craigmaddie*).

“More field to fork tours, more experienced conducting tours, researched history of the farm too.” (*Robert & Lucy Wilson, Fluffy Moos*)

“Now offering home cooked and baked produce” (*Helen & Bill Smith, Byres Farm*)

Succession

“Had facilitated day with Sian Bushell, succession facilitator with our family to start to deal proactively with succession.” (*Shona Duncan, Duncan Family Farms*).

“The personal impact of the monitor farm has been to slow down and think a little more. Plan for the future, coupled to succession.” (*Robert & Lucy Wilson, Fluffy Moos*)

Innovation in new products/services to market

“Sascha convinced me we need to add lamb and mutton sales to our offering. We are presently halfway through building a “hilltop shop” so that guests and walkers can taste the landscape as part of their experience.” (*Jenny Cowan, This is Eastside*).

“Selling meat direct to consumer. I think I gained the confidence to set this up through attending the monitor farm meetings.” (*Shona Duncan, Duncan Family Farms*).

“It’s cemented our train of thought. There hasn’t been one eureka moment but a whole series of penny drops throughout attendance at the monitor farm.” (*Sally Williams, R & A Wilson Ltd*)

“We have broadened our customer base by now offering adult workshops and using the venue as a training/conference facility. Also had a number of international tours booked for this year.” (*Helen & Bill Smith, Byres Farm*)

Innovation of changes in marketing

“Started using social media after attending meetings, decided on brand for our business and website underway.” (*Shona Duncan, Duncan Family Farms*)

“I am spurred on to research and keep up to date with new ways of marketing and different ways to achieve what we need.” (*Jasmine Jackson, Jacksons of Jedburgh*)

“We now use Instagram; we have over 1500 followers.” (*Gordon Murray & Susie Abernethy, Craigmaddie*)

“Targeted marketing to tour operators. We have improved our communications with tour operators, undertaken a website review and putting more feeds on social media” (*Alison Younger, Old Leckie*)

“After a telling off from Caroline, we have undertaken to commission a website review, which has improved security and google ranking.” (*Scott-Park family, Portnellan Farm*)

Investment (excluding Monitor Farmers)

In last twelve months	In next two years (pre-Covid plans)
£10,000 (planning and surveys)	£150,000 (glamping investment)
£200,000 (steading development)	£0
£10,000 (new floor in farm buildings for tours)	£20,000 (car park, access, website)
£10,000 (toilets, wiring of a shed, planning, website)	Don't know yet
£0	£150,000 (agritourism building development)
£0	Unknown but refurbishing & building new properties
£50,000 (new building)	£100,000 (another tourism eco building)
New bothy project	£0
£20,000 (accommodation refurbishment)	£30,000 (new pitches, additional facilities block)
£79,400 (Polaris buggy, renovations, photography hide)	£0
£379,400	£450,000

Communications

Becca Rainne from Jane Craigie Marketing supports the programme in communications, attends each meeting to film and run live streaming and produces the meeting report.

