

Emily & Lucy McVeigh

Kenton Hall Estate



Seizing Opportunities

Emily and Lucy McVeigh

KENTON HALL ESTATE



@McVeighSisters



KentonHallEstate



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Meet Emily...

Events & Glamping Manager

Age: 27

Education: University of life

Launched Elm Occasions Ltd at Kenton Hall Estate in 2011

Manages Kenton Hall Estate Wedding Venue, Glamping Site and Cookery School

Chairman of Under 30's Farmers Club, London



Meet Lucy...

Brand Manager at Gressingham Foods

Age: 23

Education: University of East Anglia

Suffolk Young Producers Group

Suffolk Agricultural Association Council Member



History of the farm

Our family bought Kenton Hall in 1986 having farmed both in Northern Ireland and Isle of Man

Kenton Hall farm was tired and required vast investment, time and re-invigoration

The farm consisted of mainly arable land but was historically a livestock farm by the previous owner.

At the time of purchase there was a selection of old farm buildings and 3 dwellings







Early Succession Planning

Plan needed to provide for the next generation for four children

Main aim = to secure viability of the farm for the future and to continue our connection with farming which started in 1640

Identified the need to establish new enterprises on the farm to support our generation

Early planning allowed for phase building and development of infrastructure which was designed and built in- house

Initial investment from parents was a strategic move to enable us to establish our own independent limited businesses

To date, this policy has worked really well as we have had the guidance of our parents

Arable Land

200 Hectares | Cereal crops: wheat, oats, rape | Grassland | Environmental initiatives





Livestock

English Longhorn Cattle

- De-Kenton Herd
- Pedigree, not cross bred
- Top Gun (our bull) from British Best Steak bloodline

Oxford Sandy & Black Pigs

- One of the oldest pig breeds
- Lizzie and George

Store lambs (over wintered)

- Lamb box scheme
- Used for grazing







Longhorn Beef

Grass fed during the summer months

During winter fed with homemade hay and supplemented with a cereal ration mixed on the farm

Housed in a roundhouse – great airflow

Antibiotic free

Grown to over thirty months

Dry aged for a minimum of 32 days





Burger Trailer

Vinyl wrapped with a farmyard theme and gates

Retail a gourmet burger at £5 for Classic, £6 for Cheese

£9/Kg raw mince to £35/Kg cooked

Selling bottled water is our biggest mark up

Numerous events per year



Weddings

Our wedding venue is open in the summer from May – September

Kenton Hall Estate Weddings:

- Exclusive use of venue in the heart of the countryside
- Unique Woodland wedding blessings
- Wedding receptions for up to 200 guests
- Expert event Co-ordination on-the-day
- Glamping accommodation for up to 20 guests











Glamping

Glamorous + Camping = Glamping

Our glamping site offers a retreat in a tranquil woodland setting.

The Moroccan Yurt, Shepherds Hut and Lodge Tents are furnished to a high standard ensuring luxury and comfort.

And when we say luxury – we mean it! Think king size beds, log burning stoves and private shower rooms.

We can sleep up to 20 guests in our Glamping site.

We offer short stays and weekend breaks including hen weekend packages.









Hen Weekends

We offer hassle-free, ultra-luxurious hen parties which include early morning yoga, back to nature activities and glamping accommodation.

Our packages start from £180 per person for 2 nights and we offer a range of on-site activities.

Activities include:

Clay pigeon shooting

Great Suffolk Bake Off or Sausage making in our cookery school

Floral head crown workshops

Knit & Natter

Kill it, cook it, eat it!





The Food Hub

We opened The Food Hub in 2013 after converting a cow byre into a butchery facility, cookery school and commercial kitchen unit to support new start ups.

Our tenant butchers Palfrey & Hall now employ 8 people and opened a retail butchers shop in December 2017.

The commercial kitchen is currently used by a new drinks company called Peck developing protein drinks using egg.

The Food Hub Cookery School has grown over the past 3years successfully running cookery courses, demonstrations and Weber Grill Academy courses.

