

# Godstone Farm



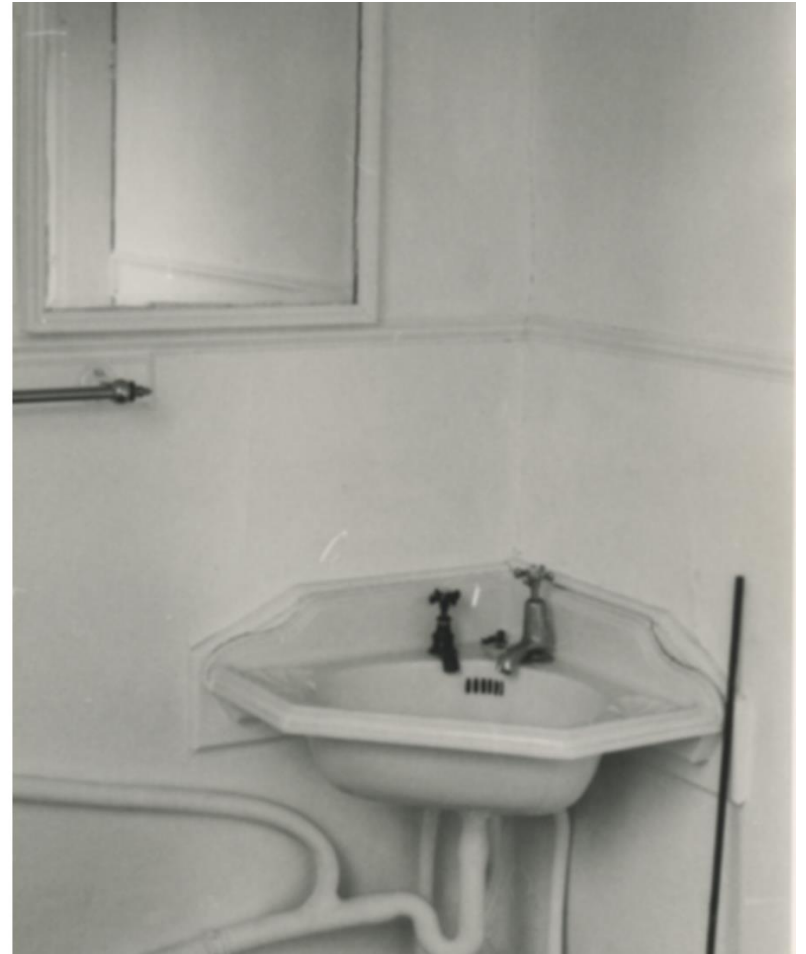
# Farm House in 1979





Richard  
with  
Laura &  
Abigail

# Nice Plumbing!



# Valla



# Bottle Feeding



# Shearing



**E-coli O157 didn't exist!**





# CONCRETE PLAYGROUND



# What's Changed

1. Health & Safety
2. Banking

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3. Local Councils

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1. Health & Safety
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4. We Paid No Rates

# What's Changed

1. Health & Safety
2. Banking
3. Local Council
4. No Rates
5. Toilets and Hand Washing

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8. Seasonal Staff



# What's Changed

1. Health & Safety
2. Banking
3. Local Council
4. No Rates
5. Toilets and Hand Washing
6. No Contracts
7. Nobody Sued Us
8. Seasonal Staff
9. No movement Restrictions.

# Mistakes

1. Used Alder for Fence Posts

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2. Underestimated Amount Money Needed

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6. We Charged for the Playbarn

# Mistakes

- Used Alder for Fence Posts
- Underestimated Amount Money Needed
- Rare Breeds
- Our Target Age 5-11
- We Didn't Charge Adults
- We Charged for the Playbarn
- We Allowed Prices to Slip Behind



1. Used Alder for Fence Posts
2. Underestimated Amount Money Needed
3. Rare Breeds
4. Our Target Age 5-11
5. We Didn't Charge Adults
6. We Charged for the Playbarn
7. We Allowed Prices to Slip Behind
8. We Took the Gate Money from the Cars

