

cloughbottom

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TOURISM AWARD WIN BOOSTS 40 YEARS OF DIVERSIFICATION SUCCESS AT CLOUGH BOTTOM FARM

Unlike many farms in the Ribble Valley that were forced to diversify following the foot and mouth crisis in 2001, the Backhouses at Clough Bottom Farm, Bashall Eaves had as early as the 1960's the foresight to look at how the farm's income could be boosted by introducing different varieties of livestock, poultry and modifying farm production.

Fast forward 40 years, and Clough Bottom now owned by Harry and Jane Backhouse has just won the Self Catering Award at the Lancashire & Blackpool Tourist Board Tourism Awards 2009/10, and was also a finalist in the Sustainable Tourism Award category.

With an overarching organic philosophy underpinning each of the businesses and a strong commitment to keep their environmental impact to an absolute minimum, Clough Bottom still operates as a working farm, focusing on the rearing of an organic beef herd but is also the base for three other successful offshoots, employing a total of eight full and part-time staff.

As well as a successful management training centre called Focus Experiential Training boasting clients such as Coca Cola, Warburtons and First Direct, the farm also has a trees and shrubs nursery which sells over 100 varieties and more than 5,000 specimens from standard trees to ornamental shrubs.

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The award winning holiday cottages were converted from redundant farm buildings and offer outstanding levels of accommodation, with sustainability being at their heart and as holders of the Green Tourism Business Scheme Gold Award, has in place strategies for recycling and waste reduction, as well as using chlorine and phosphate free cleaning materials throughout.

Commenting on the cottages success Jane Backhouse said, "We're obviously delighted to have been recognised for our 'complete holiday experience'.

"We pride ourselves on maximising our guest experience, which goes hand in hand with sustainability, from our seasonal organic fruit and vegetables guests can help themselves to, through to our range of 'Food from the Farm' chutney, jams and ready meals and promoting the philosophy of Stay Local, Eat Local, Buy Local, See Local'.

"We're always looking at new ways in which we can add value and this year have opened a guest reception and farm food shop, introduced wildlife diaries in all the cottages for guests to record sightings of birds and animals, and added a 'What's On' calendar on our website, promoting events and attractions in the local area."

Clough Bottom will now go on to the North West finals in September, competing against accommodation providers from Manchester, Liverpool, Chester & Cheshire & Cumbria.

For more information about the range of businesses at Clough Bottom Farm visit www.cloughbottom.co.uk

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Issued on behalf of Clough Bottom Farm by Adam Howard PR

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