



## CASE STUDIES OF PREVIOUSLY FUNDED PROJECTS LOCAL TO COLCHESTER CITY COUNCIL AREA AND BEYOND

The following case studies are all projects that have received funding from previous rural development grant schemes. They provide an indication as to the breadth of what can be delivered and achieved under the Rural England Prosperity Fund grant scheme to promote growth in the rural economy through support for rural businesses and rural communities.

Activity Area	Case Study
<p><b>Business Support: Adding Value</b></p> <p><b>Fruit Farm – New Products</b></p> 	<p>A soft fruit farm (strawberries, raspberries and blackberries) in south Suffolk who supplies the East of England Co-op as well as several farm shops received funding support to create a purpose-built pack-house and workshop that includes a kitchen area for developing new products. The new building has helped the business to increase productivity and as part of the project the new kitchen area will develop a new range of products. The project created 1 full time job.</p>
<p><b>Business Support: Farm Diversification</b></p> <p><b>Plant Nursery</b></p> 	<p>A retail plant nursery received funding support for the building of a new covered structure to expand their outdoor retail area for displaying and selling plants. The project helped reduce wastage of plants and provides a better shopping experience for customers (especially in poor weather) as well as improving turnover. The project created 2 full time jobs.</p>

## Activity Area

**Business Support:**  
**Farm Diversification & Adding Value**

**Farm Shop and Butchery**



## Case Study

A family farm received funding to build and fit out a new butchery and farm shop. The project enabled the farm business to butcher its home-grown meat and sell it in the newly built farm shop. The project has supported the farm business by increasing its turnover and profit margins. The new diversified enterprise has created 4.5 full time jobs.

**Business Support:**  
**Farm Diversification and Tourism**

**Cafe**



An existing diversified farm business set out the goal to make a 'destination' for visitors. It had already utilised redundant buildings to diversify with a cookery school, wine shop and accommodation. It received funding to add a café onto the site. The new enterprise has increased the farm business turnover and created 4 new jobs.

**Business Support:**  
**Farm Diversification & Tourism**

**Glamping**



A farm that had diversified into a vineyard with a 'cellar door' where events (weddings) are held responded to demand from visitor to provide high quality glamping accommodation on the edge of the vineyard. Grant was received for the conversion of a redundant grain silo to a self-contained two bed glamping unit. A Poachers Hut was also added to the site that sleeps two people. 2 new jobs were created.

## Activity Area

**Business Support:**  
**Tourism**

**Accommodation**



## Case Study

A wedding venue business (with attached gardens and vineyard) was awarded a grant to refurbish a disused barn into quality accommodation. The accommodation could be used for wedding parties or, when not needed, be available for bed and breakfast or self-catering bookings. The project helped the business to meet an existing demand for accommodation and expand demand for their vineyard tours. The project created an additional 1000 overnight stays per year and 1.5 new full-time jobs.

**Business Support:**  
**Adding Value**

**Food Processing**



The company source, sell and deliver game & wild meat including venison, game birds, rabbit and even squirrel from farms and estates, directly to customers, butchers and supermarkets. They received a grant towards the purchase of new equipment to assist them in making the business more efficient and effective through the creation of a bespoke cutting, wrapping, labelling and branding service, to help the business grow further. 2.5 new full-time jobs were created.

**Business support: adding value**



A fruit grower and juice and puree manufacturer produce fruit juices for several well-known drinks brands. They were awarded grant money towards the purchase of two new pieces of equipment to enable them to create clarified fruit juices for their customers and new freezer units to enable them to blast freeze fruit and increase their capacity to cope with increased demand for their products. This has increased their productivity due to the new machinery providing a higher yield from the fruit used. A further benefit of the project is that the business have also now started up their own fruit juice brand. 3 new jobs were created.

## Activity Area

### Rural Communities: Green Space & Social Action Projects



## Case Study

A local nature conservation charity is responsible for looking after nearly 8000 acres of important wildlife sites. They received a small grant towards the purchase of a firewood processor for their Nature Reserve to help improve the efficiency of their woodland management on the site.

### Rural Communities: Green Space & Volunteering



A small woodland trust whose aim is to preserve and conserve the woodland area, installed infrastructure for the advancement of education and history of the woodland flora and fauna and provide a well maintained facility for the recreation of local residents and users

### Rural Communities: Community Shop



A group of passionate residents agreed that the community needed and would benefit from a new shop and café selling local produce to local people and providing a new community hub. Funding was awarded that helped to fund the construction of the new specially designed building by a local builder, and other grants then contributed to kitting out the kitchen and café. Over 90 volunteers have signed up to work in the shop, while the business has also hired a full-time manager and two part-time supervisors and offered paid summer work experience for six local school-leavers.

## Activity Area

**Rural Communities:  
Community Infrastructure,  
Volunteering and Social  
Projects**



## Case Study

This project supported a small mental health charity to offer its services to a new group of users - people with mobility problems - through the funding of new walkways around the Charity's 5-acre site to enable improved access to wheelchair users and those with poor mobility. 4 new jobs were created.

**Rural Communities:  
Community Groups**

**New Cricket Practice Facility**



Funding was provided to support a village Cricket Club install a new 2-bay cricket practice facility at their ground but outside of the field play (therefore allowing coaching/ training to happen concurrently with matches, both junior and senior). The need arose due to increased demand as a result of growing Junior and Adult sections.