# What We Did Right

1. Farm was in the Right Place

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7. We Did Very Little Advertising



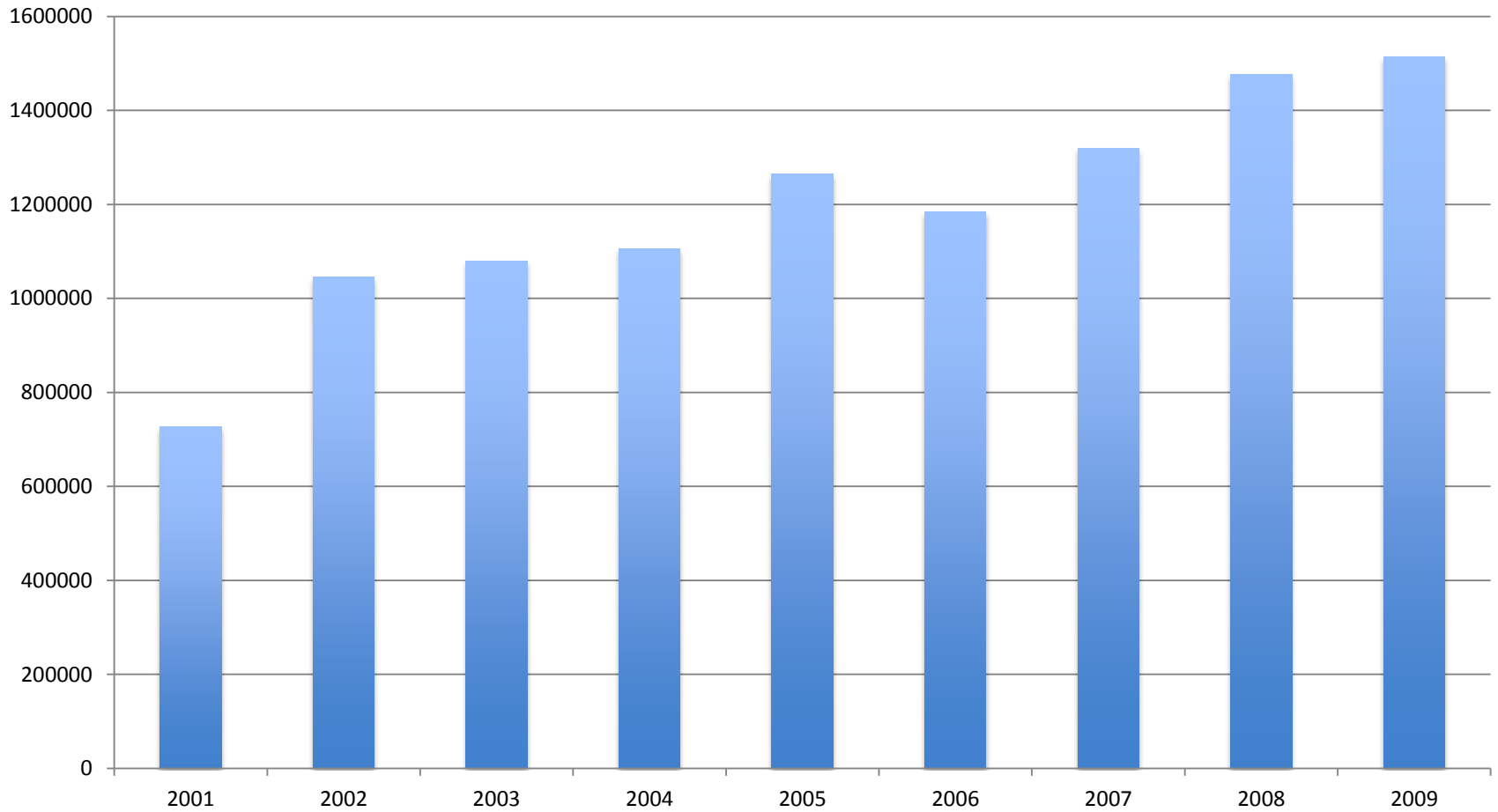
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8. We Expanded Slowly

