

Farmer Activity 2

B & B Brochure

Age range:

7-11

Duration:

90 mins

Aim

For pupils to design a brochure advertising a farm B & B holiday.

Learning Objectives

Pupils should learn:

- What type of attractions farms offer to holidaymakers
- How to create a simple folding A4 brochure using a computer
- How to research farm holidays

Curriculum for Excellence Links (Experiences and Outcomes)

LITERACY – Writing (Organising & Using Information): *LIT 2-24a/2-26a/2-28a*

TECHNOLOGIES – ICT to Enhance Learning: *TCH 2-04b*

Materials and Equipment

- Computers
- A4 paper and pencils
- Copies of Worksheet Fa2 (one per pupil)



farm, holiday, bed and breakfast, livestock, activities, attractions, produce, brochure, diversification



Running the Activity

a) Introduction:

Ask the pupils if any of them have been on a farm holiday. Discuss what kind of things people do on a farm holiday and why people might want to stay on a farm. Go to Farm > Farmer and play the Farmer's game. This will give pupils a good idea of what farms offer and why they might be interested in spending some time there. You can use the smartboard to play the game as a whole class activity.

b) Explain:

Explain that one way that farms advertise holidays is to make small brochures from A4 paper folded into thirds (show the size). The class's task is to make a brochure for an imaginary farm advertising B&B accommodation and attractions. The brochure should be highly illustrated with a limited amount of text, 'selling' the location. Worksheet Fa2 will help the pupils to come up with ideas.

c) Research:

Pupils can carry out some web research to find out what sort of attractions farms have. The types of attractions that might be found include:

- Walks • Birdwatching • Quad bikes • Feeding animals • Fresh produce for sale • Pony riding

d) Brochure:

Pupils can plan out the brochure design in rough first and then assemble the various elements. Pictures can be found using Google Images or Clipart. Finished work should be saved and printed.

e) Discussion:

When the brochures are complete, they can be discussed and some good examples shown to the class: Are they effective? Would you like to stay on this farm and why? Is the design attractive? How could they be improved?

Extension Activities

1. Talk about the question of why many farms now offer accommodation and holidays for visitors. In the past, farms only produced food, but now they play a big part in the tourist industry – why is this? Write the word 'diversification' on the board and explain that many farmers have been forced to find other ways to make income. There is also the reason that most people now have cars and take more holidays than before.
2. Farms diversify in all sorts of ways, not just by providing farm holidays or cottages. Do some research and make a list of what farms offer, such as off-roading, pony trekking, farm shops, ice-cream, archery, fun activities and fishing.
3. Organise a farm visit: Go to Teachers > Countryside visits.

Background Information for Teachers

Go to Teachers > Useful links for more information about farmers and their work.



Fa2: B & B Brochure



Your task is to design a folded A4 brochure advertising a farm holiday. To help you do this, fill in the boxes below before you start.

Name of Farm

Livestock (what types of animals are there?)

Type of Accommodation (rooms in farmhouse? converted barn? camping? caravans? lodge?)

Facilities (swimming pool? games room, BBQ?)

Things to Do/Attractions (horse riding, quad biking, feeding animals?)

Farm Shop (is there one and what does it sell?)

Places to Visit Nearby (beach, castle, loch, golf course?)

Why this is a good place for a holiday? (Why is this farm special? Who will it appeal to? What makes this farm better than the rest?)

Pictures (list of illustrations or photos to go in the brochure)

Use the back of this sheet to sketch out a rough design for your brochure. It should be eye-catching and colourful with not too much text.

