

Farm-tastic Tourism at Tapnell Farm Park!

STUDENT INTRODUCTION

Tapnell Farm 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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Nowadays, the large herds have gone, but the farm has diversified into tourism and leisure. The colourful cows can be found around the farm and you can find out all about them when you visit.

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 and leisure; it is a popular visitor attraction and holiday accommodation provider. It has also diversified into energy production, with four arrays of solar panels across the farm, as well as contributing to biogas generation on the island and using biomass to heat the restaurant.

Although the large dairy herds are now no more, they also still maintain 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 was once like, and how it has diversified into the major island attraction that it is today.

You will consider some of the issues associated with the tourist and leisure developments, and how these are being managed, including Tapnell's approach to sustainability and 'eco'/ethical tourism practices.



PRE-VISIT TASKS

Before your visit to Tapnell Farm, you are going to learn a little bit about where it is, what it was once like, and how diversification has resulted in the attractions and facilities there today.

Task 1: Location, location, location...

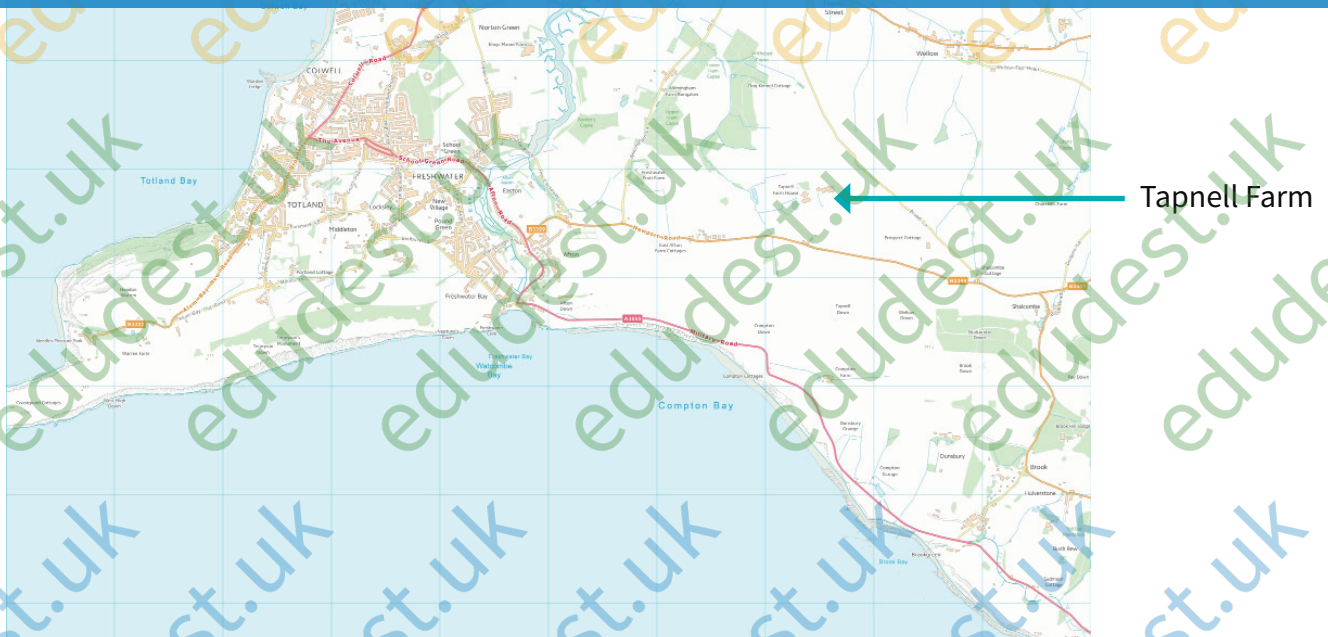
So, where is Tapnell Farm located? Study the map extract below, and then label it to highlight key features of the location of the farm.

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Extension: See if you can also annotate it too. Annotations are different to labels, which are short and simply point out features; annotations are more detailed descriptive and explanatory points. Try to add annotation to describe the location of Tapnell Farm Park in more detail and also see if you can explain why this is a good location for the farm.

From dairy to diversification at Tapnell Farm

152172

PRE-VISIT
TASKS

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, and what has been developed in recent years to turn it into its present 'form'.

There are various types of information 'source' that you should look at, as follows:

- All of the information about, and images of, the farm included in this worksheet (some key images are included on the following pages, as well as throughout the worksheet)
- The map on page 2, and also the GIS map here: <http://www.natureonthemap.naturalengland.org.uk/MagicMap.aspx> Zoom into the western Isle of Wight, find Tapnell Farm marked on and then 'explore' what the location/area is like by turning layers on and off in the 'table of contents'

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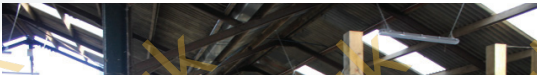
- Reviews and comments about the farm on TripAdvisor here: https://www.tripadvisor.co.uk/Attraction_Review-g503893-d8567468-Reviews-Tapnell_Farm_Park-Yarmouth_Isle_of_Wight_England.html

Images of the farm before diversification



Images of the farm during construction and development

PRE-VISIT TASKS



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Tapnell Farm Park today - after diversification



Using ALL of the above sources, you should now complete the following flow chart in as much detail as you can, to describe what Tapnell was like, and how it has developed and changed into its current 'form'.