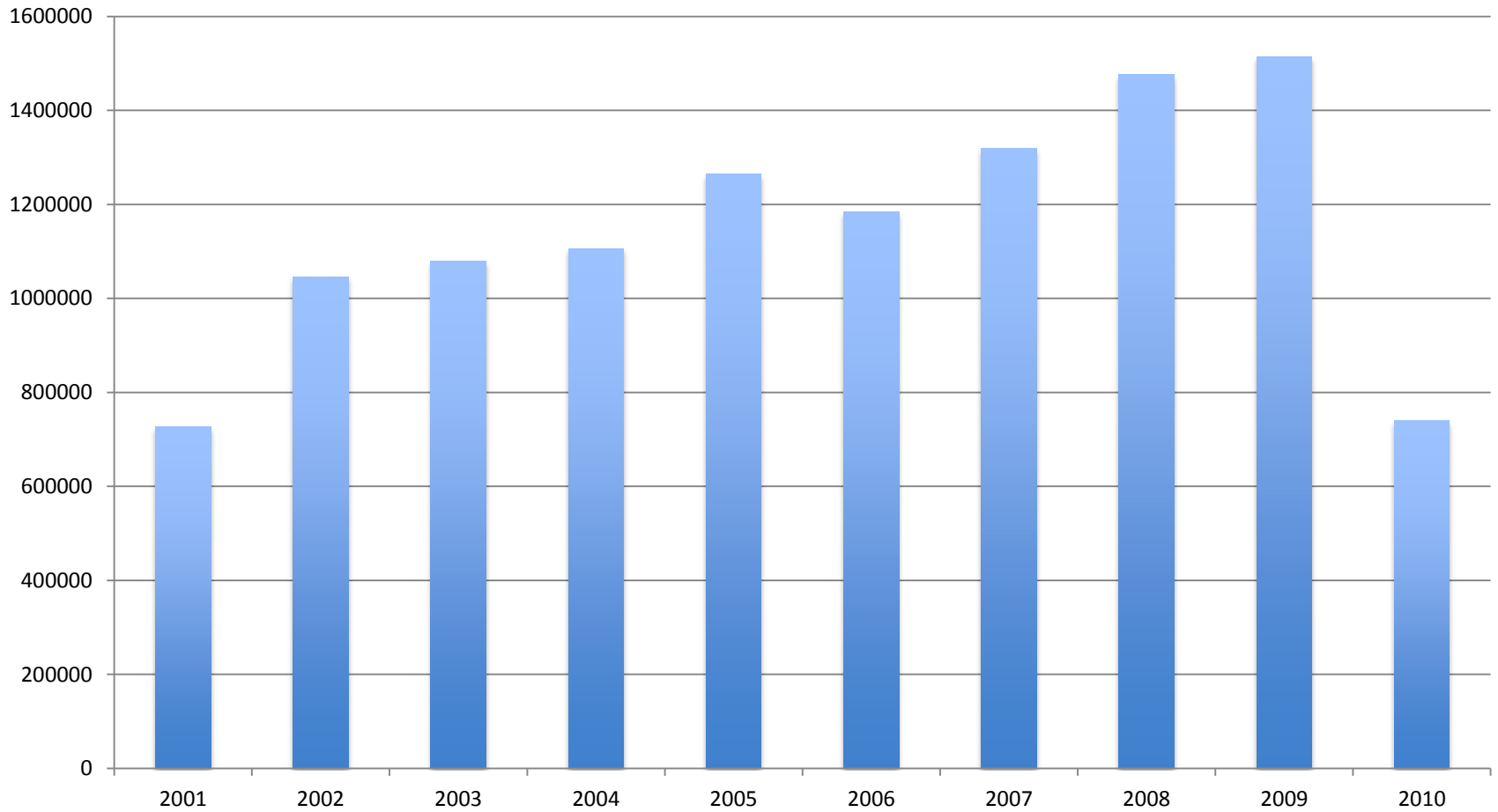
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8. We Expanded Slowly
9. We Kept a Risk Assessment Diary

# TURNOVER TO 2009



# TURNOVER TO 2010



# Code of Practice

- WONT eliminate risk
- WILL reduce the risk
- WILL limit the numbers

# What Next?

- Should we close?
- Should we sell?

and if neither then

- What changes should we make?