Activity

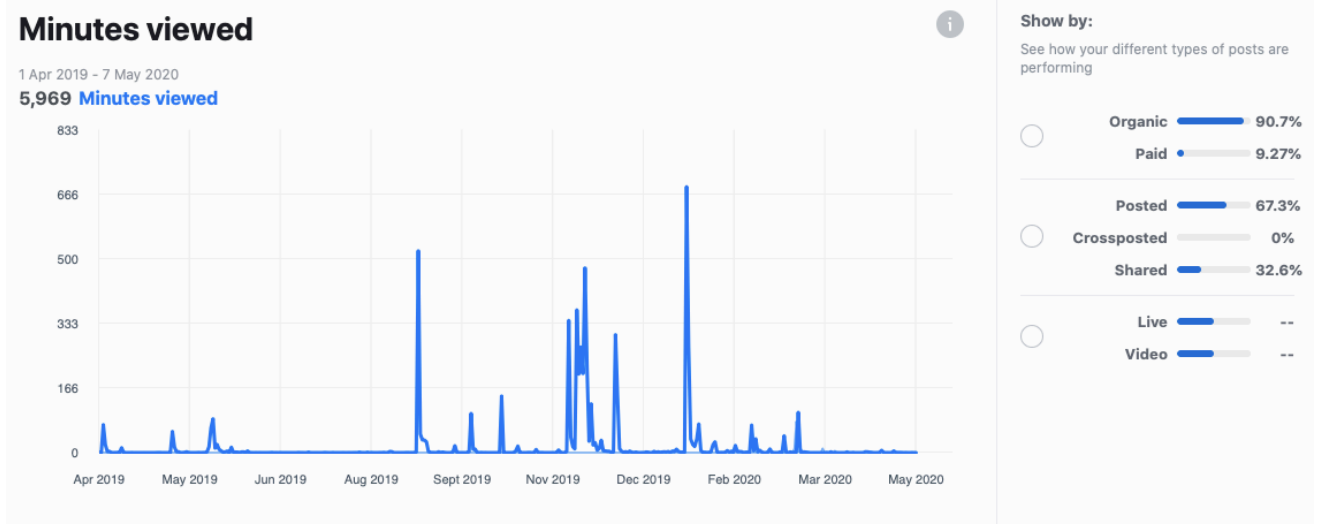
The following communications activity takes place each month to share the knowledge from the monitor farm programme with as wide an audience as possible

- Using Eventbrite to register participants, with the links easily shared on social media
- The website created for the programme www.agritourism-monitorfarm.com hosts all links to book each event, information on the programme, each report produced, information on the monitor farmers and community group and videos of each meeting
- Everyone who has attended each meeting and those who have asked to be informed of meetings (have given permission to hold data for GDPR) are sent the meeting reports within a week of each meeting by email and are sent a link to book for the next meeting
- Posts are made on the Agritourism Monitor Farm Facebook page, Instagram and twitter. In addition, posts are shared for each meeting by NFU Scotland
- When the venue for the meeting has sufficient connectivity, Wi-Fi or 4G the meeting is streamed live on Facebook, except for when confidential experiences are being shared. In addition, a video is produced of the main speakers at each meeting which is posted on the monitor farm website
- Press articles and features on the monitor farmers and some of the community group have been undertaken
- Each core community group has a Whatsapp group to share knowledge and ideas between meetings.



Videos of meetings/livestreaming

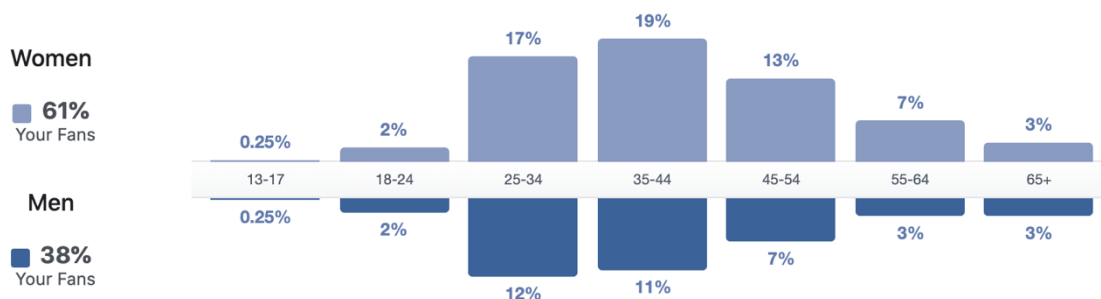
- 18 videos covering content from meetings, including live streaming where signal allowed (16 out of the 18).
- 35 videos created for the project in total and uploaded onto Facebook and YouTube.



