

Lance Nicholson

A Rural Enterprise Exmoor business case study



Lance Nicholson is a retail shop in Dulverton High Street. They are renowned for professional gun repairs and fishing rod repairs, as well as offering a broad range of clothing and accessories. They are also a stockist of Barbour coats and jackets, and have been since 1969.

The business is family run, with 3 partners and 1 part time employee.

The shop is named after its founder, Lance Nicholson, who opened the shop in 1968, initially just selling guns then added fishing tackle.

Patrick started working with Lance, as an assistant and tea boy, in 1979, initially buying a partnership, with his wife, then buying the whole business when Lance retired.

20 years ago, Patrick and his wife sold a partnership to James Hughes who had worked with them for some years. They hope he will buy the whole business when Patrick retires and wouldn't it be nice to see history repeat itself.

Benefits and challenges of working on Exmoor

Benefits

“Exmoor is a good area for outdoor pursuits, lots of rivers, lots of shooting, it’s a holiday destination for walkers, photographers and families!”

Challenges

“Biggest problem for Dulverton is parking, we need another car park.”

Aspirations and advice

Aspirations

“Our aspirations are to pretty much carry on as we are. People like what we do and come back year after year. We will probably be looking to create a full-time job opportunity next year.”

Advice

“Our advice for others doing business on Exmoor is to look after your customers, footfall is more important than internet business to us, so talk to them, and don’t keep them waiting.”



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