

# Scottish Agritourism Monitor Farm Programme

## August Virtual Meetings Report

**Meeting 1 – Post Lockdown Business Health Check  
Coping with Bush Fires & Covid – Carly Bussenchutt  
Agritourism on Kangaroo Island, Australia  
Thursday 13<sup>th</sup> August 2020**

**Meeting 2 – Gift Vouchers & Christmas Promotions  
Tuesday 25<sup>th</sup> August 2020**



*Carly Bussenchutt on her farm on Kangaroo Island, South Australia*

Due to the current Covid-19 restrictions the Scottish Enterprise Agritourism Monitor Farm Programme is being delivered virtually to continue to allow support to be provided to Agritourism businesses across Scotland.

## MEETING ONE SUMMARY – 13<sup>TH</sup> AUGUST 2020

**Topic: Post Lockdown Business Health Check** (with programme facilitator, Caroline Millar)

### **Carly Bussenchutt, Australia**

Thanks to digital technology, we were joined by Carly Bussenchutt, an Australian farmer and agritourism business owner for this business health check meeting.

Carly has not only had to cope with Covid-19 this year, but in early 2020 her family's life as well as her farming and tourism business was endangered by dreadful bush fires which affected many parts of Australia, including Kangaroo Island.

Carly shared a very moving and inspiring story about resilience and putting Covid-19 into perspective, having come through a much worse experience with the bush fires.

[Watch Carly's presentation here.](#)

### **Monitor Farmer Updates**

Both Jo and Stuart McNicol, the East Central Monitor Farmers, and the Lennox Family, the West Central Monitor Farmers gave an update on the progress in their businesses despite Covid-19.

[Watch the presentation from Drift here.](#)

[Watch the presentation from Lennox of Lomond here.](#)

We also heard from Ailsa Currie of Bellevue Farm Cottages on Arran regarding a change she made in her business following one of the monitor farm meetings. Ailsa has created a new post in her business and recruited a new employee to free her up to allow her to focus on strategic growth.

[Watch Ailsa's feedback here.](#)

## MEETING TWO SUMMARY – 25<sup>TH</sup> AUGUST 2020

**Topic: Gift Vouchers and Promotions** (with Lesley Wood from [LMW Consulting](#))

Gift vouchers are searched for, on average, 18,100 times each month online and offer a seamless convenience to givers as well as giving the recipients a choice and easy payment method.

Gift cards and promotions are a great way to raise awareness and grow sales for your business. Adding gift cards to your marketing mix engages customers and keeps them coming back.

### Why use gift vouchers?

- Another product to add to your product range
- Choice – you're enhancing the way people buy from you and what they buy for you
- Brand awareness/a new market – the voucher paying customer may never be the visiting customer
- Cashflow – buy now, pay now, use later (or not in some cases but you still have the money in your bank)
- It's what the consumers want!

### Gift voucher considerations for your business;

- Firstly, do you sell gift vouchers?
  - o If you do offer gift vouchers, do you sell them all year round? Seasonally? For specific services?
- Value – multiples £5, £20, £50, £100. Give customers the choice
- Is it an e-voucher, printed or both?
- Delivery – do they get a copy of the voucher via email or do you post it?
- Expiry – 6 or 12 months? Or do you have a limit? **It is recommended to always put a timescale on expiry (12 months is often standard)**
- What makes your gift voucher unique and appealing?
- Is the voucher going to be used for a specific service or will you have one generic design that covers all your services? (e.g. accommodation and not a farm tour)
- Make your terms and conditions clear
- Managing gift vouchers – how are they being managed, do they have a unique code so you can identify when they have been redeemed?
- Gift voucher 'plug in' on your website – some websites will have the plug ins included and others will need them to be additionally added.
  - o There is also an option to use a third-party service such as [vouchercart.com](http://vouchercart.com) which can allow to you build/personalise your own gift voucher which will link to your website (more details on both options available via the presentation linked below).

### Marketing your Gift vouchers (digitally)

- Make sure they are easy to find on your website. Good idea to have a tab on the homepage
- Have a desirable landing page
- Google Ads
- Social media
- Email (essentially a campaign)
- Signs up in your business (if it's a shop or in a welcome pack if it's accommodation stating you can purchase gift vouchers
- Call it a 'gift voucher'. This is what the majority of people will search if they are going online to purchase one.