Facebook

Current Likes – 400

Current Followers – 443



The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post clicks Reactions, comments & shares ⓘ

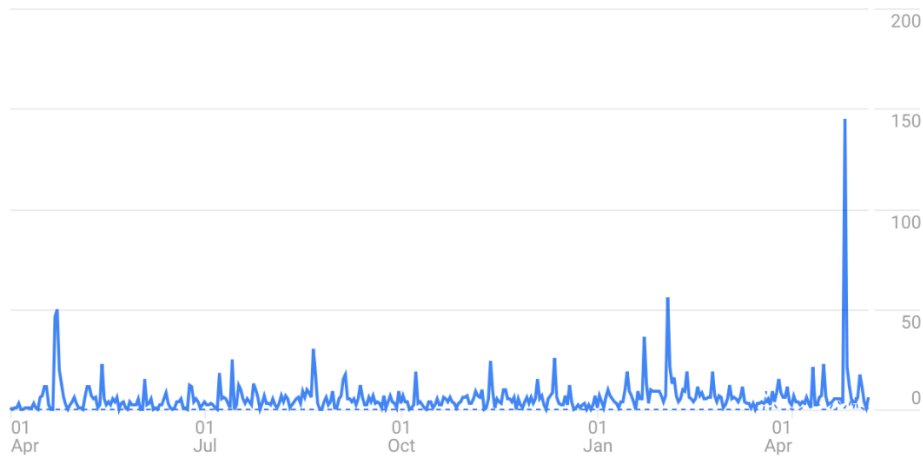
Type	Average Reach	Average Engagement
Status	1,464	33 12
Photo	373	41 9
Link	371	20 10
Shared Video	125	12 4

Twitter Followers – 533

Instagram Followers - 270

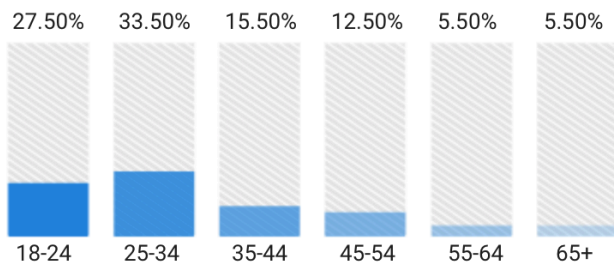
Website – from 1st April 2019 – 8th May 2020

Users	Sessions	Bounce Rate	Session Duration
1.8K	2.6K	59.62%	1m 57s
↑2,906.6%	↑3,250.0%	↓22.5%	↑116.6%

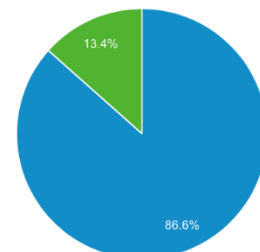


Age

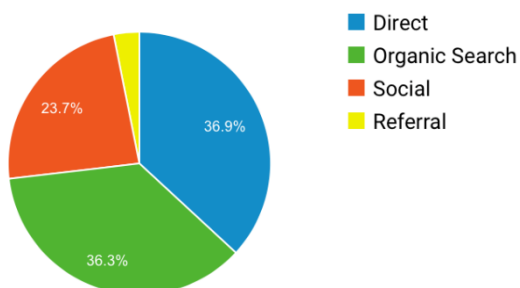
100% of total sessions



■ New Visitor ■ Returning Visitor

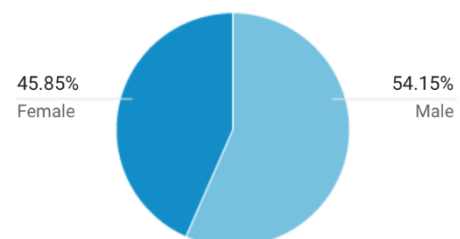


Top Channels



Gender

100% of total sessions



Key areas that have worked well?

