

Dairy Diversified: Moo-ving on from Dairy!



STUDENT INTRODUCTION

Tapnell Farm Park is a former dairy farm located in the west of the Isle of Wight, on the site of the 1970 Isle of Wight pop festival.

Once upon a time, not so long ago, 500 cows grazed the lush pastures of the farm for 33 years, producing 24,000 litres of milk each year!

It was the biggest dairy herd on the island; the milk produced was enough to fill 50 Olympic-sized swimming pools and keep everyone on the Island sipping the wholesome white stuff for 3 ½ years!

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In recent years, Tapnell Farm has **diversified**. Farm **diversification** involves farmers deciding to use their land and facilities to do other things to generate and/or supplement their income.

Tapnell Farm Park has diversified into tourism, (visitor attraction and holiday accommodation), energy production and arable farming, as well as maintaining young livestock rearing for their farm on the mainland.

During the pre-visit, on-site and post-visit activities, you are going to learn all about what Tapnell Farm Park was once like, and how it has changed, by investigating changes to the **economic activities** taking place there.



Pre-visit tasks

Before your visit to the farm park, you are going to make sure that you fully understand what the term '**economic activity**' means, and also what jobs and activities go into the different employment categories.

To bring with, write your own thoughts and ideas down about what you think the term 'economic activity' might mean...

Economic activity is any activity that generates income. Any job or economic activity human beings do falls into specific employment 'categories'. Watch this short YouTube clip, and write down a definition of the three main categories of economic activity that it describes:

<https://www.youtube.com/watch?v=8KDxAWfMwf4>

PRE-VISIT
TASKS

Primary –

Secondary –

Tertiary –

► Now complete the following table, giving a few examples of jobs within each category. Try to think of

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There is also another, 4th, category: 'Quaternary'. Quaternary sector jobs involve high-tech research and development (R&D), and information and communications technologies (ICT). In developed countries of the world, scientific research into new technologies and medicines to fight diseases and illnesses, as well as design engineering and computer programming, come into this category.

From dairy to diversification at Tapnell Farm Park

You are now going to learn a little bit about what Tapnell Farm Park was like before it diversified, when it was a dairy farm.

On page 3 you will find a range of different photographs, some showing what the farm was like before it diversified, and some showing the development / construction phase.

► Using these, as well as your own thoughts and knowledge of economic activities, you should write a few annotations (descriptive / explanatory labels) around each to describe and explain what evidence there is of the different economic activities taking place.

The first photo below has been annotated as an example for you, to show you what you are aiming to do, and there are hints for the other images to get you started:

The photo shows an alpaca at Tapnell Farm Park. The wool of this animal is useful to human beings, and it is also possible to use its milk and meat for food, and they are sturdy animals that can be used to carry



Alpacas are a form of domesticated livestock and farming them is a primary activity. Using their wool to make clothes, or their milk to make cheese or other dairy products would be a secondary activity. In some places, they are used to carry tourist's bags

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Hint = dairy farming.

Also think about what products the cows produce and what these products could be made into!

Hint = the photos showing the construction of the facilities at Tapnell show machinery excavating, builders/carpenters at work and decorators. What types of jobs are these? What about the raw materials they are using?

**PRE-VISIT
TASKS**



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Welcome to Tapnell Farm Park, as it is today! You have already learnt about economic activities, and the different categories of employment. You have also learnt about what Tapnell Farm Park used to be like, including what it looked like during the construction and development of the current attractions and facilities.

You are now going to investigate and consider the different economic activities that are taking place now, both on and off the main site. There are a range of different activities below, which will help you to do this. You should work your way through them, as instructed to do so by your teacher.

152161

ON-SITE
TASKS



Activity 1: From Bulldozers to Bouncing!

The bouncing pillow at Tapnell Farm Park is one of the main attractions, tempting young and old to get on and bounce!

1. Find the bouncing pillow and write a description of it in the space below:

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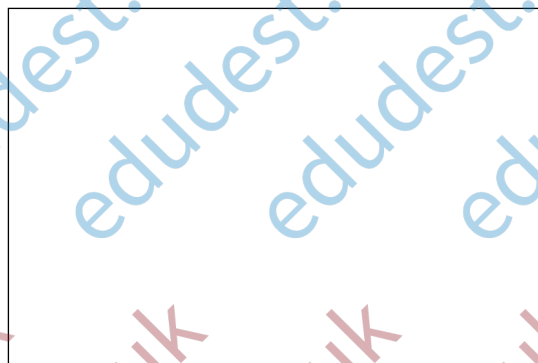
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2. The pillow was introduced in May 2015. The image below shows it being put in. Draw a sketch in the empty frame beside, showing what the pillow is like today. Then, label and annotate both images to show how it has changed.

- ▶ You should try to also include some information about ALL of the different types of employment (and their categories) that would have been involved in making it what it is today.
- ▶ Think about everything, from the raw materials, the making of the pillow, site preparation and installation, and the operation of this attraction today.



Activity 2: Primary Production Detectives...

152161

ON-SITE
TASKS

Although Tapnell Farm Park no longer keeps a large dairy herd for milking, there is still evidence around the site of **primary economic activities**.

