

## 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!

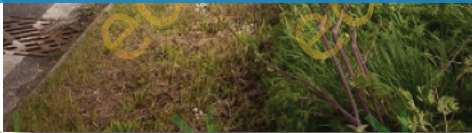
It was the biggest dairy herd on the island; the milk produced was enough to fill 50 Olympic-sized swimming pools and keep everyone on the Island sipping the wholesome white stuff for 3 ½ years!

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

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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.

ON-SITE  
TASKS



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.

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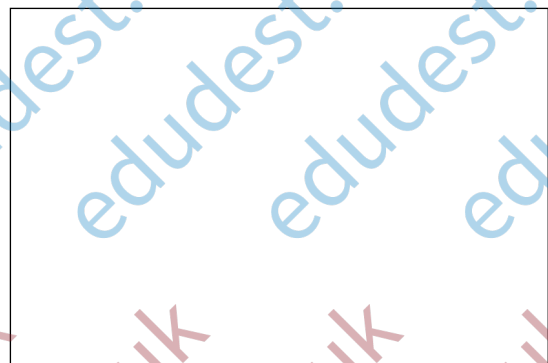
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2. The pillow was introduced in May 2015. The image below shows it being assembled. Draw a sketch in the empty frame beside, showing what the pillow is like today. Then, label and annotate both images to show how it has changed.

- ▶ 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...

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ON-SITE  
TASKS

Although Tapnell Farm 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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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!

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

**ON-SITE  
TASKS**

Activity/ facility	Picture	Jobs involved in the devopment / construction	Jobs involved in the operation / running
Straw bale adventure barn			
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Play barn / soft play			
The animal barn / meet the animals			
Café and shop			

## Extension

Can you think of any jobs that are indirectly involved with, but linked to, what you have seen at Tapnell Farm Park?

Study the example below, and then see if you can draw any similar flow diagrams of your own:

ON-SITE  
TASKS

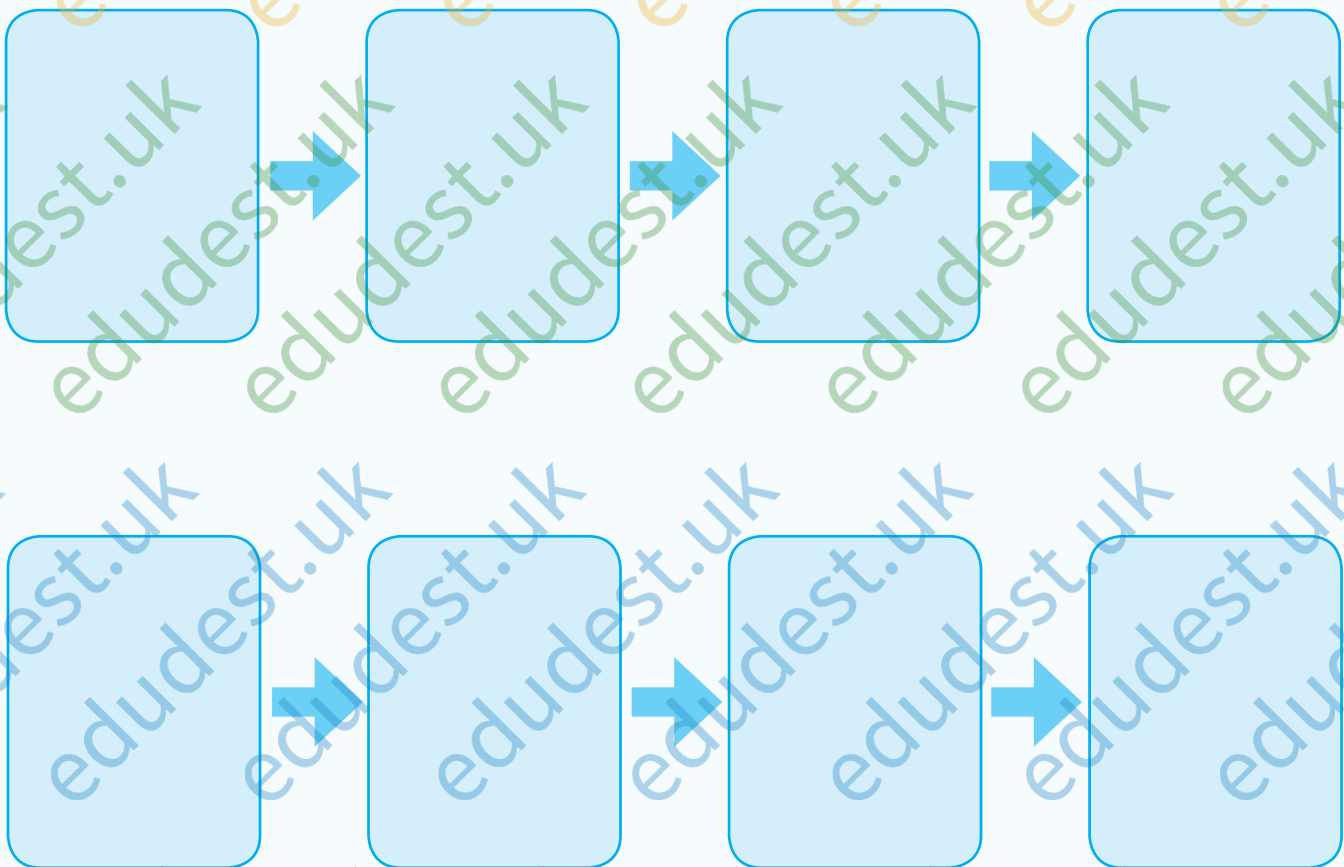


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## Activity 4: Behind the Scenes at Tapnell...



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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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 would like to work at Tapnell Farm Park:

**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:

- ▶ **Extension:** Working with a partner, take turns to 'interview' one another for your chosen jobs! Try to question one another as an interviewer from the park might do, challenging your partner to 'prove' why they are the best person for the job!

## 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!)