[Full presentation from the meeting available here.](#)

## MEETING ATTENDEES

First Name	Surname	Business	Website	13 <sup>th</sup> August	25 <sup>th</sup> August
Ailsa	Currie	Bellevue Farm Holiday Cottages & Farm Tours	<a href="http://www.bellevue-arran.co.uk">www.bellevue-arran.co.uk</a>	✓	✓
Aimee	Budge	Bigton Farm	N/A	✓	
Alison	Younger	Old Leckie Farm	<a href="http://www.oldleckie.co.uk">www.oldleckie.co.uk</a>	✓	✓
Anne	Lennox	Lennox of Lomond	<a href="http://www.shemoreonlochlomond.com">www.shemoreonlochlomond.com</a>	✓	✓
Bobby	Lennox	Lennox of Lomond	<a href="http://www.shemoreonlochlomond.com">www.shemoreonlochlomond.com</a>	✓	✓
Chris	Scott-Park	Portnellan Farm LLP	<a href="http://www.portnellanfarm.co.uk">www.portnellanfarm.co.uk</a>		✓
Caroline	Robertson	Visit Scotland		✓	✓
David	Scott-Park	Portnellan Farm LLP	<a href="http://www.portnellanfarm.co.uk">www.portnellanfarm.co.uk</a>		✓
Fiona	Grant	Avielochan Cottages	<a href="http://www.avielochancottages.co.uk">www.avielochancottages.co.uk</a>	✓	
Fiona	Scott	The Mill at Fearn Farm	<a href="http://www.fearnfarm.com">www.fearnfarm.com</a>	✓	✓
Freda	Scott-Park	Portnellan Farm LLP	<a href="http://www.portnellanfarm.co.uk">www.portnellanfarm.co.uk</a>	✓	✓
Gordon	Murray	Craigmaddie Muir	<a href="http://www.craigmaddiemuir.co.uk">www.craigmaddiemuir.co.uk</a>	✓	✓
Helen	Smith	Byres Farm	<a href="http://www.byresfarm.co.uk">www.byresfarm.co.uk</a>	✓	✓
Jasmine	Jackson	Jacksons at Jedburgh	<a href="http://www.jacksonsatjedburgh.co.uk">www.jacksonsatjedburgh.co.uk</a>	✓	✓
Jane	Foad	Boutique Farm Bothies	<a href="http://www.boutiquefarmbothies.co.uk">www.boutiquefarmbothies.co.uk</a>		✓
Jean	Wilson	Lime Tree Larder	<a href="http://www.limetreelarder.co.uk">http://www.limetreelarder.co.uk</a>		✓
Jessica	Stevenson	Luxury Lodges St Andrews	<a href="http://www.luxurylodgesstandrews.co.uk">www.luxurylodgesstandrews.co.uk</a>		✓
Jo	McNicol	DRIFT.	<a href="http://www.castletonevents.weebly.com">www.castletonevents.weebly.com</a>	✓	✓
Kay	Wilson	Lennox of Lomond	<a href="http://www.shemoreonlochlomond.com">www.shemoreonlochlomond.com</a>	✓	✓
Kate	Sankey	West Moss-side	N/A	✓	
Lynn	Jobes	Beirhope Alpacas	<a href="http://www.beirhope.co.uk">www.beirhope.co.uk</a>		✓
Lucy	Tile	Bairnkine	<a href="http://www.bairnkinecottages.co.uk">www.bairnkinecottages.co.uk</a>	✓	✓
Nikki	Storrar	Ardross Farm Shop	<a href="http://www.ardrossfarm.co.uk">www.ardrossfarm.co.uk</a>		✓
Niall	Bowser	Argaty Red Kites	<a href="https://argatvredkites.co.uk/index">https://argatvredkites.co.uk/index</a>	✓	✓
Rhona	Neil	Smahame	<a href="https://www.smahame.com/">https://www.smahame.com/</a>		✓
Robert	Wilson	Fluffy Moos	<a href="http://www.fluffymoos.com">www.fluffymoos.com</a>	✓	✓
Sacha	Grierson	Hugh Grierson organic	<a href="http://www.hughgrierson.co.uk">www.hughgrierson.co.uk</a>		✓
Sarah	Restall	E M Farming	N/A	✓	✓
Sarah	Redman	Creese Escape Shepherds Hut	<a href="http://www.creesideescape.com">www.creesideescape.com</a>		✓
Sheila	Bannerman	Old Manse Farm	N/A	✓	
Shona	Duncan	Duncan Family Farms	<a href="http://www.duncanfamilyfarms.co.uk">www.duncanfamilyfarms.co.uk</a>		✓
Sophie	Thompson	Newton Farm Holidays	<a href="https://newtonfarmholidays.co.uk">https://newtonfarmholidays.co.uk</a>		✓
Trudi	Cuteo	Carfrae Farm	<a href="http://www.carfraefarm.com">www.carfraefarm.com</a>	✓	✓
			<b>TOTAL</b>	<b>21</b>	<b>27</b>