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# Changes after 2009

## 1. Visitor Contact

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2. Management of Animals

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6. Extra Hand Washing Facilities
7. New Play
8. New Information Signs

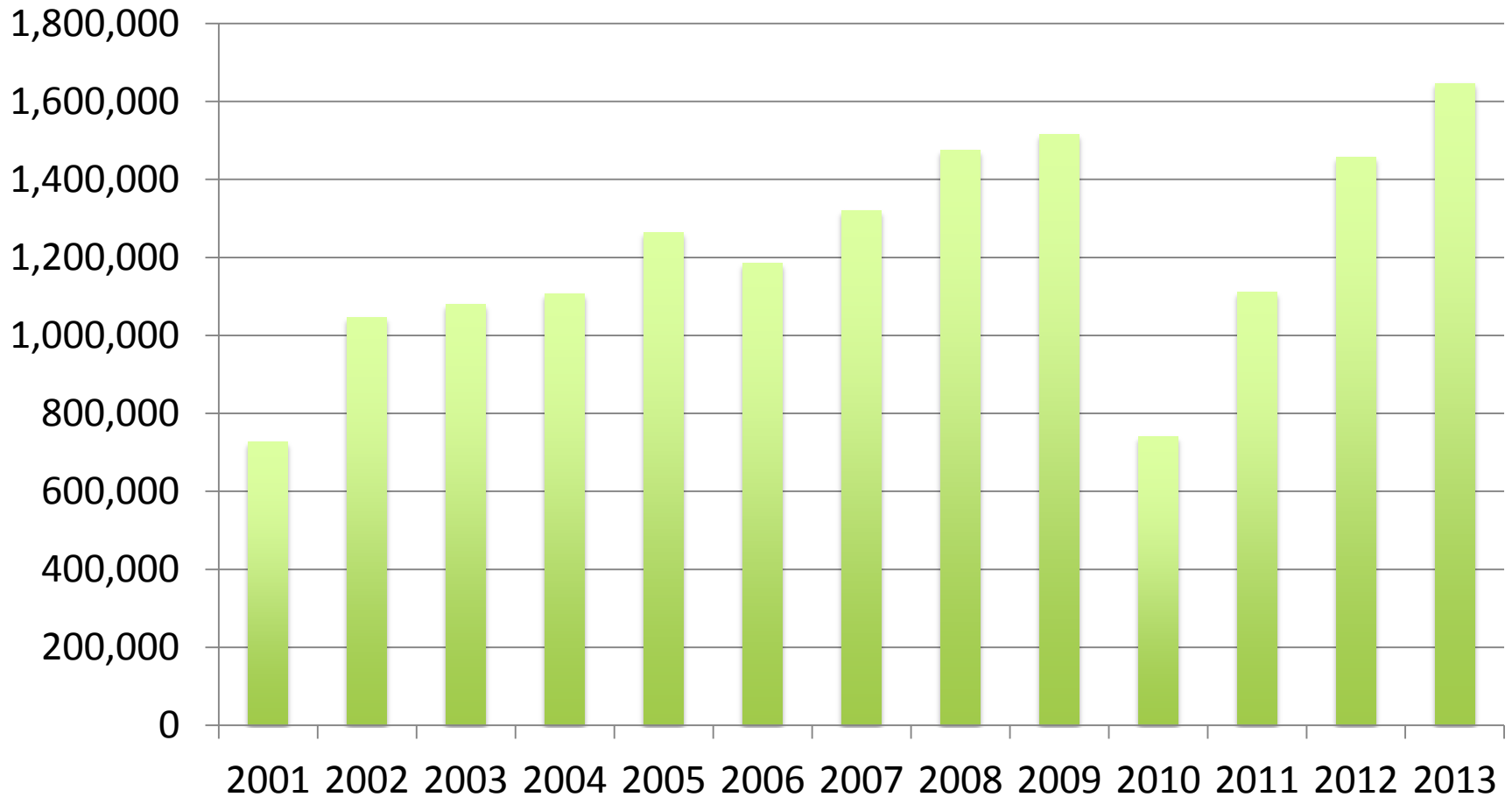
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1. Visitor Contact
2. Management of Animals
3. Redesign Layout
4. Double Fences
5. Change Warning Signs
6. Extra Hand Washing Facilities
7. New Play
8. New Information Signs
9. New Management Structure