PALFREY & HALL

PURVEYORS OF THE FINEST QUALITY LOCAL MEATS

ESTABLISHED 2013



The Food Hub Cookery School

Our approach is relaxed and informal, making the most of seasonal ingredients.

Our school is equipped with state-of-the-art facilities with Aga Rangemaster cookers and Kenwood equipment.

We have a produce to plate philosophy using meat and vegetables produced on our farm.

We work with local chefs to offer an excellent range of hands-on courses and demonstrations







Weber Grill Academy

At The Food Hub Cookery School we run Weber Grill Academy BBQ courses throughout the year

BBQ courses include American BBQ, Essential BBQ, Seafood, Art of Charcoal

Learn how to roast, grill, bake and smoke on a range of Weber charcoal and gas BBQ's



Annual Events

- Open Farm Sunday

LEAF national event, we opened our farm up to over 2,000 visitors showcasing a livestock and machinery area.

- Field to Fork Lunch

Al Fresco dining event for up to 50 guests serving our Roast English Longhorn beef

- Food Fairs

One day event featuring farmers market, cookery demonstrations, kitchen garden tearoom and street food. This event attracts over 1,200 visitors.



Education

School Visits

- Home economics GCSE classes from local high schools
- Duke of Edinburgh bronze and gold award skills courses



Tractors in Schools

- Local primary school interactive talks

Food and Farming Day At Trinity Park

- 4500 children from local primary schools



A large, multi-story brick building with a tiled roof and several chimneys, set in a lush garden with numerous tall pink lupine flowers in the foreground. The scene is captured in a cinematic style with soft lighting.