Using the 'clues' below, see if you can work out what these are. Then, find some evidence of them to take a picture of, which you will be able to use as part of your follow up activity back at school.



Although not now 500 strong, we are still
around.

If you stand and try to hear, you may detect
our sounds.

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Hint: re-read the information in the student
introduction...

Scrambled, poached or
fried!

Hint: A bird!

What am I?

Swishing gently in the breeze,
I make the hills so green.

And when I'm ripe and ready, yellow corn is also seen.

'Wight Farm energy' eats me up

But not for food, you see

Instead I get digested there, making energy!

Hint: this is a crop – it is grown here to provide biomass to be made into energy

ON-SITE
TASKS

Activity 3: Seeking out the Services...

The service, or tertiary, sector of employment is the focus of Tapnell Farm Park's operations today. In July 2015 the Cow Co. restaurant and play barn were opened and, during the winter of that year, the other play activities, the indoor and outdoor animal encounter experiences, and the café, shop, and other visitor facilities were developed ready for the summer of 2016.

You will be taking a good look at all of the various things on offer at Tapnell Farm Park, and considering the different types of jobs that have been involved in creating them and running them.

Walk around the farm to find the facilities/activities listed in the table below and on page 7. When you have found each, fill the table in carefully. You should also take some good pictures to use when you return to school and do the post-visit activity.

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<p>Jumping pillow</p>			
<p>Wallaby walkabout and meerkats</p>			
<p>The Paddocks</p>			

Activity/ facility	Picture	Jobs involved in the development / construction	Jobs involved in the operation / running
Straw bale adventure barn			




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soft play

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The animal barn / meet the animals			
Café and shop			

WORD BOX Carpenter, engineer, architect, electrician, plumber, heavy-machinery operators e.g. bulldozers, diggers etc. animal keeper, supervisor, manager, cleaner, visitor assistants....

Write down any more than you can think of:



Behind the 'scenes' of the normal public areas, there is a wide range of holiday accommodation on offer: luxury safari tents, pods, cabins and new 'modulogs', as well as the large manor house and two four-bedroom cottages.

What types of economic activity would have been involved in the construction of this accommodation, and what is involved in the operation/running of it?

- Add annotations (in two different colours if possible) around the photo below (of the pods!) to indicate ALL jobs that you can think of, and include the category of economic activity that each fits into.

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ON-SITE TASKS



In addition, Tapnell Farm Park has 4 'arrays' (sets) of solar panels. These provide 500KW of solar energy for the farm. The crops grown on the farm (maize, grass and oats) are sent to 'Wight Farm Energy' in Arreton, on the Island, where they are fed into an anaerobic digester to create biogas for homes across the county.

The manor house, cottages and the Cow Co. restaurant are all heated using their own on-site biomass boiler.

These strategies make best use of renewable energy sources.

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► What Curriculum relevant materials supporting school trips to the Isle of Wight and

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Jobs

Categories of economic employment

- So, you have learnt a great deal about the different types of economic activities that are associated with Tapnell Farm Park. Given 'free' choice, which would you choose to do, and why? Have a think about it, and decide what it would be. If possible, you could spend a little time (subtly and non-intrusively!) watching a member of staff doing that job to see what is involved. You might even be able to ask them a little about their job, if you are polite and ask nicely and they have the time to spare a few moments to speak with you.
- When you are ready, complete the 'job application form' below...



Application Form

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Reasons why you are applying for this position/role. Please outline the reasons why you wish to apply for this job, and why you think you are a good candidate for Tapnell Farm Park:

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I would like to apply for this job because I think that working at Tapnell Farm Park would be good because...

Doing this type of job at Tapnell Farm Park has attracted me because...

Skills and abilities. Please outline the skills and abilities that you have, which you feel would make you a good candidate for this position/role, and why we should employ you to work at Tapnell Farm Park:

I am good at _____ (skill) and this makes me a good candidate for this job because...

I am also good at _____, and this would make me a good person for this role because...

So, therefore, you should consider me for the job because ...

Post-Visit Task: Summary Presentation!

You learnt a great deal about the wide variety of different types of economic activity associated with Tapnell Farm Park. Using the photos and everything that you have learnt, you will work in a small group to make a presentation for the class to summarise it all.

Include the photos that you took on your visit and think carefully about how you are going to present it. Here are

some ideas and suggestions to get you started:



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- ✓ Take time with planning what you are going to include and how you are going to present it. Devise a little sketch/plan to work from
- ✓ Divide the work up between your group members so that everyone has a job to do and a role in the preparation and delivery of your presentation
- ✓ Be clear in the way you 'design' it. Try to aim for about 5 minutes in length and make sure that any images or written information that you include is clear and easy to see/read. Summarising key information on any slides that you include (e.g. as a few key bullet points along with a suitable image on each slide) and then talking about it in more detail when you deliver the presentation is better than including tons of written information and simply reading it out!
- ✓ Practise your oral presentation – the pace and clarity of your voice and ensure you feel happy with what exactly you are going to say (making little prompt sheets/notes can help but try to avoid simply sticking your head behind a piece of paper and reading from it!)