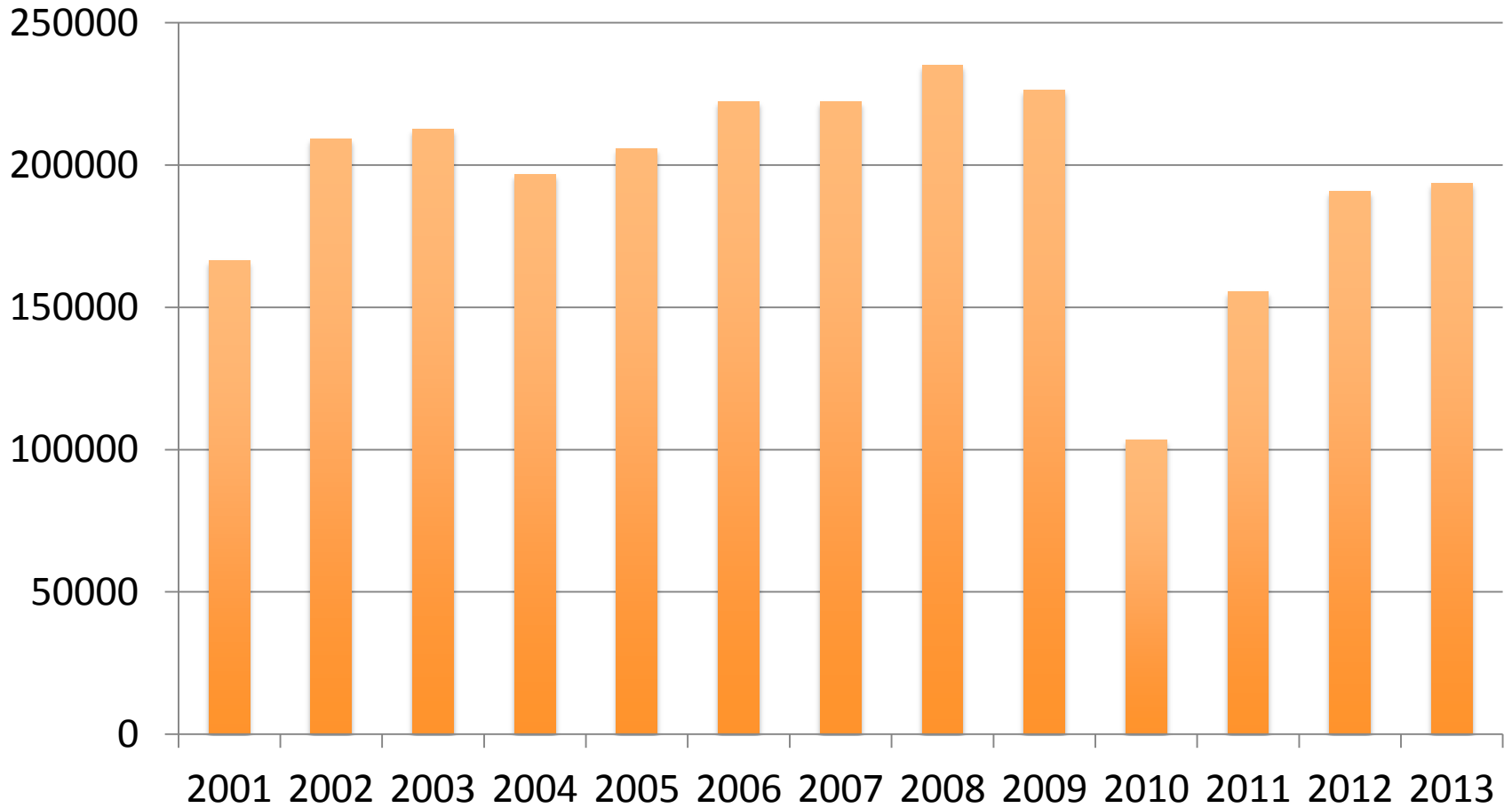
# Staff Costs as % Turnover

- Pre 2009 27–30%
- In 2010 48%
- Now 31%

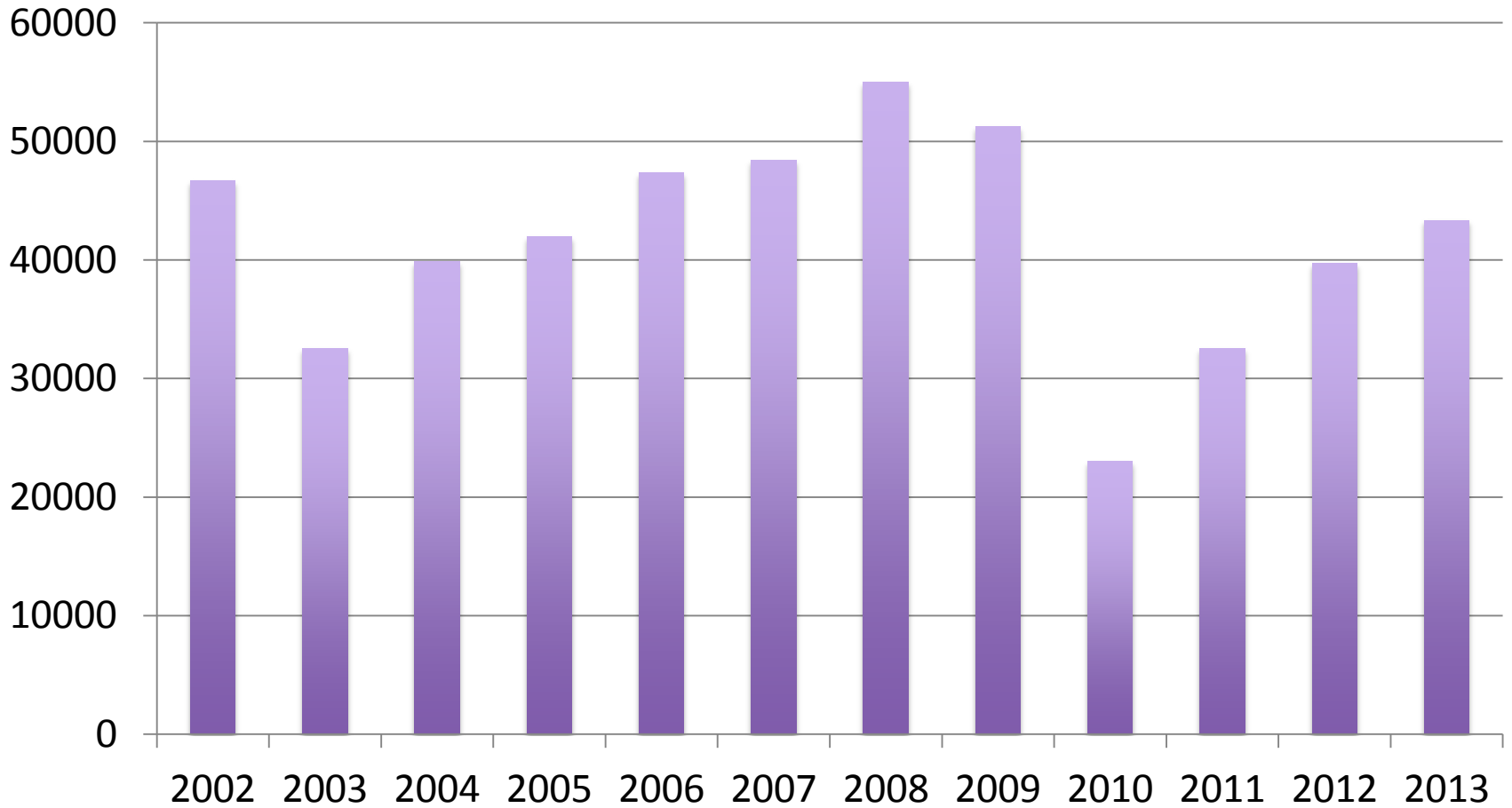