KENTON HALL ESTATE

Marketing

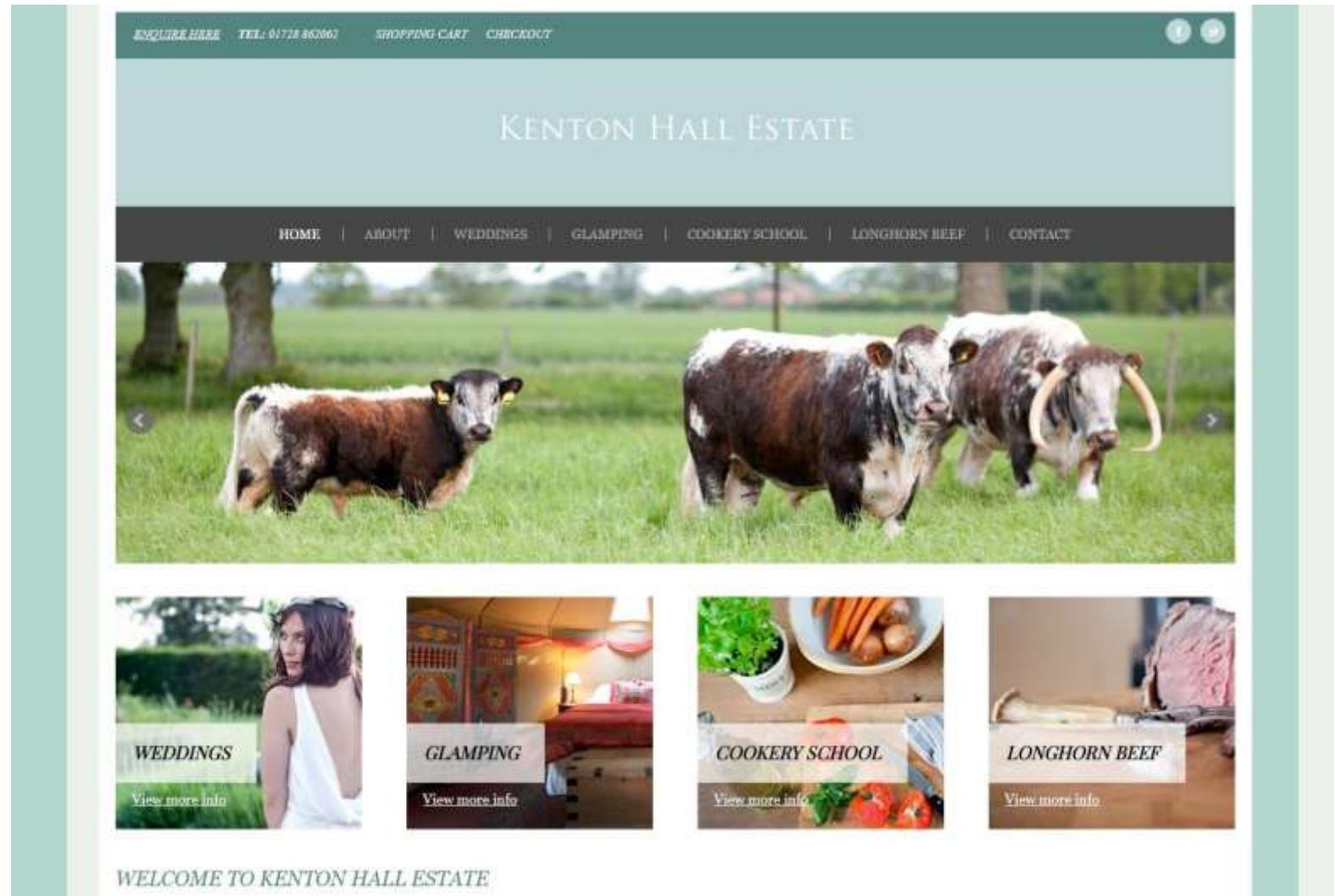
Website & blog

Monthly newsletters -
2,000 on mailing list

Social Media –
Twitter: 4,000 followers
Facebook: 2,000 page
likes
Instagram: 1,200
followers

Combined audience of
over 9,000 across our
platforms

Press & PR



Press

The Observer

The Telegraph

Marie Claire

Country and Town House

EADT



Lucy scoops place at conference

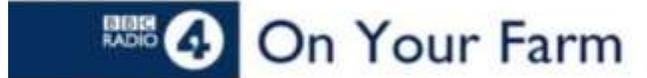
PUBLISHED: 16:10 on 03 January 2017 Sarah Chambers



After years of working in the city, dining professionals are abandoning life in the city to regenerate their family food businesses in Suffolk, says ANASTASIA BERNHARDT. The article discusses the trend of professionals returning to rural areas to start food-related businesses, highlighting the challenges and rewards of this lifestyle change.



WE'RE FEATURED ON...



On Your Farm

SUNDAY 27TH SEPTEMBER

06:35 BBC RADIO 4
& LISTEN AGAIN ON IPLAYER



A Taste of Home, Series 3, James Martin: Home Comforts - BBC One

James Martin takes us back to his childhood with dishes that remind him of home.

BBC.CO.UK

Press

Radio:

BBC 4 – On Your Farm

BBC 5 Live

BBC Suffolk

TV:

BBC1 James Martin

BBC Look East



Then beef: the smoked rib meat, neck and shin, leg shawarma and grilled prime cuts of an English longhorn from Kenton Hall Estate in Suffolk. The different cuts - coloured from angry purple to tarry black, textures ranging from soft and melting to chewy to crunchy and back again, flavours from blood and iron to wood coal and smoke. He takes whole animals in through the door, does Ne Rankin, and nothing leaves but the bones, well boiled. He uses everything



The Women Taking Over The World of Meat



Challenges ahead...

Increased costs

- Additional Staff
- Business Rates
- Taxation
- Increased overheads
- Re-investment
- PR
- Health and Safety

Embracing/ Reacting to Change

- Innovation
- Brexit
- Potential Imports



Measuring Success

- Data and Analytics
- Customer Feedback
- Repeat Custom
- Delegation
- Improved work/life balance
- Employee satisfaction
- Successfully setting goals and targets
- Increased profitability



Succession

Evolving Matter | Individual companies | Continual
Monitoring



Thank you
for listening!

KENTON HALL ESTATE