



**Feather Down**  
Escape to a simpler life

Feather Down Farms are  
looking for farmers just  
like you!

Earn a second income  
with small-scale tourism  
on your farm.



“One of the world’s  
best family holidays”

Conde Nast Traveller (May 2022)



Feather Down Farms has been the UK market leader in farm holidays for more than 17 years. More than 40% of our guests return every year.



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## The UK’s most loved family holiday for nearly 20 years

**Over the past two decades, we have developed a golden formula: spend the night in the beautiful countryside on the farm, in a spacious and comfortable canvas hideaway, without electricity and Wi-Fi. This means quality time for each other and enjoying the outdoors.**

With this strong and unique concept, we know better than anyone how to offer guests an unforgettable farm experience. And this is reflected in the figures, with 91% of guests recommending a Feather Down stay to friends and family. With an average of 7 canvas hideaways per farm, we allow guests to enjoy a small-scale introduction to farm life. Our cosy cottages under canvas offer the comfort of a house and the charm of a tent. Guests of Feather Down Farms are often families with children aged 0–12 years who enjoy the peace and adventure of the outdoors. They come for our unique concept and to experience up close what life is like on the farm.

We believe it is important to back British farming and support farmers as key figures in our society. We now have more than 60 locations across 8 countries, with a valuable network. Yet Feather Down remains small-scale and personal to our guests.



### Feather Down Farms in the UK



## Will you become a Feather Down farmer?

- ✓ Are you looking for extra income besides the work on the farm?
- ✓ Are you welcoming and hospitable?
- ✓ Would you like to host guests on your farm and share your farming life with them?

### Then we are looking for you!

Take the test to see whether your farm is suitable for Feather Down on page 11.



“Share your passion for farm life with guests on the farm.”

## Unique Benefits at Feather Down Farms

- ✓ Generate a second annual income
- ✓ Benefit from a strong brand
- ✓ Market leader in farm holidays for 20 years
- ✓ 40% of our guests return each year



## We are looking for you!

**We would like to welcome some new farms to the Feather Down network. We bring guests directly to your farm, so you can generate additional income as a partner with us. We will share our expertise with you and take care of bookings, marketing, and the maintenance of the canvas hideaways.**

Feather Down is not just about sleeping on the farm in a cosy canvas hideaway, but also about sharing your passion for farming with the guests, teaching children about farm life away from classrooms in a hands-on experience.

With you they discover how cows are milked, where food comes from or how a lamb is born, making connections between farm and fork in real life. These are unique experiences that only you as a farmer can offer.

Our guests love what we do, and that means that they keep coming back. They enjoy the peace, nature, friendliness, and farm life.

Our season runs from April to October, the rest of the year you can enjoy the peace and quiet on the farm (we know you'll be busy with your normal farm activities too!).



The Harrold family has farmed Heydon Grove Farm in Norfolk since 1957.

**Rory was born there, and so were his son and daughter. As with many farms, they needed to look for a further independent income stream and explore different ideas for diversification.**

After seeing an advert online about diversifying with a farm stay glamping product, Rory got in touch with Feather Down Farms. Now in their 3rd season, Rory shares the highs and lows.

**What was the most difficult thing about the planning process?**

Highways caused some issues, stating there would be too much traffic. We made some adaptations to the entrance, which was then accepted.

**What did you like about the Feather Down brand and concept?**

I liked the simple design of the tents, the booking system, and the close contact and support with the team. It would have been daunting doing it alone, and out of my knowledge areas.

**What is your favourite guest memory so far?**

Just seeing the guests go home relaxed and happy. The children often leave notes, and we love that.



## Additional income

- ✓ Our famous pizza evening
- ✓ Offering fresh bread in the morning
- ✓ Selling meals such as a breakfast basket or farmers stew
- ✓ Activities such as alpaca walking, pony grooming or water sports
- ✓ Income from hot tubs

## We're a partnership

**By joining Feather Down you can earn a second income as a farmer. At the heart of the Feather Down partnership is great cooperation and as a farmer, you join a warm network with years of experience. The night fee forms the basis of the income but there is flexibility for you to be unique and offer other services and extras to your guests to generate additional income.**

Each farm has a minimum of 5, and a maximum of 10, canvas hideaways. You can count on a net income of £5000 per tent per season. We ask you to invest in the groundwork to the farm, which you make back usually within your first season. We start with an initial 5-year contract, which can then be extended every year.