1	Strong core of regular attendees travelling from all over Scotland who are keen to grow their agritourism business or set up new businesses, new networks & friendships formed and strong levels of trust and sharing of knowledge. Core community group established.
2	Core community group established.
3	Each meeting has achieved attracting over the number of minimum participants, multiple family members attending which helps progress “at home” as other generation are sold into new ideas. Both monitor farmers attend each other’s meetings.
4	Many people attend both meetings on a monthly basis.
5	Delivery of topics at events which are highly relevant to businesses attending, sourcing high quality experts and speakers.
6	Improvement in confidence among the monitor farmers and attendees to make changes in their business, improve confidence in communications such as live videos. Evidence of supporting each other to make changes to operations, marketing and investment in their businesses.
7	Having additional communications resource at meetings to share knowledge on social media, capture outputs on video, live streaming etc, producing report and circulating within a week of the meeting.

What has not worked so well?

1	Finding low cost venues which have internet or 4G service near to the monitor farm location to allow live streaming on Facebook.
2	Availability of monitor farm as venue for meetings as Drift obviously open to customers through the day and Shemore only can host summer meetings in tent.
3	Juggling catering and facilitating in low cost venues.
4	If the meeting is too large in terms of numbers, level of interaction and sharing decreases so capping numbers for some meetings is required but means people can’t attend and learn.
5	Being able to track who is accessing the content i.e. reports, videos and benefiting virtually so can we track the impact on their business and overall programme.
6	Time with paper-based evaluation of each meeting after online evaluation didn’t achieve high percentage of responses.

Recommendations to improve the monitor farm programme in Years 2 & 3

1	Stream all meetings on Facebook live (see comment on venues and internet).
2	Allow for each meeting to be “zoomed” to have virtual participants across Scotland.
3	Use industry “Scottish Agritourism” e-news to feed in all knowledge and learnings from the monitor farm programme.
4	Reviewing balance between full agenda and networking time for each meeting – how to increase networking time effectively.
5	Trial a Feedback APP to use at end of meetings to save time on collating data manually later.

Year 2 Plan

Covid 19 will impact significantly on the business performance of the agritourism sector, as all tourism sectors in Scotland and throughout the world will be impacted.

It is likely that meetings in 2020 at least for the immediate few months will be held virtually. (The April meeting was held virtually, and each community group has met virtually in the past two weeks.)

The monitor farm programme is needed now more than ever to support business owners. Many in the monitor farm network have commented that they are glad that the programme exists just now to help with knowledge sharing and advice during Covid 19.

Construction of new facilities is on hold for many, investment plans for 2020 may be delayed but the monitor farm community must plan for recovery and can play a vital part in revitalising the rural community post Covid 19.

The monitor farm programme will support each participant with a recovery plan to get their business back on track as soon as possible.

Topics planned for 2020 based on research with the Monitor Farmer families & Core Group Community, for both main meetings and community group meetings

- Visiting each other's businesses virtually – focus on that business to improve their performance, real live case studies
- Agritourism and non-agritourism entrepreneurs who have scaled up their business, how they came through difficult times, their view on taking a risk, investing out of a crisis
- Cross-selling, selling joint packages between businesses, maximising effective networks, collective marketing
- Understanding how to measure the performance of your website and benchmarking website performances between businesses,
- What price should a farm tour be to make it worth your while delivering if you are selling mainly an hour with you or your family?
- Pricing strategy
- Preparing a forward cashflow budget, then monitoring your performance against budget
- International best practice in agritourism, how are other countries making a recovery? international zoom call
- Producing a masterplan for future development of agritourism on your farm for benefit of your farm and tourism business
- How does the planning process work?
- Risk assessments and health and safety on farms for guests
- Post Go Rural live farm tours – what is best practice in live farm tours?