What the farm used to be like

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How it changed



What is it like now?

Extension Task**PRE-VISIT
TASKS**

As you have already learnt, Tapnell Farm Park has diversified to generate new income streams. Let's explore this further by considering a couple of questions...

(a) In its former life as a dairy farm, what limitations and issues might it have faced, being purely reliant on this as their only source of income?

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(b) How does diversification into recreation / leisure, and into tourism, help to address these problems?



ON-SITE TASKS

Welcome to Tapnell Farm Park, as it is today!

You have already learnt about what Tapnell Farm 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 Tapnell Farm Park as a tourism/leisure attraction. You will carry out a range of different activities, which will help you to learn and understand:

- how the farm has diversified into recreation and leisure, from dairy farming, and how it has become a honeypot site



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- how Tapnell Farm is striving to be a sustainable tourism / recreation provider.

You should work your way through the activities below, as instructed to do so by your teacher.

Activity One: Like bees to honey

Tapnell Farm might now be considered by some to be a **honeypot site**. Places and attractions that are popular with visitors and therefore attract large numbers of people are known as honeypot sites. Due to large volumes of people, honeypot sites can cause problems for the site, and the wider area, and need to be managed.

At Tapnell, overflow car parks are created in fields and barns adjacent to the main car park to accommodate additional traffic during busy periods. This, and the long drive up from the main road, ensures that traffic does not queue and congest the main road. Also, the design of the farm was carefully considered so that visitors are spread over a wide area to aid 'flow' and create space so that there are no bottle-necks. Also, the daily activities and animal encounter experiences draw people to (and away from) certain places through the day.

You are now going to explore the farm for yourself and learn about all that it has to offer, in order to understand why it has become so popular.

What Am I?

You are provided with a photographic 'clue' which shows part of one of the attractions on the farm.

It is your job to find each attraction and complete the table to describe and explain the ways in which Tapnell is managing its visitors to ensure that they have a safe and enjoyable visit.

| Picture clue | What am I? What attraction does the clue show, and what is it like? | Why am I 'attractive'? Explain why this particular attraction/facility is attractive and enjoyable. Who might it appeal to and why? How | How am I managed? What is Tapnell Farm Park doing to manage this attraction/facility to ensure that people have a safe and |
|---------------------|---|---|--|
|---------------------|---|---|--|

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|---|--|--|--|
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|  | | | |

| <p>Picture clue</p> | <p>What am I? What attraction does the clue show, and what is it like?</p> | <p>Why am I 'attractive'? Explain why this particular attraction/facility is attractive and enjoyable. Who might it appeal to and why? How does it contribute to making Tapnell Farm Park an attractive (honeypot) destination for visitors and tourists?</p> | <p>How am I managed? What is Tapnell Farm Park doing to manage this attraction/facility to ensure that people have a safe and enjoyable visit?</p> |
|----------------------------|---|--|---|
|----------------------------|---|--|---|

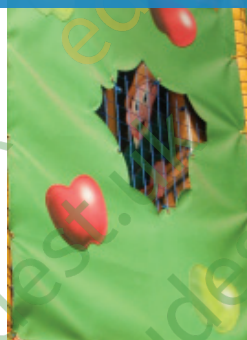


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Extension

Although the Tapnell Farm Park developments have been welcomed and have received a very positive reaction amongst both island residents and visitors, honeypot sites can result in conflict. You are going to consider the potential disadvantages for both visitors, and other 'interest groups', of rural honeypot sites like this.

A **conflict matrix** is a way of identifying and describing the potential conflicts that may arise due to a particular development or activity.

Fill in the conflict matrix below, to describe what conflicts may arise between different groups of people (interest groups).

Try to say both HOW and also WHY conflicts may arise:

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| | | | | |
|--------------------------|--|--|--|--|
| Local residents | | | | |
| Other island attractions | | | | |
| Tourists | | | | |
| Conservationists | | | | |

Activity 2

ON-SITE
TASKS

Number crunching

You are going to do a little maths now. What, 'maths in Geography!' you cry – whatever next?! Tapnell started work to diversify in 2014 and opened its first stage facilities and attractions in 2015.

The number of visitors through the farm park, and the number of bookings for guest accommodation since then, are outlined in the table below.

