

Tall Trees Leisure Park

Awarded £36,060 under Measure: 312 Support for Micro Enterprises

Tall Trees Leisure Park is an established family business set on 35 acres with an existing 15 acre camping and caravan park, four acre rally field and a farm shop selling local produce. In order to cater for the steadily increasing demand the business wanted to provide premium sites for thirteen new hard standing areas for static caravans, either rented or owner occupied for which there was demand. The Fens Adventurers grant was part of an investment of over £90,000.



The project was completed in April 2011 and involved the construction of the hard standing areas, installation of electrical sub stations for the caravans, and a new fob controlled access gate for increased security for visitors and occupiers. The new premium sites were then marketed to potential users through various tourist media channels and the visitor numbers monitored.

Colin Fryett one of the Directors said "This has benefited the business and helped to increase turnover, creating one job and safeguarding two more. In addition we have more than doubled our target for overnight stays which has helped to increase visitor spend to local amenities and attractions."

www.talltreesleisurepark.co.uk



Fens Adventurers Rural Development Programme is an RDPE initiative delivered through the Leader approach, managed by Cambridgeshire County Council & Cambridgeshire ACRE and supported by Defra, Local Authorities & the EU's European Agricultural Fund for Rural Development: *Europe investing in rural areas.*