APPENDIX 1

Overall Ratings

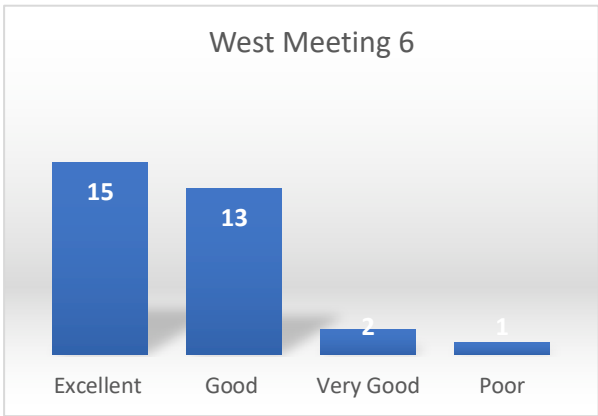
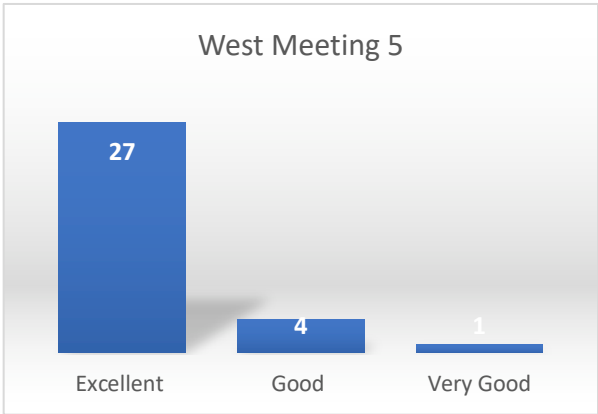
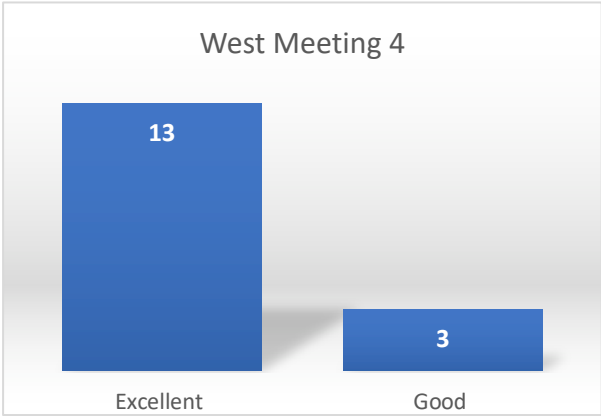
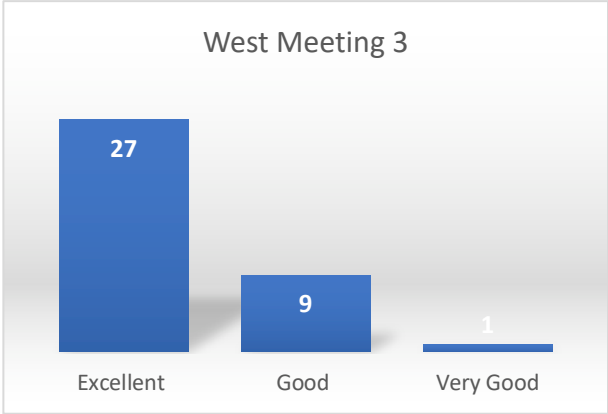
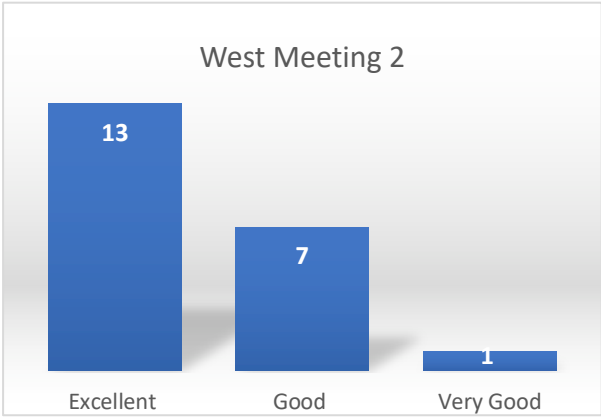
East Central Meetings

Meeting 1 – No feedback recorded. Feedback forms were issued to get feedback on what meetings attendees would like to see during the programme and the preferred date/time attendees would prefer for meetings.