# TURNOVER



# VISITOR NUMBERS



# SCHOOL NUMBERS



# Secondary Spend

36% of turnover

of which:

- Catering 71%
- Shop 23%
- Others 6%

(animal feed, tractor rides, pumpkin carving, face painting etc.)

# Spend Per Head

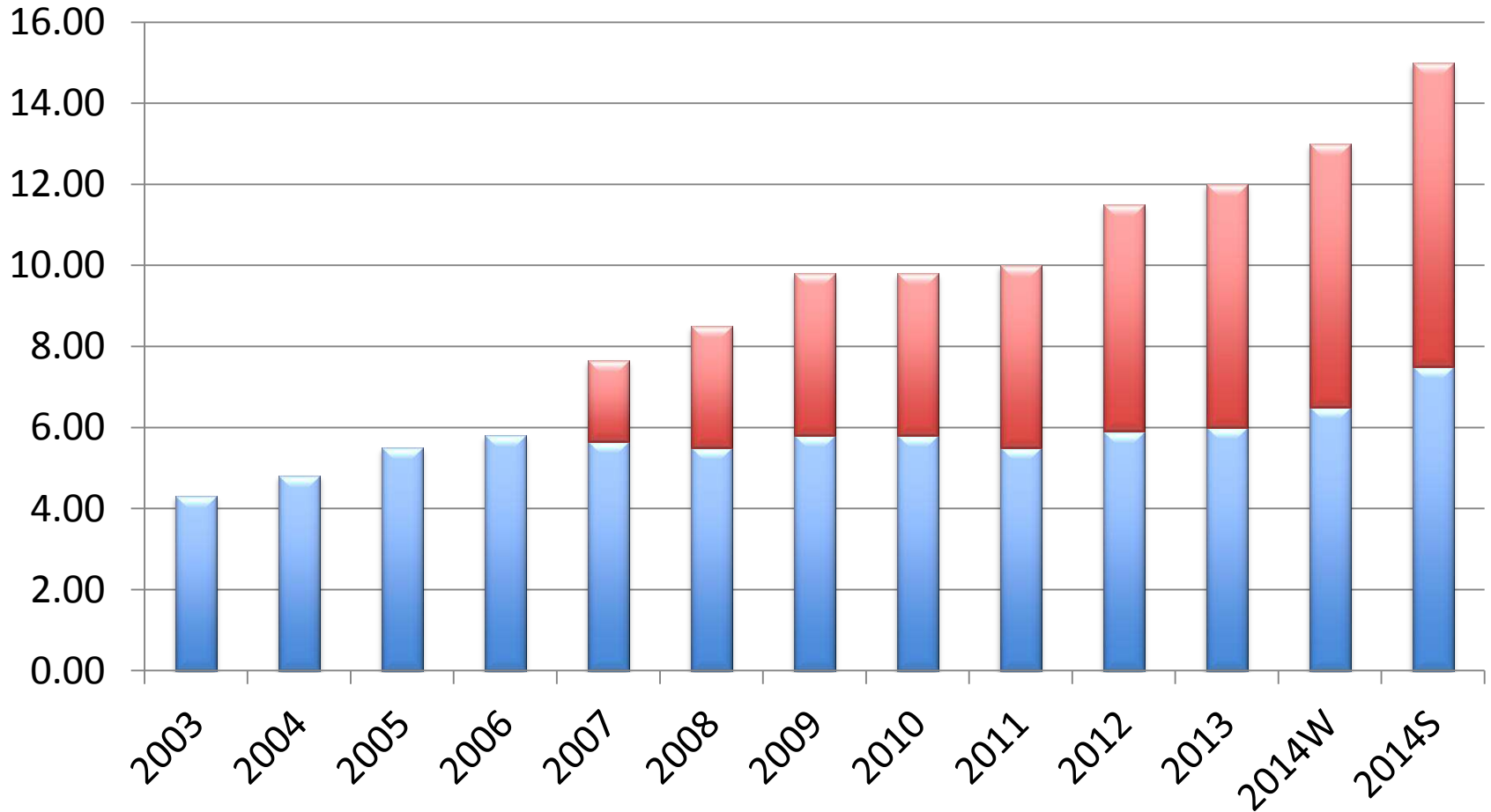
- Total £8.50
- Entrance £5.45
- Catering £2.20
- Shop 70p
- Other 17p



