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Garlic Farm promises a warm welcome

Tourism South East and Lantra's LandSkills South East programme have partnered with Isle of Wight-based business, The Garlic Farm, in helping their staff to gear up for what looks to be a promising summer season ahead.

By successfully completing Tourism South East's acclaimed Welcome Host Plus training course, part-funded by LandSkills South East, part of the Rural Development Programme for England, 14 members of The Garlic Farm team are ready for the season ahead and events beyond. This specialist training focuses on how to deal with challenging situations, build a winning team and how to aim for truly world-class customer service.

Staff from The Garlic Farm Café and Shop were presented with certificates by Tourism South East's Development Director, Peter Colling yesterday. 'Local food and suppliers are now an essential ingredient in tourism, with visitors seeking out independent businesses where they know that they can expect great customer service as well as a great experience' he said. 'The Garlic Farm has recently won highly commended in the Flavour of the South East category and silver in the Self Catering Holiday of the Year category of the Tourism ExSEllence Awards, and this latest training achievement further establishes the business as a leading Island destination.'

Owner of The Garlic Farm, Colin Boswell, said 'We are pleased to work with Tourism South East and LandSkills to develop our staff training on an on-going basis and have been delighted with the positive results obtained from the Welcome Host Plus course.'

LandSkills South East Programme Manager, Shelley Newton, added: 'The Garlic Farm is a great example of a company that realises the importance of investing in skills and training and that they can work with our approved provider Tourism South East to ensure that they access the full potential of the programme. The Garlic Farm highlights how LandSkills can help small to medium sized farming, growing and rural tourism enterprises across the region access up to 70% funding.'

More information about Tourism South East's Training Programmes can be found at www.tourismsoutheast.com

More information about the Garlic Farm can be found at www.thegarlicfarm.co.uk

More information about LandSkills South East can be found at

www.lantra.co.uk/LandSkillsSouthEast

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Note to Editors:

- Tourism South East is a not-for-profit company which is the official tourist board for the region, covering Surrey, Kent, East and West Sussex, Hampshire, the Isle of Wight, Buckinghamshire, Berkshire and Oxfordshire.
- Tourism South East receives core funding from SEEDA, and is active in a range of programmes to support the tourism sector in the South East region, which is worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA), and supports over 300,000 jobs.
- The Garlic Farm is a long-established, award-winning family business on the Isle of Wight, growing beautiful, long-keeping garlic. Also produced on the Farm is a range of garlic relishes, chutneys and condiments which are available to buy in the Farm Shop where there is a new licensed Café for coffee or lunch while watching the red squirrels and peacocks outside. Farm walks are offered together with holidays in the six beautiful cottages on site. www.thegarlicfarm.co.uk
- LandSkills South East, managed by Lantra Sector Skills Council on behalf of Regional Development Agency SEEDA, is part of the Rural Development Programme for England (RDPE) which is funded by Defra and the European Agricultural Fund for Rural Development.
- The Rural Development Programme is jointly funded by the EU, through the European Agricultural Fund for Rural Development, and the Government. In England, we will also make use of Voluntary Modulation. The RDPE 2007-2013 has a budget of £3.9 billion. This is more than double the budget available for the previous programme which ran from 2000-2006. £3.3 billion of the total budget will be allocated to agri-environment and other land management schemes. This funding will help farmers to manage the land more sustainably and deliver important outcomes on biodiversity, landscape and access, water quality and climate change. Some £600 million will be made available to make agriculture and forestry more competitive and sustainable and to enhance opportunity in rural areas.

- Lantra, the Sector Skills Council for the environmental and land-based industries, is licensed by the UK government to drive forward the new skills, training and business development agenda for the sector.
- Lantra represents 17 industries and 1.5 million workers and volunteers in agricultural crops, agricultural livestock, animal care, animal technology, aquaculture, environmental conservation, equine, farriery, fencing, fisheries management, floristry, game and wildlife management, land-based engineering, landscaping, production horticulture, trees and timber and veterinary nursing. For more information see www.lantra.co.uk.



The European Agricultural
Fund for Rural Development:
Europe investing in rural areas

