

Alpacas of Hall Farm:

A Rural Enterprise Exmoor business case study



Alpacas of Hall Farm is a family run farm based in Luxborough. James and Kayleigh, a husband-and-wife team were both born and raised on Exmoor. James hails from Dulverton and Kayleigh's family farm is positioned directly opposite their own.

The team decided to begin their extended business journey in February of 2019, offering Alpaca walks and experiences to locals and the general public.

This developed very quickly into offering differed Alpaca walking and feeding experiences for all ages and visitors of Exmoor. They also provide therapy visits to young children and people suffering with dementia.

The Alpacas make regular visits to local care homes ensuring a fun packed day for both Alpaca and resident alike.

The team are very enthusiastic about supporting local. When visitors come to enjoy the farm, they offer an opportunity to purchase some quirky Alpaca merchandise as well as providing as much information about the area, local eateries and produce as they can.

The Alpacas are indeed the main attraction at the farm however, we cannot forget to mention the tame lambs, pet cow, pygmy goats, chickens and last but not least, the piggies.

The farm is also Visit England accredited

Benefits and challenges of working on Exmoor

Benefits

“People from all over the south west come and visit us and we love being able to share our rural location with members of the public and what that brings with it. Breath taking countryside views, relaxing walks, a great place for the family to get together and spend time with each other.

For us as a family, we have everything we need on our doorstep and are able to give our children experiences they may not be able to have outside of Exmoor.”

Challenges

“Although our location is definitely a positive, it does have its drawbacks. It can be a struggle with people not being able to find us what with the narrow country roads and no mobile signal in and around the village. After our first year, we now give clear directions to our customers and also have signs posted around the village to ensure people get to us successfully.”

Aspirations and advice

Aspirations

“We want to continue to grow the business. Our aim is to promote alpacas to people within the area as much as possible and be able to offer our alpaca walks to people that may not be able to experience this in their normal location. We realise how lucky we are and love sharing this with members of the public.”

Advice

“My advice for others doing business on Exmoor is to embrace the community and businesses. We have found that working alongside other businesses in the area to promote their businesses works really well. If you can create good relationships with other businesses it is really surprising how many referrals you can get by promoting each other.

Promoting our business via social media also made a huge impact, being able to attract more customers and share photos of previous customers experiences.”