You should represent the data in graphs, using the templates provided on page 12

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| | Farm park visitor numbers | Accommodation guest bookings |
|-----------------|---------------------------|------------------------------|
| 2015 | 20,000 | 2,500 |
| 2016 | 40,000 | 2,825 |
| 2017 (estimate) | 90,000 | 3,248 |

Extension activity

Now that you have seen how visitor and guest numbers have changed, what might be some of the issues and pressure on the site/area in the future, and how would you suggest that Tapnell Farm might address these?

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Analysis

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Analysis

Tapnell Farm Park has a golden rule, which is: "to pass on our farm in better environmental and productive health that it was at the beginning of our life's tenure".

Sustainability is at the heart of all that they do. Discuss the term **sustainability** with your teacher and make sure that you understand what it means.

See if you can connect the following sentence starters with the right ending, to summarise what they have done, and are doing, to ensure that their farm and its operations are as sustainable as possible. The first has been done as an example:



Sentence starters

Sentence endings

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| | |
|---|---|
| 1. The farm has a golden rule where | an anaerobic bio-digester in Arreton which creates biogas for island homes. |
| 2. A biomass boiler heats the | wood to heat them, which is from the farm or locally sourced. |
| 3. There are four arrays of | visitors about eco-friendly practices such as recycling. |
| 4. Ongoing conservation practices include | are eco-friendly. |
| 5. Vegware cutlery and plates are used | accommodation has been made from wood sourced from the farm itself |
| 6. Accommodation has been built | in the café, which is compostable. |
| 7. Woodchip is used as a natural | breaks down the sewage from the holiday accommodation and turns it into drinkable water |
| 8. The washing station taps are | Cow Co. Restaurant, the Manor and some of the other holiday cottages |
| 9. Hot tubs, with some accommodation, use | paper, plastic, glass, metal and wood can be placed for recycling. |
| 10. The furniture in the new 'modulogs' | operated by the knee and so cannot be left running when not in use. |
| 11. Maize, oats and grass is grown on the farm and fed into | solar panels, providing 500Kw of energy. |
| 12. A borehole on site | material on pathways, and it is locally sourced. |
| 13. Signs inform and encourage | are employed as staff in order to improve employment in the local area and enhance opportunities on the island. |
| 14. The eco-friendly tent, cabin and modulog accommodation | out of wood, so that it is as natural as possible. |
| 15. All cleaning products used | will supply water in the near future. |
| 16. Local people | |
| 17. A sewage treatment plant | |

Extension Now that you have completed the activity on page 14, and know all about the various ways in which Tapnell Farm is striving to be sustainable, you need to see if you can explain WHY each thing is sustainable.

ON-SITE
TASKS

Complete the sentences below - the first has been done for you as an example:

1. This is sustainable because recycling as much as possible reduces the amount of waste that goes to landfill. This means that less space is required for landfill and also that less harmful gases are released into the atmosphere as certain things decompose. As decomposition of things like plastic can take hundreds of years, recycling them is clearly better, and they can be reformed into other useful products.
- 2.



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4.

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13.

14.

15.

16.

17.



Increasingly, people are becoming more and more aware of their impact on the natural environment and are seeking ways of reducing it. Eco-tourism, ethical tourism and responsible travel is becoming more popular as people try to reduce their 'ecological footprints'. Discuss these terms with your teacher to ensure that you understand their meaning, if you are not already sure!

You have learnt about the ways in which Tapnell is doing all it can to be as sustainable as possible, and to promote sustainable tourism. Design a flyer in the frame below, to promote Tapnell Farm Park as a sustainable holiday destination. Include persuasive information about the farm's sustainable practices, and include at least two sketches of farm scenes relevant to what you have written in the flyer (try to sit in a good place and sketch these by making direct observations).

Holidays with a heart at Tapnell

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Post-Visit Task: Local Reporters

You work for the County Press, the Isle of Wight's Newspaper. You have visited Tapnell Farm Park to prepare for a piece about the farm's developments and sustainable practices.

You have everything you need; your research into what the farm park is like, what's there and how they are managing it all in a sustainable way, interviews of visitors and guests, and photos of the farm attractions and accommodation.

You are now going to write your article for the next week's paper.



You should:

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1. Decide on a snappy slogan as your title, grab the reader's attention
2. Write a sentence to start your article. Again, this opening should give a precis of what the article will be about, and will 'engage' the reader and encourage them to want to read on
3. Write the body of your article. Consider:
 - a. Content – what things do you want to talk about
 - b. Structure – how are you going to structure the written content. Your decision about (a) above will help you to structure it – each 'aspect' or 'topic' that you cover can form a new paragraph
 - c. Interviews/quotes – use your imagination and include some pretend quotes from people that you interviewed
 - d. Factual detail – you have some data about the growth of the farm which you could include
 - e. Layout and appearance – consider using columns and pictures so it has that authentic newspaper 'look'. Also, avoid making it appear too wordy; pictures help to break the text up and also 'add' to the article if they are relevant and well placed. Always describe what a picture shows in a little caption.
4. Sum it up with a conclusive and snappy ending.

Be creative yet informative and, above all, enjoy!

