

# OCR

Oxford Cambridge and RSA

**Friday 19 May 2017 – Morning**

**AS GCE LEISURE STUDIES**

**G182/01/CS** Leisure Industry Practice

**CASE STUDY**

**Duration:** 1 hour 30 minutes



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## Daisy Daisy

Daisy Daisy is an ice cream parlour located in rural Devon. The ice cream parlour is owned by the Noble family, who have farmed in the area for five generations. Currently the farm is run by James Noble, and his wife Sally. The farm has a herd of Jersey cows, and the concept behind the parlour is to provide people with an opportunity to experience their high quality home-made ice cream from the place where the milk is produced, as they say “from the cow to the cone”. The ice cream parlour has been open for three years. 5

The parlour is situated on the family farm. When it was first established it only served take away ice creams from a converted cowshed. The parlour has developed significantly since then. Initially a small part of the farming business, the parlour has grown year on year and is now a visitor destination in its own right, contributing 50% of the farm’s income. Currently the facilities at Daisy Daisy include: 10

- café with seating for 60 people, 30 in the converted cowshed and 30 in the new purpose built extension
- outdoor children’s play area
- small gift shop, selling crafts and foods from local producers
- an outside eating and seating area, only used in good weather
- car parking, which is only accessible to cars
- cowsheds, with calves in pens for visitors to view. 15

Initially a small ice cream parlour, the café side of the enterprise has taken off and they now offer a range of light lunches, snacks and drinks as well as home-made ice creams. 20

The parlour is open every day except Monday, even if a bank holiday. The opening hours are between 10 am and 5 pm. It is particularly busy from 10 am to 2 pm each day and on a weekend. If you wish to sit in the old cowshed, then booking is necessary. Often people are turned away because the café is full to capacity.

All of the food served in the café, like the ice cream, is home-made and is sourced locally. Although Daisy Daisy highlight this on some of their marketing materials, Sally feels it is a selling point that they have not yet fully used to their best advantage. Sally now has over thirty local suppliers bringing in produce for the café and farm shop. As a result storage of stock has become an issue as there is limited space available and many of the items of stock are perishable. 25  
30

Up to this point they have managed to maintain the business using manual records. James feels it is time to update and they are now looking into an electronic stock control system. In terms of their public face, Daisy Daisy is very forward thinking, with an internet site, through which bookings can be made. They also use Facebook and Twitter as a means of staying in touch with customers and telling them what is happening. James and Sally see electronic communication as essential to the success of the parlour. 35

When James and Sally came up with the concept of Daisy Daisy they wanted a facility that would attract and cater for families. For children between the ages of two and six years old, Daisy Daisy provides a dedicated play area, which has a range of play equipment for the children, along with seating for parents or carers. Alongside the play area is a small building equipped with its own baby changing facility and a microwave to allow parents to warm baby food. 40

This area is always well used, and Daisy Daisy has a loyal customer base of local parents with young children who use the facility on a regular basis. In order to continue to attract this group in the future as their children grow, Sally is thinking about opening a new area for older children in a redundant farm building. This new indoor facility would be called The Crazy Daisy Fun Factory and would be suitable for children between the ages of six and eleven. As it is just in the 45

initial stages of development, Sally is considering undertaking some market research to find out if sufficient demand exists in the local area.

Still a working farm, Sally and James use this to their advantage offering tours of the farm to school groups, and having animals available for the visitors to view. They also take part in “Open Farm Sunday”, a national event which allows people to look around working farms. In order to do this Daisy Daisy must comply with all relevant legislation. 50

James and Sally take the customer experience very seriously and want everyone to leave happy and therefore recommend them. They are fully committed to training and developing their staff, and are now considering the use of quality awards in order to do this. 55

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