



# Naze View Farm Developing a unique holiday experience

**Sector:** Hospitality & leisure  
**Location:** Whaley Bridge, High Peak

## Support Accessed

Action Planning Workshops • Business Diagnostic • One-to-one Coaching • Webinars

## About the Business

Naze View Farm is a small-holding farm in the High Peak. It offers self-catering accommodation and a unique alpaca experience. The business was established in 2019 when husband-and-wife team, Paul and Clare Hoggins converted one of their outbuildings into a luxury two-bed self-catering holiday let. Keen to create a unique destination, they also offer a 90-minute Alpaca experience where guests can walk, cuddle and learn more about caring for these South American animals.



## Challenges

The couple purchased the farm as part of their retirement plans but wanted to turn it into a revenue-generating business. They opened their doors in August 2020 during the first Covid lockdown and were fully booked very quickly. However, the restrictive tier systems and second lockdown meant they could not stay open to guests, and had no income.

Clare approached D2N2 Growth Hub for support in helping to market the business to a wider audience ahead of the 2021 season, to help sustain the business going forward.

## The Solution and Impact

A D2N2 Growth Hub adviser carried out a business diagnostic and helped Clare develop a three-year growth plan. The business was also supported in accessing various Covid-19 support funds.

During lockdown, Clare attended several social media, marketing and website development webinars and action planning workshops delivered by the Growth Hub to develop her skills and to better understand how to promote the business online.

The couple have now launched a new website and have developed a marketing plan, using social media and digital channels to secure more bookings and to promote the business to a wider audience.

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

“The help we’ve received from the Growth Hub, and its workshops, has been invaluable. Whilst I had some knowledge of digital marketing, such intense learning has given us the skills and confidence to know what we are doing is right, so we can do more of it.

“It’s also given us the confidence to change tack when needed. Originally, we had considered launching an online shop of quality items made from alpaca fleece and alpaca-related gifts. When we investigated it further, we came to the conclusion that continuing with our current sales approach – selling in-person to local people and guests – was a better fit to our ethos as a small, personable and friendly business.”

**Clare Hoggins,**  
**Co-founder, Naze View Farm**



“As the owner of a holiday let myself, I can fully attest to the hard work involved in running such a business. Add on a visitor experience as well as a retail arm, as is the case at Naze View Farm, and it is a real undertaking for a two-person business. It’s clear that the business has a unique offer in a beautiful part of the High Peak, and we wish them all future success.”

**Paul Stuart, Head of Enterprise,**  
**East Midlands Chamber**