West Central Meetings

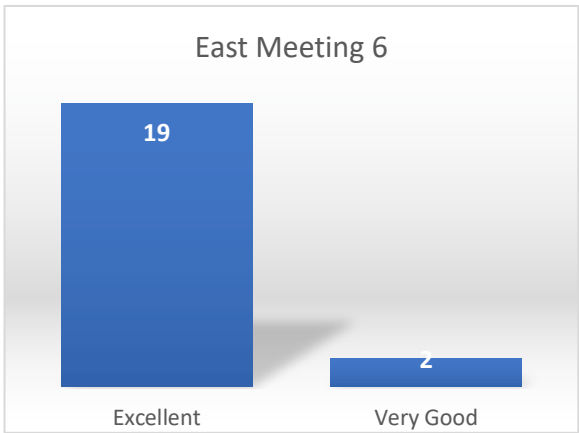
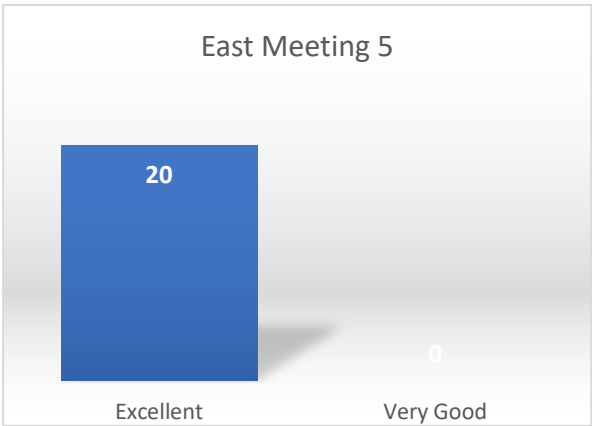
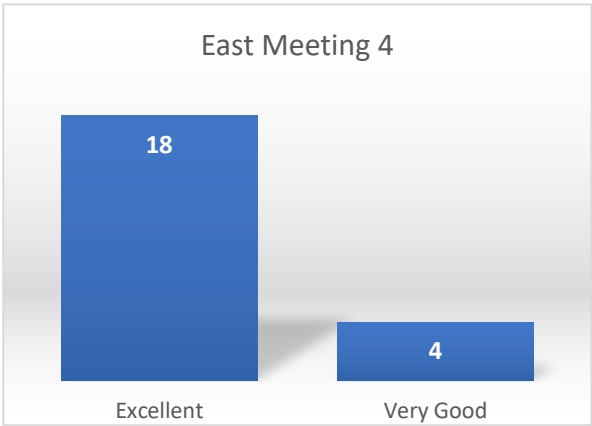
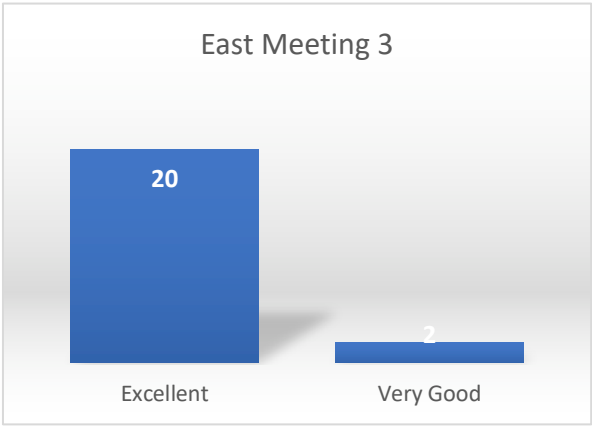
Meeting 1 – No feedback recorded. Feedback forms were issued to get feedback on what meetings attendees would like to see during the programme and the preferred date/time attendees would prefer for meetings.



Facilitator Ratings

East Central Meetings

Meeting 1 – Not feedback recorded. Feedback forms were issued to get feedback on what meetings attendees would like to see during the programme and the preferred date/time attendees would prefer for meetings



West Central Meetings

Meeting 1 – No feedback recorded. Feedback forms were issued to get feedback on what meetings attendees would like to see during the programme and the preferred date/time attendees would prefer for meetings.