In addition to the main night fee, our brand includes an honesty shop at each farm where local produce is at the heart of what's offered. In every way, Feather Down farms can become a support to the rural communities.

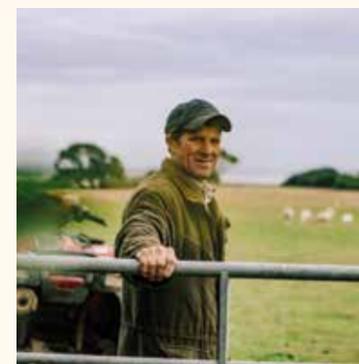
There is also a weekly pizza evening on the farm. We provide you with an outdoor wood-fired pizza oven and each week you create a pizza experience with your guests. The income from this is entirely for the farmer. You can also offer other activities or extras which suit the farm - this is where each farm is unique amongst the Feather Down brand.

## Income example

7 canvas hideaways	£35000
Sale of extras	£5000
Pizza night - 250 x £12.50	£3125
Income from the farm shop	£5000
<b>Total income per season</b>	<b>£48125</b>



**You can earn £5000 per canvas hideaway net income per season**



# Starting the Feather Down journey

**Feather Down takes most of the work off your hands. The canvas hideaways are completely installed and furnished by us: from the egg cups to the wood stove. We prepare everything to receive the first guests and provide maintenance and operational support before, during and after the season.**

We do the marketing and promotion, so you achieve optimal occupancy. Thanks to our years of experience and our regular guest base, guests can quickly discover your farm. You can also count on us for the administration surrounding all bookings.



**“40% of our guests return every year. Build a bond with guests who consider your farm their second home.”**



# The farmers part

**Your farm must be in a beautiful, rural location. The farm needs to be an active, working farm as this is the way our guests experience your world. And finally, you need to have some land that is big enough to accommodate a minimum of 5 canvas hideaways, to a maximum of 10, considering each hideaway is 20m<sup>2</sup>.**

We ask you to invest in the groundworks, and a farm shop, running water and sewerage. We also expect you to arrange planning permission with your local authority. We will be with you every step of the way and have planning consultants to help, and a technical and maintenance team to advise and support where needed.

Are you ready for the start of your Feather Down journey? A warm welcome and rural hospitality are the start of a pleasant stay. Show the guests around the farm and tell them all about farm life.

**“What a child learns during their stay, stays with them. It is an education out of the classroom.”**

There is plenty of space on and around the farm where children can play outside, where they can find their imagination and independence.



**“According to research by the NFU in July 2023\*, 34% of farmers have already diversified their farms and 48% of farmers have a farm handover plan in place.”**

# Are you right for us?

Scan the QR code on the opposite page and test whether your farm is suitable. At the end of the survey, please enter your contact details and we will contact you to discuss the next steps and to arrange a visit to your farm.

We can talk through all the details with you, and you can meet a Feather Down Farmer to find out what they think about working with us.

## Planning permission

If you are enthusiastic, and we are too, then we start on the practical matters. We sign a letter of intent together, and with our guidance, you submit your planning application to your local authority. Together we will look at the best spot for the canvas hideaways and we can make drawings with you to submit and support your application, as well as illustrate a business plan for you.

## Good news!

Congratulations, you have been granted planning permission. We sign a cooperation agreement together. Our technical and maintenance team will inform you of the build plans and dates. We add your farm to our website and start generating bookings for you. This way you get off to a flying start.

## Installation of the canvas hideaways

The last step before you open for guests is the installation and groundwork. Our team will visit and together you do the planning. You start on the groundworks, water supply and drainage, and then the hideaways are installed and furnished. Our Operations Team will then support you through hand books and guidance, so that you are confident and happy when your first guests arrive.

“We guide and support you through the entire process. Our team has over 20 years of farm stay experience helping farms diversify. When we partner with a farm we are committed to rural locations, where we make a conscious commitment to not be part of over-tourism in crowded areas.”



“Let the adventure begin”

## Is your farm suitable for Feather Down? Do our quick test!

The farmers of Feather Down Farms are first and foremost farmers, but they are also hosts or hostesses. They enjoy sharing their passion for farm life with guests, and the importance that British Farming plays in our everyday lives. Our Feather Down farms are in rural areas, with animals or a farming story to tell. Is your farm what we are looking for?



Scan me!





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