# Running Costs

- Wages 65%
- Rates 6%
- Insurance 6%
- Fuel 5%
- Maintenance 4%
- Animals 4%

# ENTRANCE PRICE for one adult and one child



# Old Information Signs

## DOCK

Broad-leaved dock is commonly found on waste land or ploughed fields. It has tiny green flowers which can be seen between June and October. Lots of people rub dock leaves on nettle stings to soothe them.



# New Information Signs

## Carrots

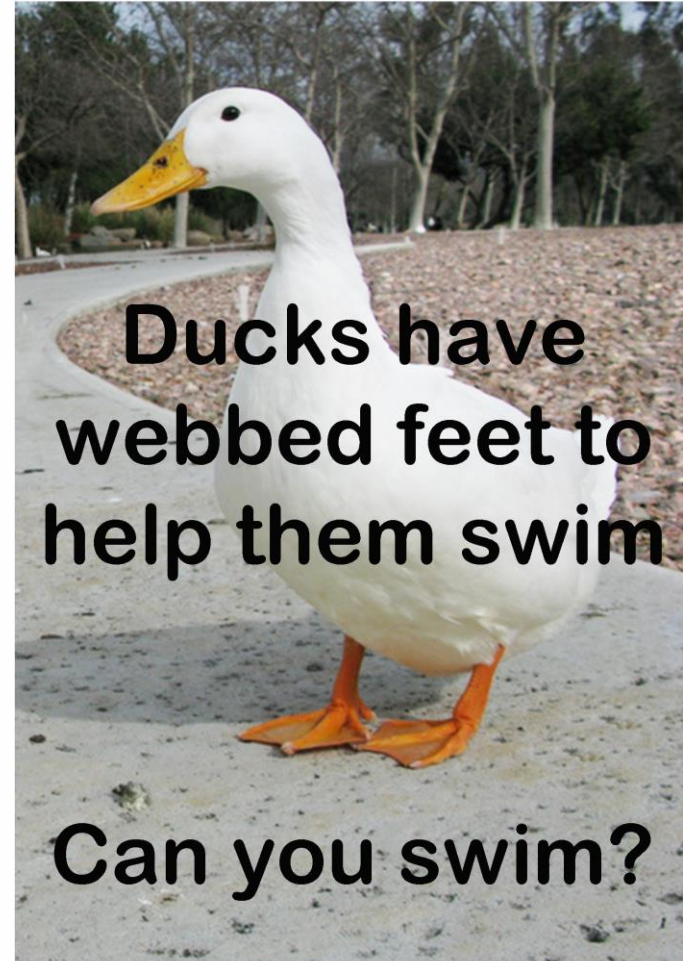


Carrots take 8 weeks to grow from seed to ready to eat.

They originated in Afghanistan and were cultivated by the Greeks and Romans.

They grow best in sandy soil.

Unlike most vegetables, cooked carrots are more nutritious than raw ones.



Ducks have webbed feet to help them swim

Can you swim?