

## Investing in Rural Diversification

### GRANT RECEIVED

### Rural England Prosperity Fund (REPF), Rural Business Grant

Diversification of commercial activity on a large estate to include the creation of a farmers' market and infrastructure to support this



Worstead Estate, based near the small village of Smallburgh, have ambitious plans to explore the diversification of their extensive estate. This will help them to create long term sustainability, generate new income streams, but also make a valuable contribution to local people and supporting fledgling enterprises. They are achieving this through a range of activities such as the establishment of a venue for weddings and events, as well as offering visitors opportunities for short term lets and holidays.

Key to the Estate's future is the development of their farm buildings where they have created a home for small micro businesses. These include a laundry operator, a wagu beef herd and the well-known Wildcraft Brewery. All these businesses support one another through a circular economy model. Freshly laundered sheets feature in all the accommodation and the wagu beef herd feed on the spent barley from brewing.

Their latest investment was to support a monthly farmers' market which showcases the very finest in fresh local produce, supporting local businesses and providing a place to shop and browse for locals and visitors alike. The business benefits from the operation of the farmers' market as a visitor destination. Wildcraft Brewery has also benefitted from visitors using the tap room and café. Other small-scale producers and craftspeople in the area also have the opportunity to sell their produce and goods. Customers have valued being able to buy local produce and products with low food mileage.

The market is now held in a striking Norfolk-red brick barn at Church Farm where a group of stallholders attend regularly, with additional guest stalls bringing a mix of new produce. With support from North Norfolk District Council and funding from the Rural England Prosperity Fund (REPF), Worstead Estate were able to deliver the

infrastructure to support this development. The farmers' market, held on the third Saturday of each month has grown rapidly. The Estate now attracts near approximately 200 cars every month for the farmers' market. Worstead Estate and the farmers' market is easily accessible with bus routes and stops nearby as well as walking, cycling and even horse-riding trails.

**“North Norfolk is stunningly beautiful, the skies are big, the air is clean.**

**The Rural England Prosperity Fund really enabled us to develop this project which is taking this site to part farmyard, part business enterprise. We wouldn't have been able to achieve this project without the funding from North Norfolk District Council. By creating our destination, we create a destination for others.”**

Gavin Paterson,  
Worstead Estate

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[www.worsteadestate.com](http://www.worsteadestate.com)



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